
Jaime Masters: Welcome to Eventual Millionaire. I'm Jaime Masters, and I'm so excited to have Marisa Peer on the show. You can check her out at MarisaPeer.com. She's a best-selling author, speaker. She's an amazing hypnotherapist. I'm so excited to dive in today. Thanks so much for coming on the show.

Marisa Peer: Oh, I'm glad to be here. Thank you so much for having me.

Jaime Masters: You are in such a transformational industry. I so appreciate you diving deeper into how our brains actually function. But what I really actually wanted to get down to was the rapid transformational therapy. So, can you tell me a little bit about what that piece is?

Marisa Peer: Yes. It's my own therapy that I created after being a therapist for 30 years. It sounds like a lifetime. I guess it is. But I love being a therapist. But I realized very quickly what clients want and what they don't want. And what they don't really want is to go to someone every Wednesday and talk about their feelings. Because initially, talk therapy makes you feel good because someone's listening, but then it doesn't actually work.

There's something called Hebb's Principle that says that long talk therapy doesn't work. So, I realized long ago my clients want results. They want to get better fast. And if you have excruciating headaches, you want to get over them quickly. And if you have excruciating emotional pain it's not different. You want to be over it fast. No one says, "I need to go and talk about my headaches every week for five years to learn to live with my headaches." No one says, "I need to talk about my gum disease every week." Like, "No. I've got to get that infection out of there and feel free of the pain." And emotions are no different.

So, clients want to be over their pain quickly. And so for me, I created an amazing therapy. It's rapid. It is definitely transformational. And in one to three sessions it will fix people – fix them emotionally, physically, financially, romantically. And it is just a technique that I learned. And I really learned it from my own clients. I learned what worked. And then people asked me to teach my method. And because I was voted the best therapist, I figured, "Well, I'm going to have to have the best therapy."

So, I spent a long time creating a technique that could be replicated by people I train. And indeed, what's happening is people that trained in my method are getting results every bit as good as mine.

Amazing results. Because the technique is something you can replicate. I call it the formula for success. And when you train with me, I teach you a step-by-step formula.

It's not painting by numbers, but it says, "You do this, and then you do this, and then you do that, and then you do that. And you ask a question like this. And you form the recording like that. You use these particular words." And it is extraordinary how all over the world people are getting amazing results. And now, we're being asked to put RTT into jails, into rehabs, into schools, into hospitals. So, it's amazingly exciting how the world is loving RTT.

Jaime Masters: How did you create that? Because it's one thing to be able to do it, right? And it's another thing to be able to actually make it as a technique to have other people be able to do it. How did you break it down?

Marisa Peer: I think – well, you know, I learned – I guess with clients I would always break down the session. People would come in with – now, I do an hour or 50 minute sessions. And they were broken down. You would have ten minutes, we do a bit of intake. Twenty minutes of going back and having a look at what went on. And then I had what I called the interruption.

So, the way I work is a bit like first I investigate what's going on. I never say to them, "Well, why do you keep eating all those cakes?" I say, "Well, what happened to you?" I never say, "Well, why do you destroy everything? Why do you procrastinate? Why do you self-sabotage?" I never say why. I say, "Let's have a look at what happened." No baby is born saying, "I can't resist cakes" or "I don't like attention" or "I'm not good with conflict." Or no baby is born saying, "I can't handle money. I'm not worth it."

In fact, if you say to any baby, "What do you want for Christmas?" when they're a child, they'll say like my daughter, "A Barbie castle, a swimming pool, a horse." And they're not greedy. They have this belief that everything is available to them because in the womb everything is available. You have 24-hour room service. It's always 75 degrees. There's always someone there.

And when babies are born, they love attention. They never think, "Hmm, I shouldn't wake my mum up. She's exhausted. I shouldn't spit out [inaudible] [00:04:29] because she spent a lot of money on it." They don't – they have that belief, "I can have everything." And then the world comes along and tells us lies. "Nobody can

have it all.” That’s not true. You can have it all all the time. “If you have money, your relationship will suffer.” That’s not true.

“If you have a great relationship, you’ll ruin it if you go to work.” “If you’re a successful businesswoman, your children will suffer.” And we’re fed these lies. And the biggest one is, “You can’t have it all. And you definitely can’t have it all all at the same time.” And I say, “Of course you can. You can have an amazing relationship, be an amazing parent, and have a phenomenally successful business. You have to juggle some stuff and balance it. But if you believe you can have it all, you can have it all.”

