Introduction to Lion Goodman

Everybody. I'm so glad you came back. You're going to really like the next guest. Lion Goodman is a professional certified transformational coach. He's an author and subconscious pattern detective.

Now you know how we love that word, detective. Finding out what's really going on, right? So he's the founder of the Clear Police Institute, which offers programs to free people from their limitations, negative thought patterns, and you kind of block and resistance caused by their beliefs in the core of the psyche.

So this is a perfect, perfect guest for this program here. We've had a lot of people talk about anatomy, physiology, biochemistry and, some of the business aspects of marketing.

Only a couple that are really into the mindset, the belief system. So this is critical, critical work for health coaches. Now, the goal of every program of Lions is to bring about each person's healing, awakening and freedom.

Create the life they desire. Now you know why he's here. Because that's what we're all looking for. How do we create that life? Now he's the creator of the Clear Beliefs method.

That's a process for healing core wounds and clearing police rapidly and permanently. Permanently. He's trained hundreds of coaches and therapists and healers around the world through the clear beliefs coach training, which is offered only twice each year.

Now, graduates of the program call it the missing piece in my training. I've heard this before, and I've talked to lying quite a bit, and I. I believe this is a missing piece.

It's a magic wand that you can use to help your clients with any problem or issue. You don't get to beliefs you can believe an awful lot. That's blocking them from reaching the results that you otherwise might be very good at getting them to achieve.

So late is more than 40 years of study and practice in psychology, neurology, spirituality, philosophy, linguistics, and the principles of success. He's taught workshops and trainings across the United States, Canada, Europe and China.

He is the author of five books, including Creating on Purpose, Love That and How to Clear Your Clients Limiting Beliefs of the two. And he's published more than 100 articles on consciousness, beliefs, psychology and inner development, which can be viewed at the Lion goodman.com.

Now we'll put all the other information out in the show notes, of course. But, lion, I want to welcome you. It's been nice getting to know you and, thanks very much.

See how to the folks. Thank you. Reed, it's really great to be here.

How Beliefs Shape Health and Healing

I appreciate being invited, and I'm looking forward to this combination of physical health and mental health and making it work for everybody. Yeah, well, you're the main man, you know, I want you to give us a little bit more about your background.

Like, I want to ask you about your program and some other things, but, tell us how the heck you ended up doing this. Well, from a very early age, I knew that there was something wrong with me.

And that's where it all started. And so I dedicated myself to fixing myself, whatever was wrong. And so I looked in

all different areas of life and and tried to fix myself.

And over many years, trying I took over 100 workshops, I did psychotherapy, I did physical therapy, all kinds of things. And what I realized when I looked back at the history of, of my inner work was that whenever I changed a belief, a really core inner belief, everything changed from that point forward.

So, my my favorite example is when I was in therapy as a young man and I suddenly realized, oh my God, it's not my mother's fault. You know, that was a big change.

We to turn me from, you know, from a victim of my mother to, you know, to actually having an adult consciousness. So I began looking at beliefs themselves.

Where do they come from? How do we get them? How do they function? What are they doing there? And, and then really, how do we change them? So I took a lot of different workshops.

I thought other people had the answer. And what I found was that most belief change methods produce only temporary or partial results, that you might feel better for a little while.

But then the old belief comes back, and I was looking for something permanent and, you know, complete. So that when it's gone, it's gone and it doesn't come back.

And so I had to invent it. Yeah. Remarkable. And so you went to all these workshops and then did you, were you teaching or were you working one on one with clients, or was it mostly from an academic perspective?

What were you doing for for a living? I guess I'm asking, you know, what I was doing for a living is I was a headhunter. So I was helping companies find the right kinds of people.

And so I was a professional recruiter. And that's how I made a living while I was doing all this exploration. And then when the dot.com bust happened, my business went down the tubes along with all my clients.

And so. So I wasn't sure what to do. And my girlfriend at the time said, you should be a coach. And I went, you know, what's that? I don't know anything about coaching. She said, sure you do it.

You've been coaching executives and and candidates for, for 30 years. And I went, oh yeah, I guess I do know something about coaching. So I took everything I had learned in my own self-development and began teaching it to others and working as a coach individually and then, you know, eventually teaching my methodologies.

