



Transcript of the Interview With Chris Cade

InscribeYourLife.com

And Sharon Wilson

SpiritualPreneurs.com

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INTERVIEW TRANSCRIPT

**Marney
Lewis:**

Welcome to Empowering the Spiritualpreneurs on Blog Talk Radio. This show is dedicated to providing tips, insights, and resources to support and empower the new breed of entrepreneurs, Spiritualpreneurs.

Our host is Sharon Wilson, founder of Coaching from Spirit Institute and Master Spiritual Life Coach. She is coming live from Pennsylvania and hosts this radio show every Tuesday at noon Eastern.

Sharon's intention is to assist people in activating a belief they can truly soar and shine in their life and in their business.

Our guest today is an expert at that and a personal friend of ours. Welcome to the show.

**Sharon
Wilson:**

Thank you, Marney. I appreciate that, and I just want to appreciate everyone being here. I know that in glorious Pennsylvania we are having great weather, and we are appreciating that. I hope you are all having great weather no matter what your weather is, that it is great just because we are having weather.

We are appreciating all of you taking your time to be with us. You know, when you come on our show, I always really appreciate if you share an intention as you come on the show as to what you want to experience, what you want to feel, maybe what you want to activate.

I really do believe that there are greater energies that

are guiding this experience and this show as well. Just take the time when you are listening to the show, whether you are listening after the call or if you are on the call live to really just be fully present here.

I know we like to multitask and do many things, but I think you will get a lot of value out of fully being present and in the now and with our guests. Our guests just always give so much, and we ask them to always provide something wonderful at the end that can take you to the next level, and we have someone today that is going to give you something really great as well. That is something that we are really appreciating.

Let me get into who we have today. Our guest today is the visionary behind the world's number one spiritual story site on the Internet, and he also holds two second degree black belts in Taekwondo from different schools and earned a national championship title for creative forms competition in 1994 and placed bronze at the Super Grand World Games, also 1994 for creative forms competition, and if you have never seen anybody do those moves—oh my goodness! That is amazing.

After the threat of divorce, he decided to look into spirituality which became a hobby that led him into the path of entrepreneurship. In April 2009, Chris asked his employer to lay him off so he could follow his heart's dream to empower people worldwide with his network of spiritual Web sites and his Inscribe Your Life™ program, and his upcoming printed book *Think Without the Box*.

I am so excited to have with us today Chris Cade.

Chris?

Chris Cade: Hi Sharon! Thanks for having me today.

Sharon: It is so exciting to have you. I am really, really excited to have you today. Chris, I wanted to just start if you could share a little bit with us about you talked about this path of entrepreneurship. How did you get into being an entrepreneur? It sounds like it was quite a journey.

Chris: It was. I mean, it was actually a really long journey because I have always had that Spirit in me. I started when I was seven, and I asked for an allowance raise, and my dad handed me back a book called *You Can Negotiate Anything.*” He said, “Read this, and then we will talk about your allowance.”

So I went back and I read it, and I negotiated my allowance raise. I played around, and went on to lemonade stands in a more affluent neighborhood. In my teens I bought a bunch of Barbara Streisand tickets on my dad’s credit card and sold them for a little bit more on the street corners near the nice club houses and golf clubs and stuff like that.

I have always had that Spirit in me, but it kind of got smashed because I was also conditioned at the same time to go into the corporate world because that is what was safe and secure, and that is what my dad did.

When it came to choosing my college path, I chose just going into business because I didn’t want to do psychology thinking that would take me ten years just to be qualified to make money, at least that was my

perception at the time.

I just went the corporate path for a long time, and I had this hunch that at some point I am going to have a big idea, and when I do, I am going to go for it. Until then I will just go with the safe and secure.

So fast-forwarding, I ended up going through relationships and jobs and getting lots of wonderful skills all around.

Then I met my wife, and she had a spiritual path, and I didn't. I mean, I wasn't necessarily an unspiritual person, but I really didn't have an interest in spiritual topics or personal development. For me, I was just satisfied with being successful.

That issue came to a head eventually after a few years. We had just gotten married and she basically said, "Either you get a spiritual path or you get a divorce lawyer." I was at the time just very co-dependent, and I had a lot of issues around rejection, and I wasn't about to let myself be a failure. I was trained to be a success in everything I did, so I was determined for that to be true for my marriage as well.

So I checked out spirituality and found I kind of liked it. It was interesting, and I fell into my own path to see where that led me, and it was a very different one than hers.

Yet at the same time we learned similar things and almost exactly parallel to this path of my own spirituality was also the path of entrepreneurship because she had been writing short stories for her own spiritual development.

She wanted a place to share them; she was thinking of writing a book. Then I said, “You know, I know how to make Web sites, so let’s make one of those and share it.” That is how SpiritualShortStories.com was born.

Basically that was a place for her to share her stories with friends and family, 30 or 40 people a month at most. I figured that would be a great way for me to learn online marketing, learn how to put AdSense, learn how to do mailing lists, and see what it took to actually build an online business.