So, I would go back and investigate, “Why do you believe that people pursuing money is the root of evil? That spiritual people shouldn’t have money? That if you ask for more, someone else will have less? Where did that come from?” When we found that information, when we’ve done the investigating, then we do a massive interruption.

And that’s the technique I like now, to interrupt these beliefs and go, “That’s not true. It may have been true for your grandparents, the belief that if you work for a company, you’re set for life. Well, that’s not true anymore. You don’t make money working for someone else unless you’re in a company that recognizes you. You’ve got to invent stuff. You make money by monetizing your gifts and your skills. And first, you’ve got to believe that you have a gift and a skill.” And almost everyone does. So, you investigate where these negative disempowering beliefs come from. Then you interrupt them.

And then the third “I” is what I call the Installation. Coding into you new beliefs that you can monetize your gifts, that you can ask for what you’re worth, that you having more does not mean other people having less. And in fact, if you having more will benefit other people, then that’s a great reason for having more. But we are taught at a very early age it’s greedy to ask for money. It’s greedy to want more.

Even when – you know, I see this so many times. A little kid in the store and the mum says, “Go and choose some candy.” And back they come with a box. And they go, “Who do you think you are? That’s so greedy. Who do you think you are? You’re a greedy girl. That’s disgusting. You can’t have that” or “We can’t afford that.” And I see many times in stores – I remember being in a shop one Christmas and this little boy was crying because he really wanted

this gift. And his mother was saying, “We can’t afford it. We don’t – I don’t know how to find the money.”

And that’s such an incorrect thing to say, “I don’t know how to find the money.” Because you don’t find money. You make money by monetizing your gifts. There are many people – you know, we had somebody who wanted to come on our course and she couldn’t afford it. She did something very clever. She presold sessions to everyone in her community. So, she didn’t find the money. She didn’t go ahead and try and crowdsource the money. She said, “I’ll sell the sessions in advance.” And lo and behold, she came on the course and she’s done really, really well.

But it’s this crazy conditioning we have. You know, my brother went to a private school, a fee-paying school, and I went to a free school. And I noticed even at an early age, he would come home and his workbook would say, “You have eight businesses. And if you sell three, how many do you have left?” Well, you know, it was five. But my school workbook said, “You have six bananas and you give two away or you eat two. How many have you got left?” The answer was four.

But that was so interesting that my stuff I gave it away or I consumed it and I was in a deficit. But he was always acquiring because he was selling and investing. And even that word, you know. When clients say to me, “How much is it?” I always say, “Your investment is. . .” I never say, “It costs. . . People like that word “investment”. So, we need to have a different language about money because it’s just energy after all. And we do need to believe that we’re worth it.

Jaime Masters: So, I want to dive so deep into this. Especially the difference between knowing it logically – like, my father used to say, “Money doesn’t grow on trees” all the time. And I was like, “Well, paper is made from trees. So, therefore, money is” – right? I’d be that little kid. But then lots – my parents did not make a lot of money. And so, I know I was pre-patterned for a long period of time. So, logically, knowing that is one thing and knowing whether the beliefs are still active, I feel like, are another. How do you actually figure it out to be able to switch that? To actually install that part?

Marisa Peer: The beliefs are probably still active. You know, we learn half of what we learn in our entire life before we’re five years old. And most of our beliefs about money are wired into us by the time we’re seven, which is so extraordinary. We’re poor. We’re rich.

People don't like you if you have money. People use you if you have money. You know, I don't just see people who come in from poverty. I see people who come in from money with this belief.

You know, I worked with someone last week who as a millionaire and wanted to be a billionaire and was completely stuck. And his belief was, "If you have more money, then people will do bad things to you." Because his parents used to say, "Don't tell anyone how much money you've got because you might get kidnapped. Don't tell anyone there's a safe in the house. Because if people know we have a safe, they'll rob us. Don't tell anyone that you've got this, or this, or this."

So, even people that come from wealth have this fear of, "Nobody will like me if I have money." You probably know – I'm sure you do – that 70 percent of lottery winners will go bankrupt within three years. Much more likely if they come from nothing. And I've worked with several lottery winners who went from nothing to many, many, many millions of pounds or dollars. And they all said the same thing, "I didn't like that money. I didn't know who I was."