You know, I can tell you have a lot of coaching you, just the way you speak. You know, I took a course back in the 90s. It was called personal coaching.

But I'm not sure. It was mostly, I think, NLP. I'll bring it up with you later, you know? But tell me, because you've taken all these different courses, and you said some of them were better than others.

What do beliefs have to do with health and healing? Why should health coaches care about that? For me, beliefs are fundamental to everything in our lives.

When you look at how a person perceives the world they're perceiving through a lens, which I call beliefs. Now, there's lots of different names for this thing I call beliefs paradigms.

Lenses of perception. There's lots of words that describe this fundamental essence of the mind. To me, it's the infrastructure of the mind. It's how the mind is created from the time we're born, actually, before we're born.

But from the time we're born, we're trying to put together patterns. We're looking at patterns, trying to understand patterns and then remembering patterns so we can use them for survival.

So that's really the fundamental essence of beliefs. So they are the way we we see the world. They're the way we see ourselves. And they're the way we see other people.

They're light colored lenses. So if you're looking through a yellow lens, the world looks different than if you're looking through a green lens, right?

And so if you're looking through the belief, life is hard, as you look around, you're going to see all the hard parts of life. And if you're looking through the if life is joy, you're going to be seeing joy everywhere.

So beliefs are always self verifying. We always see evidence for the beliefs we have, which is called, cognitive bias. You know, in psychology. And so when it comes to the pursuit of health and healing and things, how does beliefs, you know, I mean, some people believe that if you take your medication, you'll get better, you know, so well, which we know you don't.

You're just treating the symptoms only. How can we apply that to, like, actually improving your health? Well, everyone, everyone's miliar with the the placebo effect, right?

That research has shown that whether you believe in the drug you're taking has at least 30% to do with whether you get better or not. Now, unfortunately, the FDA and the research companies have never done research on beliefs, even though they're 30% of the effectiveness of any drug.

So the placebo effect is actually the belief structure. And I believe I'm going to get better and I get better, or I believe I'm not going to get better and I don't.

There's also diagnosis, diagnosis shock.

Core Beliefs, Trauma, and Compliance

You know, when someone, sees the doctor and the doctor says, well, you've got cancer and you've got six months to live. That shocks the system. And that belief begins the body's process of of dying.

It's like, oh, I'm going to die. I guess I need to get busy. Yeah, I've we've got the nocebo effect. There's the placebo and the nocebo. This is why sometimes lying, genetic testing can even be, a downspout, you know, initiate some kind of, negative belief, like, oh, my God, I've got the gene for colon cancer, you know, and there could be no colon cancer.

It's the gene hasn't expressed itself in that way, but the beliefs can, maybe affect we're looking at ways. Are they actually affecting genetic expression?

So again, if you get told you have the, the, the genes for some, some oddball thing, next thing you know, you get it. It's called the nocebo effect. I hate that right.

There's also yeah, there's there's also the deeper beliefs about the self. So, you all physicians and nutritionists have an issue with compliance, right?

Will the person actually follow the guidelines we give them? And it's true for all health practitioners. Is like, we still need to get the person to do what they're supposed to do.

And if a person believes I'm not worthy, for example, deep in the subconscious mind, then they're not worthy of health. They're not worthy of the a why should I bother doing that thing when I'm not worthy?

So in many cases, the issue of compliance or getting better has to do with a person's self-image and self beliefs as much as belief in the medicine or the treatment.

It makes a lot of sense. You know, we've had a couple guests that talked about mind body connection. This is, I

think, a little, different than that. Which one do you think is more important?

The mind, the but, you know, the mind body connection or what you're talking about or how are they different? Well, yeah, for me, everything's connected to everything.

So if we start there, then, you know, mind and body or in our, interwoven, into being is what that I'm called it. You know, everything exists at one time.

We've got 70 trillion cells in our body, and they're all cooperating and in functioning without our management and control. So it's clearly things are working behind our conscious minds.

That's why people say the subconscious is, you know, 95 or 90 8 or 99.9% of, of the mind. And what I've found is that we can actually go down into the subconscious mind and sort of dig up the roots of the weeds.

