

THE GENIUS NETWORK

Joe Polish's Genius Network Interview Series

Joe Polish, President of Piranha Marketing, Interviews:

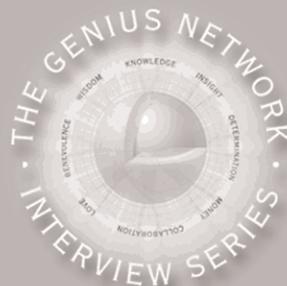
Motivational Speaker, Life Coach & Author

Gabby Bernstein

It's About the Miracle

Changing Your Life Experience By Shifting Your Perceptions

WWW.GENIUSNETWORK.COM



It's About the Miracle: On Shifting Your Perceptions

Joe Polish Interviews Motivational Speaker/Author **Gabby Bernstein**



Joe Polish

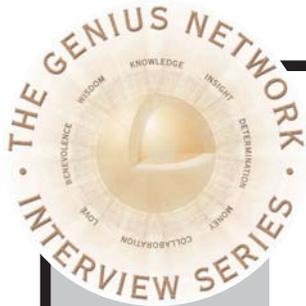
Joe Polish's Tempe, Arizona office – headquarters for Piranha Marketing – is often referred to by marketing insiders as “action central” for much of the entrepreneurial world. Though he made his fortune in an almost invisible niche by telling carpet cleaners how to crush the competition and turn their small local businesses into money-churning machines, he is now among the most well-known, respected, “complete marketing geniuses” in the world.

Consulting clients from many different countries each happily pay up to \$20,000 a day just to hear his advice. His “boot camps” attract convention-sized audiences full of famous entrepreneurs and many of the “superstars” of marketing and advertising.

In a business environment bristling with false prophets and bad advice, Joe's unique mix of real-world experience and stunning financial success has earned him a spot among the most trusted experts alive. His one-of-a-kind recorded interview series, “The Genius Network” is a “Who's Who” of super-savvy marketing and advertising brilliance.

No one refuses an interview with Joe. He has the gift of gab and the insight of a business veteran who's earned his success. The “best in the biz” seek him out. He knows the good, the bad, and the ugly of what's working – and what's not working – on the Web, in infomercials, in direct response ads and direct mail, in niche marketing, in personal coaching and in every critical area of the entrepreneurial landscape.

The business world is moving faster than ever before. Staying close to the action means paying attention to Joe Polish and Piranha Marketing.



It's About the Miracle: On Shifting Your Perceptions

Joe Polish Interviews Motivational Speaker/Author **Gabby Bernstein**

Joe: Hello, this is Joe Polish, president of Piranha Marketing and founder of the Genius Network Interview Series. You're about to hear one of my Genius Network interviews. I just want to thank you for taking the time to listen to this and I hope you find it very useful.

If you want to find out more information about some of the interviews and resources that can help you in your business, you can go to www.JoePolish.com and we have a Joe Polish Recommends section, with all kinds of resources and vendors and services and products that we recommend that could help you in your business. Also, for more useful interviews and a whole list of other people that I've interviewed, you can go to www.GeniusNetwork.com.

Thanks, and enjoy the interview.

Joe: Hello, this is Joe Polish, founder of the Genius Network and also creator of ILoveMarketing.com. I have got a very special guest that I'm going to be asking some questions and talking with today. Her name is Gabrielle Bernstein.

I'm going to read a little bit out of the back of her book, which is called *Spirit Junkie*; a book I think you're going to want to read once you're done listening to her.

Anyway, Gabrielle has been labeled by the *New York Times* as the next generation guru, a motivational speaker, life coach, and author. She is expanding the lexicon for the secrets of today and tomorrow. She gives talks and leads seminars throughout the country, is on the Forbes list of the 20 Best-Branded Women, and has been featured in media outlets such as Oprah Radio, *Marie Claire*, *Health*, *SELF*, CNN, NBC, CBS, Fox, and *The Wall Street Journal*. She is the author of *Add More ~ing To Your Life*, and can be seen riding around the East Village on a unicycle. Or, you can find her online at gabbyb.tv. Gabby, Gabrielle, how are you doing?