You know, "I lived in a little community and then I bought a big mansion. And the people there didn't like me because I was new money. And the people I left behind thought I was stuck up and posh. And if I went out with my friends and I paid for them, they'd go, 'There you go again showing off.' But if I didn't pay, they go, 'You expect us to pay? You've won the lottery. Why are you so mean?'"

And you know, one of my clients said that when she won the lottery the first thing she did was to buy all her nieces a laptop and a telephone. And her sisters called her in and said, "Stop showing off. You are undermining us. How dare you do that?" And she said, "I thought they'd love it." But they were so upset with her for buying stuff for their children that she – that they couldn't buy. So, it's all relative. But it sends us these funny messages. People won't like me if I have money. Spiritual people shouldn't have money. Good people shouldn't have money. Greedy people pursue money.

And none of that is true. So, you learn these beliefs very early and you have to uncover them. And the best way to uncover them – aside from doing a session of RTT – is to just sit down with a little pen or a paper and just write down all the stuff you heard. As I say this, I can hear my grandmother saying, "We don't have money."

We're not the people that have money." She would always go, "Oh, I'd love to go on a" – I always remember her taking me to a store when I was a little girl and saying to me, "I wish I could buy you anything in this store, but I can't."

Actually, I didn't want anything. I was so blissfully happy with her that there was nothing I wanted. But she was always in a poverty mindset. Always switching the heating off. Would always sit with one bar of the fire on in the cold. So, try and remember what happened when you were growing up. Did your parents go, "Don't waste that" and "We're not made of money. Who left that light on? Why is a door open?"

Did you notice that the heating went off early, that you ran out of hot water, that you weren't allowed to leave food because it was wasteful? And did you hear, "Money doesn't grow on trees. I can't find the money"? You know, I worked with a really wealthy woman who couldn't buy shoes. And she said, "You know, it's so weird."

But then in the sessions, you learned her mother used to have four jars. One was for the heating. One was for food. One was the bills. One was for school shoes. And when she needed school shoes, her mother would juggle the money around from jar to jar, but cried because she didn't really have it. She was taking it from the bill money or the food money. And then as she was buying her the shoes, her mother would cry and get really worried. And so, she could never get pleasure from stuff.

I worked with Vishen Lakhiani just before he wrote that book. And he was saying – and what was so interesting was I took him back to three scenes. *Code of the Extraordinary Mind* is the book. But in the first scene, he was in the back of the car. His parents thought he was asleep. And they were taking him to buy a gift. And they were talking about how they couldn't afford this gift. But it was his birthday and they didn't have the money to buy him a gift. And he said that when he got into the store he didn't want anything. Because his feeling was, "For me to have a gift it causes you pain. For me to have more, you go without." And now, you've set up a belief that, "I don't want stuff."

The second scene was his lovely teacher at school who everybody loved who had no money and no wife. And then he formed the belief that spiritual people shouldn't have anything. And in his last scene, he'd forgotten his sports kit. And the teacher made him

stand on a hot playing field for hours to humiliate him. And his message then was, “If you draw attention to yourself, it’s very bad.” And he said he couldn’t speak on stage and he couldn’t ask for money. And within weeks of doing that session, his income tripled. He spoke on stage all over the world.

So, it’s going back to have a look. I’ll give you a very good example. I worked with a girl who was supremely gifted and had a business but was never really making money. And she told me that her – she was Indian. Quite affluent in the UK. But would go back to India every year to visit the family. And every year, the mother would take her teddy, her doll, and say, “Give that to your cousin” or “That little girl in the village has nothing.” And she gave away all her toys. And she said, “By the second year, I made a decision. I don’t want anything. Because when people take my stuff off me, it’s so painful. If I don’t have stuff, you can’t take it.”

And the amount of people that come in with that same story – “If I have nothing, you can’t take it.” Another of my clients said he saved up money and his mother took it and bought two dresses. And he was so hurt. She didn’t buy one. She bought two. And he made the belief, “What’s the point of having anything? People take it off you. And it’s better not to have it.” And so, when you just open your mind to, “What did I hear? What did I experience? What did I see?”