So if there's a weed, you know, you can chop it off at the top, but it's going to grow back. You can stomp on it, and it'll grow back. But if you pull it up by the roots, it doesn't come back.

So that's what I discovered about beliefs, is that you can try to pound on beliefs with affirmation. I am a good person. I am a good person. I am a good person.

But what what it does is it stimulates the old belief I'm a bad person to just come up and push harder. Or you can chop it off and say, well, I know I'm a good person.

I'm not a bad person. Consciously. I'm very clear about that. But that doesn't affect the subconscious beliefs. But still, they're underground. So yeah, my methodology, you learn how to go down below the level of the conscious mind into the subconscious, the deep subconscious, and root out the beliefs that are interfering with a person's health or happiness or success.

Yeah. You know, I almost wish, people would get more of this kind of education at a younger age, you know, because it took me, it took me half my life to realize that I wasn't stupid.

Like my father used to call us you. You only did wrong. You're stupid. But we weren't stupid. We just were ignorant. There's a difference. Or we weren't experienced or something.

But he was this a tough guy, you know? And it took me a long time to kind of to deal with it. And I have a 38 year old son who I've never called stupid.

Not once, you know, because I know that it can have a negative effect. He's brilliantly successful, much more successful than I was at his age. You know, it's amazing how that stuff works, you know?

So, that's one of the main sources. Sorry. That's one of the main sources of belief system, doctor nation. Right. We get indoctrinated by our parents, but they're doing what they think is right.

They're not being mean to us. They think that if if they beat us up or if they insult us, that they're going to toughen us up for the world. Right? And so they're doing what they think is best.

And as children, we want to believe what they believe, because if we do, we will be more like them. And if we're more like them, they will like us more and they will throw us out to the wolves.

So it's kind of a cooperative deal. We're, we're, they're they're doing whatever they do. And we're, we're saying, oh yeah, I'll agree with that. And I'll take on your beliefs about myself.

And that way I'll be closer to you. I'll maintain the survival relationship we have. You won't flush me down the toilet. So, it's it's very deep, programing that's actually taken on by the child, even though it it's being indoctrinated to the outside.

The child is going. Yes. Please give me the truth. Yeah, yeah. Well, you know, want to hear more about, techniques or something like that? So, you know, I just give you one example, I tell you, another one is when I was like.

Like, I think 8 or 9, my parents gave me, some money to go sign up for swimming lessons. It was like the last day of school for, for summer break, and you had to pay for your swimming lessons at school, and I lost the five bucks.

I think it was for for a week's worth of swimming lessons. It was a long time, so, And I got punished for it. And I got told for the forever that I was bad with money, you know, like, you know, we don't give it to read.

He'll lose. You know, he'll he can't handle money. Read's not good with money. That was eight years old. I just lost the damn $5 bill, that's all. But it affected me that I thought it was money.

And I stayed broke for a long time because of that. Believe it or not, the I finally found the five bucks like, like two months later. It was in a, it was in a school book.

And I went downstairs and I gave it to Mike and they didn't say a word. They didn't say sorry or anything, you know, just still. Yeah, a bag of money at last.

And I know for a fact I've done some, some deep work and that came up, give us some more examples like that. Like how some of your clients, how they've gotten over things.

Well, let's talk about, obesity, which is a pandemic in our culture, right along with the Covid 19. I worked with a lot of people who are extremely overweight, and there's always a deep belief underneath that weight gain.

Now, it may be hormones, but the beliefs may be affecting the hormones, right. So you can look at it many different ways. And what I found is that women who especially women who are massively overweight, they're protecting themselves from something that and so they're padding their body and it's usually sexual abuse or sexual mistreat that they experienced as a, as a girl or as a young woman.

You know, a woman's breasts start growing, men start looking at them making catcalls and and treating them like objects. And because that's such negative attention, they say, well, if, if at least if I get fat, I won't get that kind of attention.

So I've worked with people and rooted out that really deep beliefs, those traumatic experiences. And then the weight just starts falling off because they don't have that need to protect themselves anymore.

Yeah, that's a good example. You know, and I've heard, remember I said I did a personal coaching course back in the 90s and it was mostly neuro linguistic programing, NLP, and since then I've taken some other things to help in this area, like the tapping thing that is EFT.