It's About the Miracle: On Shifting Your Perceptions

Joe Polish Interviews Motivational Speaker/Author **Gabby Bernstein**

Gabby: I'm great, Joe. It's great to be with you here.

Joe: Yeah, you too. I'm going to call you Gabrielle and Gabby, I'm just going to go back and forth, just to confuse the listeners. We just had dinner in New York, almost a week ago. I think you're awesome, you're very bright. You have a unique way of communicating spirituality to the masses. All in all, you're just a pretty cool human being.

I do want to mention one thing, I want to ask you a little more on you, but this whole part about riding around East Village on a unicycle, how frequently does that happen?

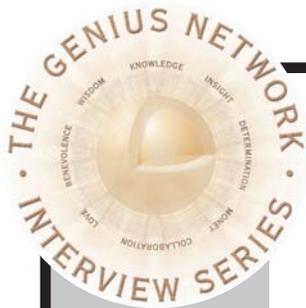
Gabby: Well, it's definitely something that can be seen any given day. I live right across the street from Tompkins Square Park, so I have a massive opportunity to cruise around the East Village. You never know, you may spot me.

Joe: I don't know if I told you this, but you and I met each other through our mutual friend, Sean Stevenson, the little guy in the wheelchair who's such an awesome dude. I do know how to ride a unicycle.

Gabby: I'm not sure if you mentioned that, but I'm not surprised at all. I think there's a carnie in you, for sure.

Joe: I did learn how to ride a unicycle, and there's a video of me on YouTube, at the YouTube headquarters with Tim Ferris, and I'm riding a unicycle. So, that really does exist. People can find it.

What I want to talk to you about today is several things, mostly about your new book, *Spirit Junkie*. It's got pre-titled: "A Radical Road To Self-Love and Miracles," and the foreword's by Mary Anne Williamson. I want to talk to you a little bit about putting yourself out there; because not only are you really great at communicating important, powerful messages for seekers and people into personal development, but you understand marketing, and I really respect and appreciate great



*Today,
I am a
messenger
for those
tools.*

It's About the Miracle: On Shifting Your Perceptions

Joe Polish Interviews Motivational Speaker/Author **Gabby Bernstein**

marketers. First thing I would ask you is, who really is Gabrielle Bernstein? You have quite a checkered past.

Gabby: Today, I am much different than the woman I was 6 years ago, but the woman I am today is a teacher, and a student at all times, someone who is always learning and growing and perceiving my life experiences as an opportunity to strengthen what I teach and what I stand for.

I perceive myself today as a mentor and a guide to many. Through my own personal experiences of overcoming all different kinds of life struggles, whether it be recovering from addiction, such as drug addiction or love addiction or work addiction, you name it, I've been working through it, as a result of recovering from my own personal experiences of fear and fear-based belief systems, I can live to tell the story today of how to do the same.

Today, I am a student and a teacher of a metaphysical text called *The Course In Miracles*, which, for me, was the spiritual belief system which helped me restore myself back to a more peaceful, loving perspective, and a powerful perspective.

Today, I am a messenger for those tools. But to your point, as you mentioned earlier, really expanding this spiritual lexicon in a very hip, relevant, easy way to digest for a new generation, but also for the masses, for anyone who's ready for personal development and change. I'm here to translate and interpret these principles in a really groovy way.

Joe: When we went to dinner, a few of my friends showed up, and a few of your friends, our good friend Marie Forleo, who I also look at as someone who's just a really functional human being, but is also cool. There's one thing about people perceiving things as touchy-feely, but just the weirdness factor to it, and then there's another where you can actually present it and deliver it in a way where people are like, "Yeah, this makes a lot of sense."

I don't know if anyone has describes you as touchy-feely, but what does that mean to you? How would you explain the way you present



We, as a country and as a culture, have really hit bottom.

It's About the Miracle: On Shifting Your Perceptions

*Joe Polish Interviews Motivational Speaker/Author **Gabby Bernstein***

yourself? I want people to really get to know who you are.