What we discovered is that other people like her were writing stories, that it wasn’t just sort of this fluke thing. People around the world had been writing their own stories and had no place to share them, so SpiritualShortStories grew and grew until it became this community, and it was a community of not just people writing stories, but people reading them and people sharing their favorite classic parables and things like that.

Along that path, I found out that I liked writing stories. It was an accident. I totally didn’t plan on it. I always saw her as the writer. That was always the labeling that I had. I am not the writer; she was the writer. Then some day I was inspired to write my first story and it was totally non-fiction about myself. I wrote that and again said, “I am not a story writer.”

Then a few months later I wrote another one that was mostly true about my competition that you had mentioned earlier—the martial arts competition. Again, I said I was good at writing stories about

myself, but I am not a writer, and I kept going through this process.

Every time I wrote a new story, it expanded me, and I had to grow some to step into this new label that I identified with writing that particular story until eventually I realized I couldn't hang onto those labels any more. I was writing stories of all kinds, and it was forcing me to grow, and I was enjoying the process.

So all this time I had been building networks of spiritual Web sites. Every time I had a new idea, I created a new Web site, so I have maybe half a dozen or a dozen different Web sites in the spirituality niche all but slightly different business models.

As I learned business model, I would try a new site to see how it went. Along that path with the story writing I found I wanted to share what I had learned, so I created an e-book. At the time it was a totally different title; tons of synchronicity use and conflicts and things that I really didn't like kept happening, getting in the way of bringing that e-book to market.

Originally I just wanted to share it with just one person. Then I got feedback that said more people needed to hear about it, so I decided to go ahead and make it into a little program. I gave it a title and everything, had a designer do all the work, and then found out the title was all wrong. It was just really bad, so I had to change it. But my designer disappeared.

The synchronicity led me to join into Jeff Walker's Product Launch Formula class which I didn't want to join. That was a big challenge for me and a conflict to

step into that because it brought up a lot of issues. It was a \$2000 course, and at the time, I had no intention of joining it, like I mentioned.

I was listening to a call before launch day with Jeff Walker, Mike Filsaime, and someone else, and what came up is they kept talking about the importance of stories and their marketing.

I just thought, "You're kidding me, right? My whole business is built on stories. And you are telling me that this is what is going on in this program?"

So I went to bed really shaken up that night because I knew that the next morning something big was going to happen, and that was either I was going to face my fears of actually becoming an entrepreneur instead of up to that point I was kind of a hobby entrepreneur. I enjoyed it; I was making a little money here and there.

But I had a six figure corporate job that I was working full time. I had no real incentive to really go for it, but I knew if I enrolled in Product Launch Formula, and I invested the \$2000 to learn those skills, that I was really committing myself. I was saying, "This is what I am going to do." That kept me up all night. I didn't like having that conflict and the turmoil and the doubt and fears like "Can I be an entrepreneur? Can I make it? What is going to happen?"

That was pretty scary for me, but synchronicity led me to enroll in the course, and I had to trust the guidance of the Spirit that this was where I was headed. I enrolled, and things started unfolding. I found a new designer for a new title for my program. I had done some test marketing on that for about a year while I kept learning more about entrepreneurship.

Then last August I realized that this is real; it is not going away, and I am being pulled more and more into this path of spiritual entrepreneurship. As much as I tried to deny it, I couldn't. Finally I just looked at some of the savings I had put up and where my finances were at, and I realized, "Okay, if I go for it, I am not going to be making money at the bat, but I think I can make it happen over time."

So last August I told my employer that I would be leaving this year. That was a pretty bold move because most people don't tell their employers a year in advance that they are leaving.

Sharon: Right.

Chris: But I had been with them for eight years, and I had a really good relationship, and I felt like I wanted to part on good terms, and I needed to set the intention. I knew if I didn't put the intention outside of me and really cement it into the real world, so to speak, that I probably wouldn't have followed through.

I needed to find that commitment and make sure that I was accountable to someone other than myself. I knew I needed that extra little kick to do it.

I told them, and they were open to it. As the economy started shifting, I basically said, "If you need to make any re-org changes or lay anybody off, consider me because I am going to be leaving anyway. So send me off with severance instead of someone else who doesn't want to go."

We kept that dialogue open, and I guess it was

around February or March of this year my manager came to me and said, “Look, we have a re-org going on. There are four key positions. Two of them have been filled by very obvious people who have the perfect skill sets, and you have the right skill sets for one of the other two. Do you want to move into one of these key roles?”

I knew that I couldn’t do it, and I think he knew that I couldn’t do it either because it would be completely immersing myself in the direction I knew I wasn’t headed. So I told him, “No, I really appreciate it, but it is not going to work.”

The conversation immediately was the flipside. “I know you wanted to leave later in the year, but if we do the lay off sooner, how would you feel about that?”

I said, “You know what? While I would prefer for it to be later in the year, when it happens, it happens, and I am going to be grateful for it and go with it.”