And then I've heard of, eMDR. There's other modalities like the how does what your mouth how are your methods different. Well let's use tapping for for exist for example.

To me, again, as I said, everything is connected. And so our energetic system is connected to our mind, is connected to our body. And so tapping is a way of dispersing the energy that's fixed in the body when it comes to a particular belief or particular, character.

And it is a good temporary relief. But the reason you have to keep tapping and keep tapping and keep tapping into tapping is because you're you're releasing the energy, but it gets reformed by the deeper belief in the subconscious mind.

So it's a temporary fix. It's a great temporary fix. And in some cases, if you do it enough, we actually change it at the fundamental level.

But most people never reach that because they give up and they go, well, this isn't you know, it's not working. So they tend to to stop using it, instead of going all the way to the point where it disappears completely.

You know, he was originally created as a, a way of looking at someone figuring out what they're doing, like a successful person. What do they do? And then say, well, if we use that and we have other people do those things, they will be successful.

So it's kind of an outside in approach to mind change. This is what the healthy people believe. Therefore, let's change the beliefs to get them to believe that and therefore it'll, you know, it will change.

Outside in approaches, there's a lot about that approach to psychotherapy is essentially an outdated approach. We're going to, you know, you tell your story and we'll all listen.

And, you know, eventually something will come out of you. But it's it's mostly like, here's how to solve the problem. Most coaching is problem solving from the outside in.

So the work I do is from the inside out. We're going down into the core of the subconscious mind, finding out what that causal belief is, and clearing that and then replacing it with a very positive and empowering belief.

Now, the reason we do that is like I use the analogy of a garden. If you're going to build a garden from scratch, first you have to remove the rocks in the weeds and amend the soil, and then you plant your seeds for what you want to grow.

You don't throw your good seeds on rocky, weedy ground. And so we do the same thing. We clear out the old beliefs first, and then when you plant the new belief, then it's planted and it grows.

It doesn't require repeating over and over and over again. Affirmations, as I mentioned before, is like stomping on the weed, hoping that it disappears, when in fact, if you just pulled the weed up, got all the weeds out, then you could plant your flowers or vegetables and actually have a beautiful garden.

So that's the principle underlying what I do and why it's different, and why it works better than these other methodologies. And all methodologies work for some people.

So I'm not demeaning any of them. It's just that most of them produce temporary or partial results. So that comes to healing. Again, I'm talking to health coaches here who are going to be dealing with clients with a wide variety of, problems, things about themselves that they want to change.

What are some of those really deep beliefs that they have that are blocking them? Probably the most insidious one is the worthiness belief. I'm not worthy.

I'm not worthy of success. I'm not worthy of love. I'm not worthy of health. And if that's underneath the person's subconscious mind, it doesn't matter what you throw at them or what you guide them to toward the underlying belief will prevent them from doing the work or taking the medications or changing their diet.

So that's one of the most insidious ones. The most common belief I know of is there's something wrong with me now, in, in a lot of ways, there are lots of things wrong with us.

Right. There's nobody's perfect as far as I've met so far. So that can be a very good belief if there actually is something wrong. But if there isn't something fundamentally wrong, the belief can actually create something wrong because all beliefs get verified.

So if somebody feels there's something wrong with me internally, I'm a broken person or I'm the sinner, or, I'm flawed so much that I'll never recover.

That kind of belief will prevent someone from actually getting better. Why should I get better? There's something wrong with me. Or there'll be another thing wrong with me as soon as that part's fixed.

And so I'm sure your health coaches know that. You know, you can chase one particular issue and that one goes away, but then another one crops up. You know, that's because there's some belief that says some there's got to be something wrong with me.

If it's not this or I fix this, good. This, this is the problem. Now it shows up. So for me, going into the belief structure and clearing the beliefs along with health coaching is a perfect combination because you're working both at the physiological level and also at the psychological level.

And there's so intimately connected you can't really divide them up. Now, how would this work with someone who, just can't make commitments? Because one of the things about health coaching is you, you know, you look, you start assessing, you start forming an impression on a person almost as soon as you meet them. How do they look?

You know, dressed, they're overweight, underweight, you know, they saggy eyes, bad looking skin. You know, whatever you're assessing, health coaches. We can't help ourselves or assessing is this someone like, might be able to help us.