Gabby: When you say touchy-feely, do you mean in regards to just teaching new-age stuff, or do you mean in general, as a person?

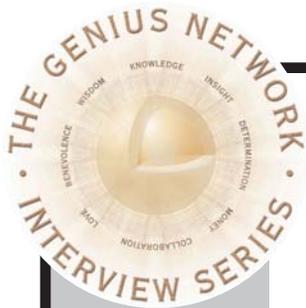
Joe: I think teaching new age stuff, because in general, as a person, you're the pretty affectionate kind. I would consider myself that way, too.

Gabby: In the past, new age philosophy has sort of been cornered for a specific market of people who were really eager and hungry for that. Whereas today, I see this message really broadcasting across all platforms and all demographics, because people in all forms, today, are looking for a better way. We, as a country and as a culture, have really hit bottom, whether it be financially or within the circumstances of what's going on with the weather and the natural disasters that we've been dealing with. We've been overcoming a lot and have really no other option but to look for a better solution to how we perceive our experiences.

So, what years ago may have been perceived as touchy-feely or new agey or separate, today has become extremely welcomed in the mass media. As a teacher, I have really stepped into that position of saying, "Yeah, let me bring this message to *CNN* or *Fox and Friends*, or let me bring this message to the masses through the Internet, and using Twitter and Facebook and all of these different tools to really make this message relevant and easy to digest, because the world is ready."

I think it's shifting. I know this to be true just based on the fact that the core adopter of my work is not necessarily your typical person who you find in a yoga studio or sitting there on a meditation pillow. It's a mass market audience that is open and ready and new to this.

For me, and people like Marie, a big part of what we do as teachers is bring the cool factor, because we are cool girls. We've got a really neat life. We've really got a lot of fun interests and we've got fun personalities, and we bring that fun energy to the messaging. That's imperative.



Pages and pages are filled with self-loathing, self-doubt and a running calorie count.

It's About the Miracle: On Shifting Your Perceptions

Joe Polish Interviews Motivational Speaker/Author **Gabby Bernstein**

Joe: Awesome, thank you. I want to mentioned something. In the very beginning of your book, there's a foreword by Mary Anne Williamson. It starts out and it says, from you, "For more than 20 years, I kept a journal. In it, I wrote about heartbreak, anxiety, and eating disorders. I wrote about trying to quit drugs while high on drugs. Pages and pages are filled with self-loathing, self-doubt, and a running calorie count. I wrote the same romantic mini-dramas with dozens of different names attached. My journal entries were my only outlet for the turmoil and deep-rooted pain I lived with every hour of every day. Through writing, I'd release my fears onto the pages, and I'd get honest about my sadness as I scribbled over my tears. Today, my journal entries are much different, and they reflect an empowered woman who is happy and bleeds authenticity..." and on and on.

That really struck me, because I've done quite a few interviews with psychologists and psychiatrists, and very smart, driven people, and people that have overcome huge obstacles. Just this weekend, today is Sunday, I just got done with a men's group all based around addiction. I have, in my own life – I've talked about it publicly a little bit – when I was 18 years old, in my worst possible state, I weighed 105 pounds from free-basing cocaine for 3 months straight. In my adult life, I've experienced all kinds of behavioral addictions in the area of obsession in the area of obsessive work, sex, Internet, you name it, and exercise. Just all kinds of driven-ness.

You do a really fantastic job on your first book "~ing, and Add More ~ing To Your Life, and Spirit Junkie, kind of just revealing things about yourself in order for people to know that you can overcome addictions and you can live with them and manage them, and you can transform.

So, I wanted to talk about that, because I have a unique interest in helping bring positive, useful messages to people that not only suffer from unhappiness and various forms of anxiety, but people that really live with out-of-control addictions and feel totally hopeless.



*Addiction
is often
just a
reflection
of our
spiritual
bankruptcy.*

It's About the Miracle: On Shifting Your Perceptions

*Joe Polish Interviews Motivational Speaker/Author **Gabby Bernstein***

So, I wanted to set this up for people that don't know that about you, and have you talk a little bit about it.