I know when I was about 14 – and my dad was a lovely dad. But it was my birthday and I’d asked him for money. And he actually threw it at me in the back of the car because I think he was so upset that I asked him. And I remember thinking then, “Oh, if you ask for money, you get humiliated.” He didn’t want to give me money. I wanted to buy these trousers and he thought they were a ridiculous fashion statement, so he threw the money at me. And I always remember that feeling of absolute shame.

I don’t have it now. I can ask for money very happily. But it’s really, really important to look at, “Where did you get your money beliefs from? Who told you? And what did they know?” Your grandparents had a different idea. You had a job in a factory. You were set for life. Nowadays, we’d never say to our kids, “Get a job.” We’d say, “Monetize your gift. Work for yourself. Create something.” If you are the top 20 percent in every category, in every field, you will always be busy.

You know, my grandmother always said, “Don’t stick your head

above the parapet. Keep your head down and work.” But I would say to my daughter, “Be the best. Market yourself. The top 20 percent in every classification will always be employed.” And secondly, I’d say, you know, “Find something people need. People buy what they think they need.” You don’t need the iPhone 10. You don’t need coconut water or Lululemon leggings. You could get them from Target.

But if you think you need them – if you find what people think they need, they love to buy what they think makes them happy. You know, everything you want without exception is because of how it’s going to make you feel. If I have Lululemon leggings, I’ll feel better than if I have leggings from Target or Ross or one of these stores. And it’s not true. Because a lot of us say, “Oh, I bought these in a car boot sale and I love them.” Because they feel good about the fact that they saved money and other people feel really good with designer stuff.

But everything you want, whether it’s a husband, a child, a pay rise, or to go from a million dollars to a billion dollars, is because of how it makes you feel. And that man that I was taking from millions to billions was really scared that people would turn on him and not like him because that’s what happened to his grandfather.

Jaime Masters: You’ve been answering all the questions that have been in my head, by the way, which is amazing. So, what I loved is the advice for your daughter. I have a daughter and I have a son. And when I listen to this, I’m like, “Oh, no. How have I already screwed them up and I don’t know?” What is the best way to counteract potentially all the stuff that I did without realizing it for my children now at 9 and 12?

Marisa Peer: You don’t look old enough to have even a 2-year-old.

Jaime Masters: Thank you, ma’am. I appreciate it.

Marisa Peer: Here’s the thing with children. You can never get it right all the time. And when you get it wrong, you just go and apologize. And just say, “Darling, you know, today I was having a bad day” or “You know, I’m learning just like you. And what I told you when you were five I realized isn’t actually correct. I told you to work hard, work really hard and then you’ll make it. And that’s true. But I want you to work smart, not hard. You know, if you’re not a naturally mathematical kid and your thing is English and art, then

do that.”

You know, my daughter, when she was growing up, her teacher said, “You know, she’s so brilliant at English. She’ll get into any school anywhere.” But she didn’t because she wasn’t good at math. And she was really upset. I said, “Darling, you’re an artist. You’re an artist and you’re brilliant at English. You’re not meant to be good at math. No one is meant to be good at everything. If the whole world was good at everything, if we were all brilliant chefs, we wouldn’t have restaurants. If we were all brilliant dressmakers, we wouldn’t be employed. If we could all garden, gardeners would go out of business. You’re meant to be good at one thing, but you’re meant to be really good at one thing. So, be really good at art.”

But actually, now I’ve realized that that isn’t enough. She actually has to be good at marketing. So, I have to go back and say, “Do you know, that wasn’t actually correct? You need to be amazing at marketing. If you have a gift, you can’t market it and no one knows who you are or where you are, what’s the point?” And when we train people in RTT, one of the huge parts of our course is phenomenal marketing. We have amazing marketers that come in that do monthly master classes because so many therapists or gifted people, people don’t know how to find them.

You could be an amazing Reiki practitioner or healer. If no one knows where you are, what’s the point? And other people might be not as good as you, but they market. So, just talk to your children. The best thing you can tell them is, “You have a gift. I know you don’t know that, but you have a gift. The universe put you here with a gift and a unique skill. And when you find out what that is and monetize it, you’ll have meaning and purpose.”

Because you can only really be happy doing what you love. I believe that people who do what they hate are miserable. And what you’re meant to do, funnily enough, lies exactly behind and is connected to what you loved between the age of 7 and 14. So, Jo Malone, for instance. She spent all her childhood picking up roses from the garden and making little lotions and potions. My daughter would use toilet tissue and make little outfits for her toys and now she’s quite a successful designer of clothes – clothes with slogans on them.