And we talk to them. We find out. Yeah. They've got all these things that they want to change and, and, and, it's been going on for a long time, maybe years.

And, you know, yet they're not better. And that's actually what motivated me to start doing the research I started 20 years ago, figuring out what's really wrong with people on a physiological and biochemical anatomical level.

And, yet, you know, some of them just they won't you can take them to the water and, you know, you can't make them drink is just useful for that to like like there's something in other words, I run labs, I explain, here's what's what's wrong with you, so to speak.

Here we call them healing opportunities. Moving forward, if we can get this balance and that working better in this work, you know, and it's all stuff that they get to do.

They get to, do the right diet and exercise and stress reduction and supplementation and sleep patterns and things like that. So we can I can do I can do that in a very short period of time for someone getting them to do it.

It that's a whole different story. Even though they know what to do. How does it apply to something like that? Like let's say someone takes your training and can they get that person to follow the program?

That's a great question. So, again, we're we're back to compliance, getting the patient to actually do what you say. And there's a lot of reasons for why a person doesn't, you know, the number one reason people aren't successful is quitting.

And the number one reason why people quit are their limiting beliefs. So again, it comes down to beliefs. So a person, if a person believes I'll never get better, then why bother doing all these things?

If someone believes, I don't deserve to be healthy. I don't deserve happiness. I don't deserve success. Why bother doing the things that the health coach recommends?

If I believe, this won't work. I've tried lots of things, and nothing works that's going to interfere with whatever they do, whether they actually do it or whether it works or not.

So for me, these are the fundamental questions to ask for a health coach is when you make a recommendation and a week later you check in with them and say how is it going?

And they say, well, you know, I did this for a couple days, but then I didn't. Then the health coach could turn to

them and say, well, let's look at your beliefs to see why you didn't follow through on your commitment.

Because there's always something there. And that's the detective part. That's the fun part of diagnosing the belief that's underlying the behavior. If you can clear that, then they come back with their full commitment because that's not in the way anymore.

Now, two weeks later, they might quit again. And so again, you apply the same technology and you say, you know, what was it this time that caused you to, to stop and with with my techniques?

You can find that core belief fairly quickly and then clear it. And now the person's back on track. Now it turns out that this is life, right? We make progress and an old belief pops up, and if we clear it, then we can move forward again.

Or if the old belief pops up or we don't clear it, we turn away and go backwards. Right? We just stop, we quit. And so that is the process of life moving forward.

Something comes up, clear. It. Now you can move forward again. In fact, the analogy I like to use is a machete. If you're in the jungle and you have a direction you want to go, there's lots of stuff in the way that was there before you got there, right?

So but if you have a machete, you can clear whatever's right in front of you and then move forward some more and then something else, you run into something else, you clear that with the machete and now you can move forward again.

So to me, this is the process of of healing. It's a it's kind of a never ending process. We have tens of thousands of beliefs, many of them positive, many of them neutral.

Some of them are negative that that affect us and impact our lives.

Training Coaches to Use the Method

Yeah. So I need a machete. I have a funny story about that, but never mind. So when a person graduates from your training, that's what they'll be able to do.

They'll be able to get out the machete. No. And and kind of curve away some of these, underlying beliefs and be able to clear those out. Is it, what they do for a living?

And in other words, like, is this in separate session they have with the person that so they're adding this to their session work with a client. You know, I'm looking at the actual sort of production side of things.

Or do they just kind of slip it in there while they're doing their regular health coaching? Not sure if you know what I mean, but I do, I do and in fact, one of the things, one of the parts of the training is how to integrate these tools, this tool set into your current practice, because people come from all different kinds of practices into my training.

Right. And so if a person's health coaching, you can just slip these techniques in when you ask the person, you know, what happened. If they say, well, I didn't take my medication or I changed my diet or eat the cake, even though I knew I should do it.

And so if you then apply that particular tool at that moment to that particular thing, you can find its root, pull it out by the root, and then the person can remake their commitment in a much stronger way.

So it's, it's really a tool set that I offer. It's not a particular process that you have to do. Right. My job is to give you tools like a carpenter's tool set, you know, right now I need a screwdriver.