Gabby: Yeah. The recovery from addiction can come in any form. We all, in some way, are addicted, whether we're addicted to food or drugs or love or work or the Internet, or sometimes just addicted to fear-based thoughts.

The addiction to the negative form is often just a reflection of our spiritual bankruptcy. So, what I teach throughout this book, every lesson, every story, every anecdote brings the reader back to a place of really connecting to their true source, a true source of peace, a true source of happiness.

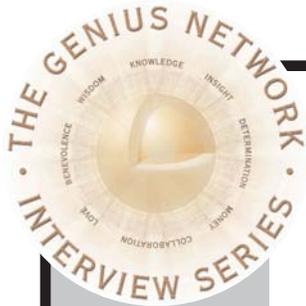
What I teach in this book, but also at all of my lectures, all of my books, and all of my audio and video and blogs, every message that comes through me is not necessarily about finding happiness, seeking happiness outside of ourselves, but releasing the blocks to the presence of peace and happiness within us.

As a recovering addict and a recovering fear junkie and a recovering crazy person, someone who was living in a very delusional way, I've learned that the primary message here is that we can't find anything, we can't find that peace, we can't find that happiness outside of ourselves. We have to take the very next step and turn inward and reconnect with the peace that lives within each of us, that only we can understand and establish a relationship to that of our own understanding through the spiritual principles that I teach, and many others, and yourself, that we offer to the world.

By taking these tools and even practicing a fraction of the principles that people like us teach, really you can begin to see those shift, and it's all about turning inward. It's all about releasing the attachment to some outside thing to support us and fill us up.

What I talk about throughout the book is that, as a devotee to these principles and really showing up daily to this inner work, I finally felt full. I finally felt complete. I can extend that completeness out to the world.

That's good, right? Like to clean up your side of the street, clean



All you need is the willingness to hear that voice and to welcome that voice in.

It's About the Miracle: On Shifting Your Perceptions

Joe Polish Interviews Motivational Speaker/Author **Gabby Bernstein**

up your internal conditions, and you can be a real true, authentic channel and vehicle and vessel to extend that message outward.

Joe: Totally. I agree completely. You just said, and you also say that in your book, that *Spirit Junkie* is not a book about how to get happiness; rather, it's a guide to releasing the blocks of the happiness that already lives inside you. What does that mean?

I could see some people out there saying, "You know, I don't have any happiness inside me. I'm just filled with depression and angst and I'd love to release the blocks to the happiness, but I don't think I've got any in me." From the darkest type of thinking, what would you say to that?

Gabby: If someone's listening now and they have that feeling, "I don't believe that there's any happiness in me," then I would ask that person, "How'd you get to this call?" Because each of us has a mustard seed of hope and a mustard seed of happiness that sparks within us, and I call that voice of love our ~ing, our inner guidance system. That loving voice is the voice that leads you to the self-help section of the bookstore and lets the book fall off the shelf. Right? Or that inner voice is the voice that guides you to that friend that is going to be so transformational for you, whether you realize that or not; or guides you to a phone call like this, to listen to an interview like this.

So, if you're listening and you've gotten here, then you have to really surrender to the fact that that voice is present in your life, and it's guiding you.

What I teach is that all you need is the willingness to hear that voice and to welcome that voice in, and to really be passive and allow that voice to be your guide.

When we slow down enough, whether it's through prayer or sitting in intention, just having the slightest desire to change, that's when that voice of love, that's when that presence of peace can step in and can say, "Listen to that interview with Joe Polish." Seriously. Or, "Go watch that video on the internet."



“Your book fell right off the shelf when I was ready!”

It’s About the Miracle: On Shifting Your Perceptions

*Joe Polish Interviews Motivational Speaker/Author **Gabby Bernstein***

I can’t even begin to tell you how many hundreds of people have emailed me, tweeted to me, that, “Your book fell right off the shelf right when I was ready.” So, I know there’s a lot of angels flying around, knocking books off the shelf. When a student is ready, the teacher will appear. So, even if you don’t feel like you have happiness flowing naturally, but you have that slight recognition, part of you that remembers that it’s there, that’s all you need, is that part of you that remembers.