That is what happened; in April they laid me off. I decided to really just give a go at it with my big idea being the Inscribe Your Life™ program. I basically took that program I had been working on for writing and overcoming my doubts and fears and transforming conflict and all that into this program.

I kept adding multimedia, having interviews, adding more workbooks—I really made it a comprehensive program. That is what I decided to go with, and I am actually in the middle of a launch. We just started selling the program just this month: July 31st, I think, or the 30th.

That's been really exciting to see what started as a seven-year-old learning how to negotiate his allowance rate.

Sharon:

You know, I think it is really great, too, how you have really allowed yourself to just go with the timing. It may not necessarily seem to be your timing, but to go with the timing as it is unfolding. I think that is really a great lesson for people about having just a greater sense of trust.

As entrepreneurs, things can show up that in the beginning don't look like they are positive of a situation. We've got to find a way to make peace with it and then to look for the opportunity and to look for what more wants to be born. We say that contrast, conflict, or anything that seems less than ideal just means something more wants to be born.

If we can just really allow ourselves to make that connection and look at it from the perspective of "Okay, something wants to be born, or this really wouldn't be showing up. What do I want? What do I want to experience? What is happening in this current situation that is coming up that I don't want to experience and I don't want to fail in, and what do I want to feel? How do I want to feel, and what do I want to experience?" So we can begin focusing more on what we want.

It is a really great example that you have given, and I really appreciate you sharing that of just really getting clear. And there is a lot of value in—I call it "putting skin in the game," too. People talk about they want to be an entrepreneur; they've got this burning desire to do something, but you've got to do something to

demonstrate that, and when you make a demonstration to the universe, and you make a demonstration really pertinent with Spirit, you are going to have what you need.

You are going to have the resources. I'm not saying you're not going to have lumps and bumps, and you might be hanging on to what seems like turbulent water, but you've got to make that demonstration.

You making that demonstration and taking that product launch class was really saying, "I'm really putting some skin in the game here. I'm really putting this intention out there. I'm willing now to take some action."

You are really exhibiting a number of the elements that entrepreneurs really need to activate which so much of this program is about supporting SpiritualPreneurs through the train of being successful not only in your business, but also in your life.

Having a successful business and not having balance and all kinds of issues and challenges in your life, that really wouldn't be complete.

I really appreciate you sharing this. What could you share with people about what you wish you knew then what you know now about the whole entrepreneurial journey?

Chris:

I think honestly I wish I knew what you just described, the flowing. I just shot a new video that I am going to be including as a bonus with the Inscribe Your Life™ on the topic of will, so for people listening now, they

are going to get the free short version of that.

What I realized now really is that we have kind of these two senses of will. One is the willfulness: it is us trying to force things to be the way we want them to be, and we have ideas. When we get into that state, it is usually a very stubborn feeling, and we are shutting ourselves off to all of these other potential ideas that could be miracles in our lives.

Then there is the willingness, which is as we were talking about, the trusting, the allowing and seeing what happens, and having this faith that the best is going to unfold.

I wish I had really understood that when I started the path because just a little example is on this project of Inscribe Your Life™ I had very specific ideas about who I wanted to work with on the multimedia components, and I sent out proposals. “This is a great proposal! They are going to be all over it,” and they were like, “Sorry, we can’t participate.”

I was like, “You are kidding me! You just crushed my beautiful idea!”

So then I started searching and found someone else. “Okay, now I understand. This person is truly perfect to create these custom-guided meditations for my program.” I worked with her and started interacting and it was wonderful, and then she disappeared, just the way my designer had a year prior.

I thought it really strange, so throughout this whole bringing of this product to market, I kept finding the perfect people for a certain project, and then they

would just disappear. I couldn't understand it.

One night I was like, "You know what? I am trying to find people for this. I am really, really trying, and it is not working. Somebody help me, please! I don't care who at this point, but I trust that this is happening for a reason."

That night I said, "You know what? I am going to do a couple things that I don't think are going to have any effect, but I am going to give it a try anyway. One is I am going to e-mail this woman who I hadn't heard from for a month and just try and touch base, and I am going to e-mail the old designer who had disappeared completely. I just couldn't find a good designer. Let me e-mail him out of the blue and see if he is up for some work."

I sent out a few e-mails, and the very next day in my in-box were e-mails from every person I wanted to work with saying, "Okay, I can be here to support you in this project right now."

I was floored. I still don't quite have a grasp on that, but the sense of the trusting and allowing—there is all this conflict, and I kept trying to force things to be a certain way and I had my ideas how it had to be, and when I finally stepped back and said, "You know what? Just help me; I am open to it," ironically, those are ideas that I very much wanted came into my life just with a different energy without the forcing, without the stubborn, without the willfulness, and instead in a willingness state where I said, "You know what? Let's see what unfolds."

I think entrepreneurship really is that way because we

get so many challenges and conflicts. I am every other day being challenged in some way that forces me to doubt the path that makes me go, “Do I really keep going?” and every time I overcome one of those conflicts and challenges and doubts, I step forward again and go, “Okay, I’ve built up a little bit more fortitude. I am ready for the next one.”