So I'll use this tool. Right now I need a source. I'll use this tool. So that's what I offer people. And they integrate it

into their practice in whatever way it works.

And some people become clear beliefs practitioners because they love the work. And it's truly transformational. Yeah, but I could see, you know, both ways.

So let's say I have a prospective client and I do I have an onboarding process that really works. Okay. I turned around to where I'm interviewing them to see if they qualified for my practice and if I can help them.

Number one, you know, do I think I can help this person? Number two, do they do they qualify? Do they meet my standards of, ready to get started? Ready to pay me?

Fully committed and these kinds of things. So I have a great onboarding process. But what frustrates me sometimes is, you know, you're talking to a person who might even sort you out, and you ask him, what's their main complaint?

And let's say it's explosive diarrhea or, you know, migraines or something explosive. Take I'm sorry to hear that. You know, how often does it occur? And they go, oh, like three, five times a week, you know, and I'm like, geez, I'm sorry to hear that. You know, that's not normal.

That's not good. How long has it been going on? Oh, like three years. Like Jesus sounds horrible. You know. What have you tried so for that, obviously.

Has it worked? You know, they've tried medication, they've tried different diets, they've tried all these different things they tell you about like that.

And then another one of my qualifying questions is, well, is this ruining your life? You know what? What would motivate you to get into a program that you would follow through on?

And they see, how does this ruin your life? Let them go. Well, I get by. Yeah. Like and I forget how they've learned somehow to cope and get by with explosive diarrhea.

Or it's like there's some kind of belief in there. I would you, would your system tell me the whole process. But we're sort of root that one out, you know, like you get by like just a person who says, I've got explosive diarrhea five times a week for the last three years.

But then says I get, but they're not going to buy your program. They're not going to sign up the I would call it a disqualifier because they're not motivated enough or you might.

Yeah. Yeah. Sorry. I'll use, an exact, patient that fits that profile. I started working with a woman who had explosive diarrhea five times a day. And for two, for ten years.

And I began working with her and found a huge pile of trauma at the bottom of her subconscious. She was incredibly mistreated and abused and used as a child sexually in every other way.

And we began working at that level at the deep traumatic trauma level and helping undo and clearing some of those trauma. So this was complex trauma, which means there was a lot of it down there, you know, probably hundreds of incidents, in which she was traumatized.

And it took two years, to finally get cleared, clearing out most of it. And today, she only has explosive diarrhea when she's under a lot of stress, you know, in a fearful situation.

So it happens once a week instead of five times a day. So that took time, because when you have that much trauma in the system, it takes there's a lot of pieces to the puzzle.

And it can work to really root out the underlying reason. Yeah, but I bet. So I know you've said that it's never too

late to have a happy childhood. What do you mean by that?

I'm already having my favorite childhood. That's what I'm having right now. That's. Well, that's true too. So one of the principles that we use is called memory reconsolidation.

That's the psychological term for it. And basically what's been found through memory research is that you can actually go backwards and change memories.

Now, memory is all our perception anyway. We don't remember how things happen. We remember how we perceive the thing that happened. So because memories malleable and you can know this by in a courtroom, the lawyer asks, well, do you remember when this happened?

And the person goes, oh yeah, I remember. And it's been shown that you can implant memories, persuade memories, change memories, and suggest memories into people.

And so what we do is through this process, through the core beliefs method, using a visualization process is we go back in time and we actually change the what, what the child experienced by coming in as the adult and taking the child out of the environment that they're in, where they're traumatized, and being that becoming the big brother or big sister for that inner child.

Now, the way, the way the mind works is that our, our inner children who are traumatized are still in that trauma. And so we're actually shifting them out of the trauma of changing their environment.

And by doing so, they're no longer traumatized, because in the imaginal realm where our memories are stored, there is no time. So a person's always in the experience they're having.

So an inner child who is traumatized, like when your your father called you stupid, right? If we went back, you could take you out of that situation and you, the adult, could say, you're not stupid.

Your father doesn't know any other word to use. He's. You know, it's not your fault, you know? And so then we put him back in the environment and he now knows that he's not stupid.