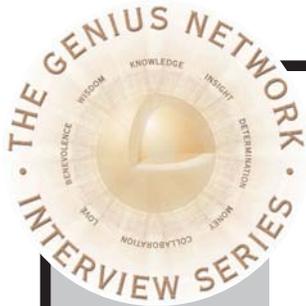
Joe: I do my best to remind people that when they’re in the areas of struggle and they feel like they’re just not where they want to be, but they’re in a room, like at a 12-step meeting, or they’re taking some sort of action – like you just said, they stumbled upon listening to us talk or they found your book, or any book for that matter – there’s a reason that that exists is they’re trying, and they’re seeking.

If you can really put a magnifying glass on that motivation, no matter how tiny of a little bit it may even seem at times, there’s a seed there. If you nurture it and grow it, then you actually can get to where you need to be.

You talk about your struggles and relationships and with your drug addiction, and just the things that happened in your life, as they were your greatest teachers. I believe that things that don’t work in life are the things that are the biggest opportunities to transform them into something greater. I’d love to get your perspective on that, when people are in just bad places, or things aren’t working out for them, and they don’t feel hopeful that there is a teacher that is present, if you do something with it.

Gabby: I believe that the world is our classroom, and people are our assignments, and that every day we wake up, we have new opportunities to learn and grow. We also can choose otherwise. We can choose fear, we can choose to ignore that growth opportunity.

But when we start to welcome that opportunity to grow, we are given the necessary tools to do that work, and we are guided to the necessary teachers. We are guided to deepen the inner presence within us



*Sometimes
it's just,
"This isn't
working.
There's
gotta be
more."*

It's About the Miracle: On Shifting Your Perceptions

Joe Polish Interviews Motivational Speaker/Author **Gabby Bernstein**

that listens to that inner guidance system.

This is the case for me. I denied that voice for many years. I was living in such an outside way of looking for all of that peace and all of that learning and all of that happiness outside of myself, in my credentials, in my shoes, and my boyfriends, and all of the outside stuff. I had to do that, to go as far out as I went, to hit my bottom and surrender to the fact that that wasn't the way.

Anyone can hit their own bottom, in any form. It doesn't have to be a high bottom or a low bottom. It's just the moment when you look at your life and you say, "This isn't working. There's got to be a better way than this." That's all you need to just crack open. That's it. That's enough. Sometimes it's a low bottom, sometimes it's just, "This isn't working. There's got to be more."

Joe: Do you believe that some people do not need to be dragged through the worst of the worst bottoms, in order to get to a point where they're like, in the area of addiction and stuff, "We're going make a change"?

Gabby: I think someone's bottom of being a drug addict, freebasing coke, that kind of bottom, sometimes equally as significant is someone's bottom where they just don't feel like they're good enough. It's kind of all the same thing. It's just manifesting in different forms. But at times, it can be equally as traumatic.

For me, I had to go to that dark place. I had to go that low. It sounds like for you that was a similar experience. I also see all of my life experiences have been divinely guided. As a result of having that recovery experience and having experienced taking myself through the necessary steps of really recovering and continuously being in recovery of addiction, I can be an authentic teacher to addicts today. I can really be an authentic teacher, and I can't tell you how many people have gotten sober just by hearing about my story. So, I recognize my truth in that.

Many men and women have experienced terrible traumas, have used those traumas as catalysts to create change, catalysts to be a



“Is this going to be your pain or is this going to be your purpose?”

It's About the Miracle: On Shifting Your Perceptions

Joe Polish Interviews Motivational Speaker/Author **Gabby Bernstein**

messenger for those recovering from those same traumas.