That would be my real take-away with entrepreneurship is the flowing and realizing that when I open myself up to being supported by the universe in different ways that are beyond what I had thought of that that is when the miracles happen.

That is when more conflicts and challenges happen, but they are wonderful and delightful, and they make the path really what it is and so rich and rewarding.

Sharon:

You know, I always think about the idea that—and I totally agree with what you are saying that as you move through conflicts and contrasts and things that maybe didn’t go exactly as you thought they would, and then something even better ended up turning out from that, if you look back on it and you build up enough of a trust—and I always say to people—one of the most important things to do is take out a piece of paper and really dedicate your business to Spirit.

Literally mark the day that you dedicated your business to Spirit and write a letter to Spirit, to God, to source, to universe, to Buddha, or I don’t care whatever energy you connect with, and write down that “I am dedicating my business today, and I am asking to be led. I am asking that the highest guidance be served. I am asking for me to be able to navigate the terrain, the waters, and to be able to

always feel comforted.”

The words aren't important. It will flow from you and just to connect and say, “Today, this is the day that I dedicate my life, my work, my money, everything, my whole beingness to Spirit, and I just ask to be used. I ask for prosperity to be able to continue this work,” and just ask for everything that you want.

I ask for the perfect technical people to show up. There is an amazing thing that happens. It is like drawing a line in the sand. Okay, something shifts, something changes because we do have free will.

We ask to engage those forces in our business, and our business becomes spirit-led and spirit-driven. No matter what situation you will ever find yourself in, you are going to be able to find your way out.

What happens is you just build up such a reserve of evidence that something will come up, and you say, “I have survived everything. Why would this be the one thing where I wouldn't have the support and the guidance and the guidance from Spirit on?”

Pretty soon it just becomes implausible that there is anything that you are not going to be able to manage your way through step by step.

I always encourage people to do that and to just make such a difference. It is a declaration: I declare it. It is like when you took that product launch. That was a declaration. Now when you declare to your boss, “I am leaving,” that is a powerful declaration that you put out there.

I just really want people to get that when you partner with Spirit, you are not doing your business by yourself. You are not doing your life by yourself. You never, ever again have to feel alone.

People can get that intellectually. They can really get that. “Yeah, yeah, yeah, I get that. Now what is for lunch?” But it is really being that and living that.

That doesn't mean that you are never going to be irritated with people that don't do deadlines on time, and it doesn't mean that you are not going to have any of those conflicts. It just means that you are probably going to weather them better than you would have, and you are probably going to be able to find your place of centering faster than you would have.

You are going to be able to learn from each and every one of those experiences faster than you ever would have. You are going to see the value sooner, the conflicts and issues present to you—not maybe necessarily that week, that month, or that year. Maybe many years, but ultimately you will be able to see how things all fit together.

I really want to appreciate you sharing this journey because it is so much about those principles. Do you want to share any of that about how that connects with what you are doing with Inscribe Your Life™ program?

Chris:

Yes, definitely. And I also wanted to say that I love that idea of writing that letter to Spirit. I have not heard of that, but when you tied it into my experiences and the declarations I had made on my path, as you were talking, I was listening and being present with

that and taking notes about the letter I am going to write later today. That is a great take-away for me.

You were talking about the fortitude we develop over time. I can relate that to my own experience when I was letting my employer know that I was going to leave, and then throughout the couple months after I kept having other co-workers and a couple other managers come up to me and say, “So, are you really leaving?”

Every time I felt that little twinge of doubt like “I really hope so; I really hope so” because I had so much conditioning from my past about being in the corporate world, about success.

It was really interesting because one of my spiritual teachers talks about there being “sand in the Bozo.” You know those Bozo clowns that have sand in the bottom and you punch them and they bounce back up? She uses that analogy with our spiritual development that every time we get knocked down, every time we have that conflict and we overcome it, that we put a little more sand in our Bozo. We become a little bit more solid.

At some point we become what Tony Robbins says, an unstoppable force because we’ve got so much sand in there that we know without a doubt that whatever we do is going to be okay in the end.

It may not be what we want, we might be challenged, but it is going to be okay and in our best interests, and in the best interests of those people we support.

When you were talking about that, that analogy really

came to mind and it brings me back to the writing that every time I wrote a story even though I identify with not being a writer specifically, or not a story writer—I love to just kind of write casual stuff, but never stories—but I just identified so strongly with that but I kept putting sand in that Bozo, so to speak, and becoming more of a story writer.

One of the stories I wrote, I didn't really realize at the time that it was written through Spirit—I had some ideas that had floated around over 20 or 30 days. Then these ideas kept floating, and finally one day I decided, "Okay, this story is getting ready to be written. I don't know what it is going to be, but it is getting ready to be written."

I had been on a business trip. I took a day off and went to the beach, and as I was walking along the cliffs, a log down on the beach was really calling to me. I couldn't understand it. I kept walking and ignoring that calling. In fact, I said, "I can't do it! I don't know what it is, but I have to go to that log."