I was always writing stories. And here I am, a writer. So, have a good look at what you loved to do in the key age of 7 and 14 or thereabouts. Ask your parents. One of my clients said, “You know,

it's so funny. I asked my parents. They said, 'You were always doing puzzles.' And here I am a strategist. So, isn't that weird that my whole childhood was doing puzzles?" So, find out what it is that you loved to do then. Look at how you can market that.

But then as well as finding out what your gift is and your skill is, you've got to have tremendous drive and ambition. And you've also got to have phenomenal self-belief. If you don't believe you're the best, who will? You know, if you rang up Gordon Ramsay and said, "Gordon, I'm coming to dinner at your restaurant. Is it any good?" He goes, "It's fricking amazing." He would never go, "Well, we have good days and bad days. It can be good. You could be lucky." Because you think, "Well, I'm not going there."

And if you're going to take your child to a school, you go and say, "What's this school like? What are the results I can expect?" And you can certainly go, "This is an amazing school. Give me your child for five years. I'll give you back a well-rounded, happy, adjusted kid." Right. I'm going there. Go to a doctor and say, "I'm very ill. Can you help?" If they go, "I'll do my best. I don't know. I hope so. I mean, I'll try," that's not the same as someone going, "I am the best specialist for acne in the whole of Texas and I'm going to give you perfect skin" or "I am the best person for allergies in the whole of America and I will fix you."

We like that. It's immensely reassuring and actually deeply sexy too to be confident. And if you don't believe in yourself, you're going to have a hard time having clients believe in you. But if you have self-belief, ambition, know what you're meant to do, and have a drive and a desire to do it, you can be unstoppable.

Jaime Masters: Do you think that's innate, or do you think it's something cultivated?

Marisa Peer: No, it's not innate. I have many, many clients with no self-belief whatsoever who will have a product and they're terrified of even taking it to market, who wrote a book and put it in a drawer for ten years only to watch someone else take the same idea and make it work. And when I wrote a book years ago about aging, someone said, "Well, I wrote the same book as you and then you got it out before me." He said, "I wrote it six years ago." I said, "Well, why didn't you publish it?" "I was worried I might be rejected."

So, the fear of rejection, it is – that's innate, the fear of rejection.

Because if you cast your mind back 700 years, you would die of rejection. We lived in tribes. Safety was a numbers game. If they didn't like you and you messed up and they cast you out, you wouldn't live. You know, we'd maroon difficult sailors. We put difficult people in isolation. We'd banish and cast out people who didn't conform. And often, they died. And even if you didn't die, I mean, living in isolation was a kind of living death.

So, the innate thing is our fear that you might reject me. I might write a book and you might go, "Oh, I hated it." I might go to speak and people won't even clap. I might get booed off the stage. I might open a restaurant and go bankrupt. And the shame – so, that's the innate, the fear of being rejected. When you take that away, then your life can be extraordinary. Because the truth is you don't die of rejection. And also, nobody can reject you without your consent, which you never have to give them.

Jaime Masters: I know. It's our own criticism. So, how do we counteract the criticism in our head?

Marisa Peer: I mean that's fairly easy. You have to not let in destructive criticism. You have to listen to your voice. For instance, when I wrote my first book, I mean, I'd never written a book. I had no idea how to write a book. I was quite young. And it was quite isolating to write a book too. But I had a real motivation to write this book. I was a therapist and I'd got my daughter into a private school. And I was working very hard to pay the fees.

And I could do it. But I noticed that in private schools, you know, all the kids, they go skiing and they go swim with dolphins. And I felt really uncomfortable that for me it was school fees or holidays. I didn't want her to feel different. That is also the bane of your life to feel different. Because if you're different, guess what you get? Rejected. And if you're the same, you get connected. And I remember thinking, you know, "I really need to find a second income stream." And it was writing a book. So, I wrote this book with the motivation, "This'll give my daughter the same as everyone else."

So, now I look back and think, "Gosh. What a stroke of luck that was." If her dad paid for everything, I never would've written those books. I would've just sat around thinking, "Well, can you send me a check?" It forced me to move to a new dimension. And the great thing about your mind is that when it moves to a new dimension it never ever, ever goes back again. You could never

know what your potential is. Because as you move to your potential, it moves and it moves. And your potential expands as you move towards it, which is a great thing.