Whatever cards we have been dealt, we have to look at those experiences and say, just as our friend Sean has the best, most powerful example of this, “how is your pain going to be your purpose?” I love Sean’s story, which he shares often, about how he’s on the floor and he had a break, and his mom looked at him and said, “Is this going to be your pain or is this going to be your purpose?” Obviously, we know what Sean did.

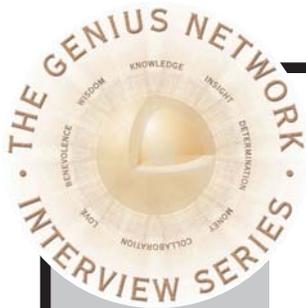
Joe: For those people who don’t know Sean Stephenson, he’s 3 feet tall, he’s been in a wheelchair his whole life. He has a bone condition with brittle bones. The guy had over 200 breaks in his body before he was 18 years old, and has really, by comparison to most people, has encountered enormous amounts of suffering.

But what he did was he transformed, and he learned how to take the pain and find the meaning in it. Now, he is an inspiration to definitely myself and to many other people.

I did a fantastic interview with him, that is one of the highest-rated Genius Network interviews that I ever did. It’s interesting because, when someone has enormous pain in their life and they’re able to transform it, there’s magic in that. That’s what’s so cool about talking with you. I know, in your own way and your life, you’ve done the same thing. Now, you’re wanting to share that with other people, which I think is great. You do that in a very unique way, that many people don’t. That’s where the coolness factor comes in.

You talk a lot about tools, and I want to go through Gabby’s list of tools and resources that you’ve discovered along the way, and you can bounce back and forth from your past to your present as much as you want. I just would like the listeners to get some perspective, because *A Course In Miracles* is what you really write about in *Spirit Junkie*, but also 12-step programs and things along those lines. I’d love to have you share a little bit about that.

Gabby: The influence of my work has definitely come primarily from *A Course In*



*That's
authentic
to me,
and that's
really
helpful
to my
listeners
and my
readers.*

It's About the Miracle: On Shifting Your Perceptions

Joe Polish Interviews Motivational Speaker/Author **Gabby Bernstein**

Miracles, from 12-step work, from Buddhism, from the interpretation of *A Course In Miracles*, from my teacher and mentor, Mary Anne Williamson.

Even though it's coming from the *Course*, much of what I know from the *Course* originally came from Mary Anne's translation of the course, and it really opened that door for me. That's how I, today, can translate myself, which is having that door opened in that way.

Teachers like Dr. Wayne Dyer working with affirmations with people like Louise Haye, Cheryl Richardson, Chuck Gleen, as teachers, have really, really been tremendous forces in my life, even before I knew them personally.

That's an important point, which is that people can be your teacher, even if you don't know them in the form of talking to them every day. You can still perceive them as a mentor and a guide, because they can show up in your inbox. Right? I've had a lot of guidance.

What I do today, as any good spiritual teacher will do, is take principles that are authentic to you and translate them in a way that will resonate with an audience that is ready for you.

So, as a teacher and a messenger of *A Course In Miracles*, the main message that the course teachers in the manual for teachers, at the end of the book, is that this is your time now to let this work come through you in a way that is authentic, and let this work come through you in a way that the audience that is ready for you can hear it.

So, the way that I teach does come in the form of wearing high-tops and saying some F bombs and playing crazy music. That's authentic to me, and that's really helpful to my listeners and my readers.

It's quite interesting, because I've been witnessing some of the early reviews on Amazon, and I'm so excited to see how these spiritual people who may not have found my book otherwise are resonating with the messaging, even though it's coming at a form that may be a little more Gen X Gen Y.

But the reality there, the point is that when the content is focused on the truth of the work, it doesn't matter what package it comes in. Yes, it might be really easy for a 25-year-old woman to read my book and say,



Once they start trying to mess around with our packaging and our messaging, that's when things disconnect.

It's About the Miracle: On Shifting Your Perceptions

*Joe Polish Interviews Motivational Speaker/Author **Gabby Bernstein***

“This is the first time I could understand spirituality in a way that is true to me.” But the groovy thing here is that there’s baby-boomers reading the book saying, “Wow, that’s the truth. Even though I don’t dig that language, that’s my truth too.”