So I went down to that log. I went down the cliffs, went on the beach, sat down, and rifled through the sand a bit and had my backpack. Then I looked down at the end of the log, and there was only one word written on it, and the word was "Chris."

I couldn't believe it, but it totally floored me. My name had been written on the end of this log that had been calling to me, and I was a thousand miles away from home and a million and one synchronicities to make that happen. So I sat down and wrote that story.

The story in a nutshell is about someone who has

everything in the corporate world, kind of loses it all, but in the end finds himself. It is really extreme circumstances in the story.

What I didn't realize—I kind of had a hunch—but I didn't realize that I was rewriting my story and that I was really the main character in that story. When I look at that a year later, I go, "Wow, that is what I did. I mean, I had everything. I had the corporate easy job, everything was flowing, and in a sense I lost it all. I got laid off and I really in that process found myself and found my entrepreneurship."

When I read that story I realized I was writing at that time what would become true. That was a really powerful idea for me, realizing that the simple act of writing something—as you talked about, your letter—but in this case a story. The act of writing a story actually was rewriting my story and my life.

I have seen this happen so much with the people I have coached with the Inscribe Your Life™ process as well. When they actually put the pen to the paper, and they say, "Here is what my story was; here is what my story is going to be," they see miracles happen in their lives, and sometimes they don't have to do "What is my story going to be?"

Sometimes; just writing their old story of all their challenges, their conflicts, or their identities brings to the surface from their subconscious and let's them go, "Oh, I didn't realize I was thinking that way or acting that way or had this particular limiting belief."

All of this stuff comes up and people can see it, and they can work with it. Originally I thought the program

was just going to be about kind of the technical elements of writing stories, but as it evolved and as I evolved, I realized that it was being used for all sorts of different applications.

The sheer element of critique of conflict, when we go to get our stories reviewed for example, and we are scared; all of the fears that come up. “What is this person going to say? How are they going to judge me? How are they going to psychoanalyze me?”

A million and one fears come up when we think about sharing our work with someone else. I talk about that in the program. That is a really wonderful opportunity to connect with someone, to really reach out and be like “Okay, you know what? This is a little scary, but let’s see what happens.”

Just that feedback process of writing really helps in all of these other aspects of life, and when we need to improve something maybe in our workplace and something is not working, that is really when we think about conflict or challenge, all it really is is a sign that the way things are right now in this moment are not working, and something needs to change.

Now whether I am the one to change it or Spirit will guide that change is a different story, but nonetheless, conflict tells us that something is not working. When we draw that parallel with stories, all great stories throughout history, a story needs conflict to be a story, to be an enjoyable story. Without it, we really don’t have anything.

The same is true in life as we have been talking about. All of these elements that create a great story

and the process of writing stories and the process of sharing them and reading them and reviewing them, all of that comes back to the life that we are living because we live stories.

They are in our e-mails. When we meet someone new, when we are dating or something like that, it is the stories we tell. How did we get to the point where we are in front of this person? When we answer, “How is your day?” that question is usually a story.

So when we start to kind of unravel these stories that are in all the different aspects of our lives and understand where the conflicts are and see it as a conflict within a story that is going to be resolved for us to find our happy ending, to find the joy and the happily ever after, then I think it really makes a shift in our lives.

I know that I have transformed so much just by being able to understand that much of the way that I and others go about our world is playing out our old stories both conscious and unconscious.

That is just such a powerful idea that when it comes to writing it, that is really the tie-together for me between the conflicts and the writing and what it does together and transforms us.

Sharon:

You know, as you are talking, I was thinking about something that just popped into my head. I am not sure what the movie was called, but John Candy played in it. Things weren't going well in his life—it was a comedy.

He found this old typewriter, so he started to write a

story about the way he wanted to have his life be. He just had kind of reached his wits' end. He had this old typewriter and found it. It is kind of like the symbol of the genie's lamp or something. He finds this typewriter, and he starts to write these stories about what happens that day.

It takes him a while, but before long he starts to realize that whatever he is writing on this typewriter is happening. So as soon as he figures that out, now he is really focused on what he is writing on the typewriter every day.

When you were talking about the power of the stories, one of the elements and things that I do every day and recommend for people in our programs and in our 30-day challenge we talk about it is scripting your day where literally you are partnering with your inner guidance as you are every day in the very beginning of your day, and you are asking for the kind of day that you want to have.

Looking at what you have to do practically, looking at some of the challenges that have come up recently, maybe conversations that you have had with people, things that don't quite feel settled, things that you are worrying about, things you want to focus on—these are all swirling around.

Most people get up, get out of bed, and they sort of rush into their day and they don't do any kind of preparation energetically for asking for the kind of day that they want to have. We call it scripting your day, but it is really script that day the way you want to feel about it more so than the specific outcomes, but really the essences of those outcomes.

So if you are wanting help putting your Web site together, the essence of that is that you really want your Web site to come together in a way that really serves the highest good, and to work with people that really get what you are doing and are competent. That is the essence of it and how you want to feel in that day.