But when I wrote that book, I had to keep saying, “This is amazing. This is phenomenal.” I kept imagining going into stores and seeing windows full of my book. And I kept saying, “This book is amazing.” Actually, when I got it back before it was published, I thought, “Well, actually, it’s not that amazing.” I can really see in the first three chapters that I’ve never written before. And then it picked up and it got better.

But if I’d noticed that at the time, I would’ve given up. So, you have to lie to yourself. It’s what I call lie, cheat, and steal. Lie to your mind. Go, “This is phenomenal. This is the best product on the market. People are going to love this. They’re going to love it, love it, love it.” Cheat the fear that goes, “Oh, my god. What if they don’t like it?”

And steal back the confidence that you had as a child. If you say to a 2-year-old, “Can you sing me a song?” they will. My little step-child used to always pretend to be on X Factor. I’d go, “Go on and sing.” And he’d come out and he’d sing and he’d dance. Totally uninhibited. If I said to him now at 14, “Do that,” he’d go, “Oh, please. You’re so embarrassing.” Because when we’re little we don’t have the fear of being rejected.

Just go to a park or a pool and you hear every kid go, “Daddy, watch me jumping in the water. Look at me. Look at me. Watch me. Notice me.” They never go, “Don’t look at me. I’m having a really bad hair day. I’ve got this [inaudible] [00:28:31] and I’m a bit fat, and I’ve got a milk spot.” “My tooth’s fallen out.” They give you a big gummy smile and think they’re gorgeous. So, you’ve got to lie to your mind, cheat fear, and steal back that self-belief that you were born with.

It’s your birthright. It’s innate in you. You’ve just covered it up with all these beliefs like, “Oh, my god. You might not like me. My product might fail.” And if your product fails, you’ll learn something else that will make it all right. You learn. I mean, I look at my first book and think, “Hmm, it’s too preachy.” And after that, I wrote like I’m talking to people. I wrote in a much more friendly language rather than a – I can see my first book was a little bit scientific, a little bit like it was written by a type therapist, if you like, full of medical [inaudible].

And it's not that bad. It's actually very good. But my next books are much better because I wrote them like I was having a talk to a friend. So, I learned from the first one. And you – there's no such thing as failing. You learn something.

Jaime Masters: I love the simplicity of everything that you're saying. And I know it's already been time and I have to start wrapping up. But I want to have you back on the show because I feel like diving even deeper to this. You've given – you've opened up so much. Of course, everybody has to check out your site, MarisaPeer.com. But also, you have an "I am Enough" whole program that I'll definitely link to and all that fun stuff.

But I'm going to ask you the last question right now and then I'll have you promote whatever you need to promote at the end because I love you. What is one action listeners can take this week to help move them forward towards their goal of a million?

Marisa Peer: Again, first of all, I'm going to probably wrap it up in a couple. Do not let in the belief that you can't do it. You see, the way you feel about everything is only down to two things: the pictures you make in your head and the words you say to yourself. And what you must do is to fill up your mind with good pictures and good words. But you must believe you're worth it. So, if you want to make a million plus, decide you're worth it.

Sit down and work out what you're going to do with that money and particularly who is going to benefit. The more people will benefit, the more reasons you have for making it. If you just want to make money to buy yourself great stuff, that's fine. But if you decide who's going to benefit, it will increase your burning desire to go out and make it happen. When you have a purpose for doing something when other people are going to benefit from it, you'll be amazing.

I mean, it's like the person who created penicillin, the person who created Dr. Barnado's, a children's home. They both looked at the need and they filled a need. So, decide you're worth it. Decide you're going to benefit. Decide that people need your product and will fall in love with it. I mean, who would've thought 20 years ago we would pay for water. We pay for ringtones for phones. It's like, "Really?" We pay for stuff we never would've paid for.

We pay for someone to come to our house and teach us to exercise,

a lot of money too. But you know, we pay for stuff that makes us feel good. If you have a product that makes people feel good or maybe it makes them feel safe – maybe you’ve got an alarm system, a security system. Maybe you’ve got a product that keeps children safe. Anything you can have that meets someone’s need to feel safe, loveable, good enough, or worth it, you cannot fail with that business.