And by changing the early pattern memories, we actually have a happy childhood from an unhappy child. So, it's actually true that it's never too late to have a happy childhood through this process of memory reconsolidation.

Memory reconsolidation. Okay, so that's that sounds like a a good technique. If, if, another thing, this would be the last thing. And then I want to ask you a little bit more about your course.

I've had clients who, sign up. They pay me a nice chunk of change, because I get paid up front and I run labs, and I design a protocol, and I get them going on the protocol.

And I'm really good at finding out the weakest area and where we need to start. And, you know, nurture. We have minimum 90 day, packages that we, give people to sign up for.

So, you know, you can you can do some substantial behavior change in 90 days, at least you can leave. And all the educational groundwork, you know, get them, get them on the program.

So, but guess what? You won't believe this. Some of them quit. Yeah. I've no idea why. They're like, they're doing fine, too. They're like, you know, two, three weeks in three weeks in five weeks in six weeks.

You know, they're going, yeah, I feel great. This is a great program with less weight and more energy. Sleep and better, better sex, better workouts, better.

And then, boom, they're gone. You know, and I, I've just well, they've they've paid me, you know, I guess they figure they got their money's worth or something.

But I feel like I haven't delivered my product. Like I didn't retest them. I didn't, you know, make sure it's, you know, permanent. They've actually done this.

Can you say anything about that? Like, like, well that happens. Yeah. It happens in my practice and it probably happens in everyone's practice from time to time.

I always go and I interview them and I say, look, you know, no, no obligation. You're what you're welcome to quit. But I just want to understand the underlying reason.

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And when I begin analyzing and detecting the underlying reason with them, they realize that an old belief popped up and something became more important than something else.

Suddenly they were distracted. Or they were, you know, they there's some reason underneath it. And when I can find that and clear it, they usually come back into the into the process.

So I don't know if you did that, but that's one of the things we do to get people to keep going, because it's just one more way of quitting is, because, you know, something came up and now it's not as important or it out.

My money's worth. So, appreciate, and it's it does make sense when, it comes to your your course, it's called the clear beliefs Coach training. We're going to put information and links to you in our show notes and things regarding, you know, access and pricing and all that sort of stuff.

But it's a 20 week program, right? Is it is it online? Is it one on one or how does it work? Well, part of it is online. And that is the the talks, the lectures, the manual that you read step by step.

But then there's live interaction in the class is I'm there teaching and and helping people, showing demos and doing Q&A and that kind of thing. So people are getting their didactic information offline and then coming into live classes for, for the, the lively stuff.

And then we put people into practice trials. They're using the techniques with each other. They're using the technique as a coach, and then it's being used on them as the client.

So they get to actually experience the power of every process, both from the outside and from the inside. And so that's all live. And it's very intense program.

It's about a 75 hours of commitment to the program. And people come out of it certified as a clear beliefs coach. And if they're a member of the International Coaching Federation, they can get, 40.

It's number 42 hours. I think of, ICF, cuz. So, that's helpful for people. So yeah. For 48 hours. So, it's a very intense process because I want people to really understand each process from the inside.

And they're it's all experiential. It's not good ideas. The good ideas come in the form of the lectures in the manual. But the real the rubber hits the road when they actually experience it from the inside.

Yeah. Fantastic. Well, I think, like, your one client in your bio said, you know, it sounds like it could be the missing piece of the puzzle, you know, and, and, kind of a magic wand when clients are getting out of line or non-compliant or, you know, you know, not want sign up for your program and these kind of things.

Let us a couple comments here. You know, I want to talk to you a little bit about the leadership, the student health coaching. I know that you teach health coaches and therapists, and, your training is good for, even physical therapists, psychotherapist physicians, yoga teachers and that.

And my program is to, you know, they love learning the labs and the protocols, you know, and combined with, the

ability to, change beliefs, I think it would be an amazing combination.

What else can we do? First, providing leadership for the health coaching industry sites produces amazing courses. We produce. I think it's really important what you're doing in terms of bringing all these certification programs together.

And I don't know if there's already a national standard for health coaching, but that's one thing that could happen. That's how the ICF got created. And the life coaching side is all the training programs kind of came together and said, we should have some kind of standard here.