Then you go out and look for evidences of those feelings showing up, so now you are really starting to look for that and appreciate that. It is amazing because that is really a story, and it is a story you are telling. It can be a story about the day being over, and a lot of times I will write it from the perspective of the day is over and this is what has already happened.

Or you can write it from the perspective of putting it out ahead of you, but that is such a powerful manifestational process. I mean, it is literally visualization in action which can then really set us up for the kind of actions we want to take that day because now we are really tapped into that higher energy.

Absolutely in my life, absolute miracles—I've just come to expect that. I can really put out there what I am looking for, and I can trust that it is going to show up in a way that I am detached from the specific outcome of how it is going to show up, but those essences are definitely going to show up for me if I focus on that.

I was just thinking about how that really is a story. What do you say to people, Chris, who say they just don't have any time to write stories?

What kind of advice would you give to people, or what might you say to someone who just really is seeing this as something that is going to take a lot of time?

Chris:

I would kind of go with it in two directions. One is if the person tends to lack a lot of structure in their life, I would say follow on—I heard this, but I haven't verified this—but that Harriet Beecher Stowe had written *Uncle Tom's Cabin* with several kids that she was tending to and raising, and she wrote it with only ten minutes a day. When she had ten minutes, she sat down and wrote it.

People who are in the unstructured space, I would say to find a little bit of structure: even five minutes, even one minute. Write one sentence. Do something that as you talked about, sets that intention into stone, into the paper that says, "I am going to commit to writing something," even if it is one word.

Do one word one day, and then add another word. Do whatever it takes to really realize that we all have enough time to do something. It may not be much. If we talked about our ideas and our expectations, it may not be in a month we have a finished novel. No, in a month we may have a finished sentence or a finished paragraph.

Sharon:

We should not judge ourselves for the quantity of the writing.

Chris:

Exactly! It is so easy to think that because we didn't have some grand goal that we compared ourselves against other people's grand goals that our writing somehow is not worthy or not helpful or not meaningful.

When I shared that story that I had written, it took me 40 days to come up with between the ideas and the writing, so I kind of go for the people who are used to having structure in their life and say they don't have time; I would advise them to go the other route and to move towards the unstructured approach which is really familiar and comfortable to me.

I keep some sort of a running notebook, sometimes just an e-mail I send to myself or a note that I put on the white board. But whenever I have a new idea for a story, I just write it down somewhere.

I let that sit, and when I get more ideas—maybe I get an idea for a general plot or a spiritual message I want to convey or just anything that is some source of inspiration, I just kind of keep this running log of ideas. I let them sit there, and I just trust that I don't have to do anything with them yet. When the right time comes, I will know.

Some stories take me months to write because I am not trying to force them. I am just letting the words arrive to me when they feel like it. That would be my advice on both sides. Either find a little bit of structure, or trust that you don't need any at all. It takes maybe five seconds to write a note for an idea that you have.

Sharon:

That is great. I know something that you are going to be offering people today, and we will give people that information in a few minutes is there is a gift—a couple of things, and I really appreciate you doing it—particularly on overcoming doubts and fears.

This is a bit of a leap chapter, I understand. Can you talk a little bit about overcoming doubts and fears? Spiritualpreneurs, entrepreneurs, I mean certainly, definitely are on the forefront of doubts and fears. I think anything that you can offer can really be valuable and useful. Can you speak to that a little bit?

Chris: Yeah. In my own experience, I have found that most of my doubts and fears—well, really all of them are story-related—

Sharon: The stories you are telling yourself, right?

Chris: Exactly. If I understand the stories that I am telling myself and the stories that have led up to me telling those stories about myself, then I really become empowered to overcome those doubts and fears.

In a recent moment, as entrepreneurs, in the spiritual path we have the dark night of the soul, as they say, that place where we go so dark and deep and we are like, “Is there any light at the end of this tunnel?”

I feel like that a lot on the entrepreneurship path because it is a tough one. Unless we are fortunate enough to hit that super lucky break, most entrepreneurs in my experience have real, deep, serious challenges that cause them to have fear and doubts that they are going to make it, that they are going to be able to continue on this path.

When I started feeling into the stories behind those, I started asking myself, “Why does this scare me? What is it about my experience or my path that scares me?”

Then I am enabled. Some people, when they start asking why they are scared, it is because they are scared they won't have enough money. Well, why is that scary? Well, they may not be able to eat or have a roof.

Or for some people they may not be able to have their comfortable home. For some people it is more comfort-based than deep-need based. But whatever it is, we find out that we have these stories. "Okay, why does it scare me that we might now have enough money because I was a kid, and perhaps my father was barely making ends meet, and we were scared we might not have a home on any given day living paycheck to paycheck."

These old stories from our childhood end up driving a current fear that we have about a current situation, and the fears are always in my experience out of not having the basic trust in Spirit, out of not having enough sand in our Bozo to know that we are going to be okay.

For me, I just look at those stories when I have the doubts and fears and I go, "What is this really about?"