I mean, look at Spanx. It made women feel slim. And you know, Spanx is huge because she found a market. On your wedding day, you don’t want to have all lumps and bulges. And so many things. I mean, hair serum, face serum, you know, eyelash extensions, teeth whitening. You know, I know that in the Balkans War – the war that went on –

[Crosstalk]

Marisa Peer:

Take that away. Alexa’s found me some tooth whitening. So, when they had the war in what is now Croatia, was Yugoslavia, a lot of women said something. They said the worst thing about the war, apart from people being killed, is they couldn’t get hair dye. And without hair dye, they had gray hair, not blonde. We see so many women now in their 50s and they look amazing. They’ve got blonde hair, glossy hair. And they said without the hair dye they just felt old and sad. Who would’ve thought that hair dye was so responsible?

But look at the people who came here and built nail salons, which didn’t exist 20 years ago. So many things. I mean, Brazilian waxing. People feel good with that. They don’t need it. It’s not essential. Not many will get to see that. But we’ll say, “No. I need it. It makes me feel sexy. It makes me feel young. My husband or boyfriend loves it.” So many things that we don’t need but we think we do. And that’s the market in business. What do you think you need?

But also, you must know how to market yourself. You know, we have a product called “Build a Busy Practice” that we give to people that we haven’t even trained about how to be successful. Take what you have to offer to market and make it phenomenal. So, believe in yourself. Find a product people think they need. They probably don’t, but if they think they do it’s the same. Have drive, ambition. If you marry together drive, ambition, and tie it to self-belief you will be unstoppable.

I know that because I worked with a football team who could not win. And I made them all believe they were Vikings. And I dressed them up as Vikings. They wore Viking hats. And the Vikings had boats and said, “Our only way home is straight through our enemy. We win or die.” And if you go on the pitch with that win or die, you’ll win. And they all won. And they said it was amazing. And they went from nowhere to the premier league and they stayed there. And they made history. And they became so s—but they had to have that burning belief.

“My only way to success is straight through my enemy. I win at all costs.” And in sports, no one says, “Oh, it’s okay to come second. I’ll go to the Olympics and come home with a bronze.” Because you don’t remember who got the bronze. People who say winning doesn’t matter haven’t ever won. Winning is important. Winning an award. You know, RTT last year won 13 awards in 6 months. I love getting those awards because the world was saying, “I like your product.” So, don’t be embarrassed about winning. Be a winner. It’s a great place to be.

Jaime Masters: I absolutely love that. I so appreciate it. Where can we find out more about your programs, and your books, and everything about you online?

Marisa Peer: So, if you’re interested in training in RTT – and it is an amazing life being a therapist and very lucrative too – then go to RapidTransformationalTherapy.com. And you can learn to do what I do, earn a great income. But also, every day wake up and live a life with meaning and purpose. So, go to RapidTransformationalTherapy.com.

If you simply want to know how to really change yourself, go to IamEnough.com because IamEnough.com has eight modules. One of them is called “Wealth Wiring”. And we rewire, recode your wiring so that you attract wealth, keep wealth, attract more wealth, and have no issues about, “Oh, I feel uncomfortable having money. So, I am Enough is a fantastic eight-module program that covers attracting love, attracting wealth, the secrets of success, how to work with your mind and have your mind be completely supportive. It covers everything.

And then finally, we have MarisaPeer.com. And that site has many, many free gifts. In fact, at the moment, I believe we have a free Wealth Wiring audio. We have a free Finding and Attracting Love audio. I think we have a free Big [inaudible] [00:36:42]

audio too. And I know in the I am Enough, we have one section on that. We've put it as a **[inaudible]**, but people said, "God, I love that. I mean, now I'm doing – having all these multiple orgasms. I look younger. I have more energy."

Because for women, orgasms are amazing. They reverse aging. They fight depression. They fight illness. So, MarisaPeer.com for all the free gifts. IamEnough.com if you want to really develop every part of yourself. And RapidTransformationalTherapy.com if you want to either find a great therapist or indeed become one. And it's a great life being a therapist. I would never do anything else ever.

Jaime Masters: I love you. We will link up to everything so that way you can check that out. Everybody, go check out Marisa Peer. Thank you so much, Marisa, for coming on the show today. I really, really appreciate it.

Marisa Peer: Thank you.

[End of Audio]

Duration: 38 minutes