Yeah, that everybody meets in order to get approved by the by the Board of Standards. Right. So that may be something. If it hasn't been done, it might be a good idea.

But I think what you're doing is you're, you're exposing all the different methods and all the different schools to people so they can really learn and pick and choose what's best for them.

Because I don't think there's a one size fits all or a one program fits all for everyone. I think that everybody's got to find their own motivation, their own unique viewpoint about life and the best program that they can find for themselves and their clients.

Yeah, I understand that now. Years ago, in 2008, when I started, I wanted to be the the foundational program which teach the science behind health and health building health and how to figure out what's, again, what are the healing opportunities.

It's it's heavy on anatomy, physiology, biochemistry. Behind the lab were collecting saliva, urine, blood, stool and assessing it and correlating the results with a real person.

You know, when you don't diagnose and treat anything, we, look at the person. You know, it's not the disease. It's the person. As I say. So, you know, it's robust and, includes all the protocols and even business training and onboarding and how to make a good living doing it.

But still, there's always something you want to augment or and also there's a lot of specialties. So that's another reason besides trying to provide some leadership and, you know, exposure and expand the entire field of health coaching.

I think that we just wanted to say, well, look at all this cool stuff you could do on a really good living. I've got a lot more to say about it and a lot more leadership to provide.

And I plan on doing more of these, some sad things. But, let's finish with what you think would be the, things that really separate a professional from the hobbyist.

You know, we have hobbyists we love or obviously the devil. They work on themselves and their friends and family. They do a lot of good and they do a lot of referrals to the professionals.

But what does separate a professional from hobbyists in your mind? Well, I love that word dabbling because that's what they call a duck that goes dives down and each scope, lichen or they the moss that's down there.

Yeah. It's kind of dip in. It's dipping in and out. Right. That's that's what dabbling is. For me, if you're going to commit to helping people, you need to have the science.

You need to have the background. You need to know what the latest stuff is. It's not just applying a technique like paste over cancer. Know. It's like you need to have the underlying, knowledge and wisdom that it takes to really help someone from the inside out.

The body is complicated. I studied physiology and molecular and cellular and developmental biology back in

college, and I saw how complicated it was. The physiology manual was this thick. Yeah.

And and so, for me, it was absolutely fascinating. I thought I was going to go in the, in the, direction of, of body therapy and Rolfing. I ended up not going there to do business, but.

Yeah. But but that got physiology. And to me, the physiology and psychology were a perfect match. So I was also studying developmental psychology and neurology.

And in that gave me a foundation to build on in my own experience. And then as my experience as a coach and I give my coaches, my students, that kind of background so that they really understand what's going on at the infrastructural level.

And that's what you're doing, too. It's the infrastructure of the body, all the way down to the molecules and atoms to how they're interacting. And we're doing the same thing at the level of the mind and the subconscious and the superconscious mind, by the way, we we involve the subconscious, the conscious mind, and the superconscious or the higher self in everything we do, because we're also a spiritual being.

We're not just physical, we're not just mental. We're not just emotional. We're not just spiritual. We're all those things. We're complicated beings. And you have to take a holistic approach to have a holistic impact.

And so that's that's what I think is most important, is really seeing the whole person. Yes. From the, the spiritual, who they are as a soul to how their body is functioning, to how their mind is functioning and how they're all interrelated.

So that's that's my emphasis and my training. I know that's yours as well. Fantastic. You just give me another idea for a summit. So, honestly, very great work you're doing, client.

And, you're much appreciated. I'm sure that our audience is going to really, really kind of dig into this particular interview, you know, eat it with the spoon, because you touched on some things that we all deal with every single day in our businesses.

You know, we just want to help people. And there are blocks that are roadblocks. They can be physical. They could be, you know, chemical and and all these different things.

And we can't, can't leave, those beliefs. So thanks for being here much appreciate it. We're going to again, put your information in the show notes and, while you're out there, folks, by the summit, you know, get all the recordings, because once it's off the air, you, won't have the chance, and you won't get all the bonuses if you do try to buy it later.

So, you know, let's let's get out there and do that. And, let's thank lion for being here. Thank you. Reed, I really appreciate being invited. It's great to be here.

And I wish all the coaches on this program great success and integration in their whole life. Amen to the.