Just the other day I was having some of that fear myself. I was laid off in April, I am really going for it, and when I have a bad day sometimes I go, "Okay, why I am scared?"

I realized for me at least that the two fears that were coming up—it was really surprising, actually. I expected eating and shelter and things like that to be my driving motivation for that underlying fear.

It turns out for me it was not being able to participate in my spiritual school and not being able to provide for my son. Those were the real fears that I had that were underneath it all.

When I thought about that, I thought, “Okay, well that is interesting because I know my spiritual school is not going to kick me out for having no money. They may make me work for it with a scholarship or something or maybe go on loans for a while or whatever it is, but they are not going to kick me out.”

That fear that I had is a story about just not having enough, not being okay, about being isolated, excluded from something that really helps me feel connected in the world.

Then the other one about my son, I know that he is going to be supported just fine. He has wonderful grandparents, and if I am not here, he has his mother. So I know that he is going to be okay, but I looked at that story and realized that I was raised by my father to be the bread winner in the family and to always be the one providing. So I had this identity, this story that said if I am not the one providing, other people won't be okay.

It is just his whole unraveling of this story going back to my childhood and just going through it to see that when I really looked at the doubts and fears that I had, they were in my experience unfounded because once I saw the story, I saw that they would be resolved where the hero comes out of me and I am okay, whether that is me or my son or whoever it happens to be.

That is a real big thing with doubts and fears with entrepreneurs is look at the stories we are telling ourselves, and look at what is underneath the stories because it is so easy to be “I am scared I won’t have enough food.” But there is more there, and keep doing it.

There is a great book that I read called *Zen Entrepreneurship* by someone who is pretty much completely unknown; it is a self-published book: Rizwan Virk. But in that book he talks about how the path of spirituality and entrepreneurship really can’t be separated. They are always one in one. When we grow in one area, we grow in the other. That is really what my experience has been as well with overcoming these doubts and fears.

If I overcome some in my personal life or in my spiritual path, it directly translates into my path to entrepreneurship and vice versa.

With this launch of Inscribe Your Life™, and the whole program of bringing it out, I have grown so much in the last few months that I can’t even comprehend the amount of growth that has happened, and it has been because I have been allowing myself to be transformed by this unfolding of stories as they are happening and to uncover old stories and see them for what they are.

Understand that an old story that is bringing up fears and doubts is a challenge. It is a conflict that is inhibiting me from moving forward in my story of entrepreneurship.

Once I see that conflict, once I transform that doubt and fear, put more sand in my Bozo, step forward,

and the story unfolds. There is no longer that blockage there.

Sharon:

That is really so important. I remember and oftentimes when I am coaching clients or even for myself, if you follow the thread of the story to the ultimate fear, and you think about it: I am really afraid that I will go out of business. Well, what happens if I go out of business? Then I won't have any money.

Okay, so what happens if I don't have any money? Then I will lose my house. Okay, so what happens if I lose my house? Well, then I will be living under a bridge in a cardboard box.

Okay, so what happens if I am living under a bridge in a cardboard box? Well, then I won't have any heat, I will starve to death, and I will die.

I said to one client one time, "Then what happens?"

He said, "What?"

I said, "Keep going! What happens if you die? Does your story end there, or does your story continue on?"

He just started laughing and said, "No, I guess that is pretty much it."

I said, "Okay. So seriously, there is no one—you have no one that would ever support you or help you? You would just go straight to homeless?"

"Well, no, that is not exactly true."

Just sort of start to look at those stories and say, "Is

that 100% true? Is that really truth?"

I thought it was funny because one client I was coaching and we were kind of digging underneath that said, "Yeah, and then after I die, I am going to go to hell for all the bad things that I did."

I said, "Boy! You just keep going! So what happens when you get to hell? Does it ever end?"

It was so funny because then she started laughing and she said, "This is ridiculous! I haven't been a bad person."

It was like all of a sudden there was this mechanism, this Spirit-led mechanism that says, "Okay, this is about as much as the story as I can allow you to tell because I just have to intervene and tell you that this is ridiculous. I mean seriously, this is it. You are on this path. There are no other options; there are no other choices, there are no other ways to solve this as we go upon these steps?"

Sometimes you can actually find the humor in it if you start to keep moving forward and start to untangle like what are the stories you are telling yourself? They are just stories! So tell a different story.

There is a 50% chance you can go down that story path, then there is a 50% chance you can go down another story path, right? Let's give them equal value because we tend to give a lot of value just to the negative stories without really activating the positive stories.

If you are going to give credence to that, then you

better go down and give credence to the other possible story, you know?

I think that is really powerful about what you share about the stories and how you can really learn from those, but also they can really help you in the present now as you are looking at the stories you are telling yourself about the past, the stories you are telling yourself about the present, and the stories you are telling yourself about the future because they all have a thread that oftentimes if we just begin to start pulling it, we can start unraveling that thread and then detangle that energy.

Now tell me a little bit about how people can use the power of stories to forgive themselves and others. Share a little bit about how you see that being something useful for a SpiritualPreneur to really be able to do.

Chris:

That is actually interesting because as you were talking about the free gifts that we have, there are actually several videos. One of them is on using the power of story to overcome conflict, which we have talked about here a lot. The other one is actually a 20-minute long video just on stories and the power of forgiveness.

I definitely would say with us running short on time—there is only seven minutes here—I will give you the really short version here.

Sharon:

Let me give people, too, take about three or four minutes to do that, and then I will give them a link because I know you are offering people a free gift of overcoming doubts and fears that is a chapter from Inscribe Your Life™ and these videos on empowering

yourself.

So I will give people that link once you have given us just a little peek; they can watch these videos, right? That is part of why you are offering it to them. In three minutes you can't really give them all of that, but give them a little bit of a nugget of how that can really be helpful, and I'll give the link.

Chris:

Right. Well, the short version of that is that as we've talked about, we have our own stories, and we have all these paths and we keep unraveling them. If we can recognize that a lot of who we are and how we identify with the world is the result of our past stories, then we can see—we have heard this so many times, what I am about to say—and we always get it intellectually, but very rarely do we get it at a deeper level experientially. That is that we are not our past actions. People tell us that, or whatever.

But when we really understand that, if you are talking about the story of how you can give half weight to the worst case scenario and half weight to the best case scenario, I mean the same thing goes with our past.

I mean, if we look at the things that we are not proud of that we've done in the past that were where we hurt someone, if we were to say right now that we are a bad person because we did those things, then we are not giving ourselves credit for all of our life, for everything resentful.

Yet at the same time we know deep down that we are not the sum of our worst experiences in our life. Now if that is true, then that means all of those stories, those bad stories that we lived out aren't necessarily who we are today; they are not the truth of our

essence.

If that is true for me, that might be true for somebody else, and if I can see that about somebody else, then they are not the sum of their bad experiences. If they are not a bad person because they hurt me, then I can learn how to forgive that person. If I can forgive them, I can start to learn how to forgive myself too for those times when I've hurt someone, and I really didn't really want to hurt them.

Ultimately I believe that I have other people's best interests at heart, so if I did hurt someone, then it is either something that was accidental, or it is an unconscious old story playing out that I need to look at to understand and transform.

That is the short version on forgiving myself and others. It is by understanding stories.

Sharon:

That is such a lot for people to get. I appreciate it, and it is very powerful. You did it in a very succinct way, but I really want people to go and get these downloads that people are offering because you've got a free gift on *Overcoming Doubts and Fears*, which is extremely valuable and useful for Spiritualpreneurs on any avenue.

I really appreciate what you said about the book *the Zen of Entrepreneurship*. It is so true that anything that happens in your life is absolutely going to directly impact your business. You may not realize that, but it is energetic because you are an energetic being who is in a business, and I really believe our businesses have an energy about them. They are organic. They are alive, so they have this energy to them. It is going

to be impacted, so the vibrational output of your business even how people feel about things that you send out can be impacted by your own vibrational output.

This is really a very, very useful thing for people to understand how to overcome doubts and fears, and then also really becoming empowered through conflict and learning how to use the power of stories to forgive ourselves and others. That is huge.

I just really want to encourage all of you that so much of having a successful business or successful life, it starts first with the inner. It is an inside job first, and the outer is absolutely important. It goes hand in hand. You cannot separate them, but really having a commitment to the inner process is so crucial for you to just navigate terrains and turbulent times and all kinds of things in ways that you know you are okay and safe.

One of my favorite mantras is “Somehow, some way, I know everything is going to work out okay.” It is a mantra that I say over and over and over again whenever I find myself in a situation and I am like, “How am I going to get out of this? What is going to happen?”

Then I start future-catastrophizing or just kind of the worry machine wants to start. There has been so much evidence over nearly 11 years in my business that I just know it is going to work out. Is this going to work out right now in this moment? Okay, maybe not this week, maybe not this month, okay, maybe not even this year, but it will. Five years from now I won't be looking at any event saying, “I don't have a

solution” or “It hasn’t resolved itself.”

It is really about finding that peace, and finding peace in any situation, finding a place of peace. It doesn’t mean you are happy. It doesn’t mean you are 100% satisfied. It just means that you have to find some way in any moment to find some place of peace, to start finding a place of peace. I really believe what you are offering can really support people in doing that. I really want to encourage you all to go to that site: www.InscribeYourLife.com.

Chris, I really appreciate your heartfelt connection here today and your authenticity and your journey, and I just want to really appreciate you for saying yes to your journey and for all the people that you are called to serve, that they would be really on their way to you. I can feel that they are here with you now. I just want to appreciate you for your work.

Is there anything you want to say in closing, Chris?

Chris: Just that I am grateful to be here, and also grateful to be of service.

Sharon: We really appreciate that. So everybody, you can go to www.InscribeYourLife.com and pick up that information.

We’ll be seeing you back here next week on our Blog Talk Radio Show at twelve o’clock Eastern. Chris, you have a great day, and thanks everybody for being here.