As a teacher, as long as you are teaching from an authentic place, it doesn’t matter how the package is. Most importantly, the package has to be authentic to you. Once they start trying to mess around with our packaging and our messaging, and how we carry messages, that’s when things disconnect. That’s when we disconnect from being that fluid messenger that we all need to be.

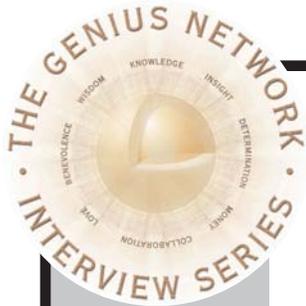
In my case, it’s really just about being a clear channel to allow the truth to come through me, and do it in a fun way, and enjoy the process.

Joe: Kind of going back to what I was talking about in the beginning, with someone being in a dark place; they find this interview, they seek out your book, they seek out some sort of help or assistance. What about all of the people in our sphere of influence that are in bad places but they don’t have the motivation to go and seek out help, and they’re struggling, and they won’t lift a finger to do something because either they’re not aware or they’re in a bad place, or they don’t want to?

To what degree do you feel that you can influence other people? It’s one thing wanting it for yourself, but it’s another thing about a family member or a friend or a coworker. How do you respond to people in trouble, people suffering outside of yourself, that you want to help, but you don’t see a real drive, from them, to do something?

Gabby: There’s a few answers to that question. The first principle is that I practice the 12-step mentality of attraction, not promotion. It’s not my job to make your change happen. It’s my job to be a power of example. I can show up and I can carry these messages and I can be the power of example, as Gandhi would say. I can be the change. But, I can’t make the change happen.

A Course In Miracles also teach us that everyone is called upon to



*Our only
job is to
keep our
side of the
street
clean...*

It's About the Miracle: On Shifting Your Perceptions

Joe Polish Interviews Motivational Speaker/Author **Gabby Bernstein**

make these changes, but few will listen. So, it's up to us. It's your choice and your individual choice only, if you choose to surrender to that presence of your ~ing, your inner guidance system, if you choose to be guided to a call like this, if you choose to pick up the phone and call a friend for help, if you choose to read that book. It's your choice. So, if you don't want to change, no one can help you. It's our work, as individuals, to make the decision to change, make the decision to move forward.

Joe: How many people do you feel, not that you can give an exact number, but how prevalent do you feel it is that people stay in a state of suffering to varying degrees because they so want their partner, their children, whoever to change?

I look at it as a form of non-acceptance. I happen to very much like the Serenity Prayer, "God grant me the serenity," for people that don't know it, "to accept the things I cannot change, the courage to change the things I can, and the wisdom to know the difference." The ability to know the difference and being aware of it is what you really can and cannot do.

Again, let me preface everything I'm saying that if anything I say happens to sound like "I think I've got a handle on life all the time," that's the farthest thing from the truth. Much of my suffering has come from my attempt to control, want other people to be a certain way, etc, etc.

I just think a tremendous amount of human energy is I don't know if "wasted" is the right term, but that's the best I can say right now, trying to get other people to adapt to how you wish, hope, plead, and beg them to be.

Gabby: It's a huge thing, and what I teach is that our only job is to keep our side of the street clean. When we are looking to change others for our own peace, "When they change, I'll be happy," or "if we could only get this, we could be good together," whatever it is, that is a bullshit mentality. That doesn't work.

What happens for us is that we've projected our internal crisis onto



*The
outside
world is a
reflection
of your
internal
state.*

It's About the Miracle: On Shifting Your Perceptions

Joe Polish Interviews Motivational Speaker/Author **Gabby Bernstein**

others.

I teach a lesson called *mirroring*, which is that the outside world is a reflection of your internal state. So, if you're pointing the finger at somebody else saying, "You need to change, you need to change, you need to change," the real work that needs to occur there, you need to point that finger back at yourself and say, "What is it that I need to change? What is it that I need to work on?"

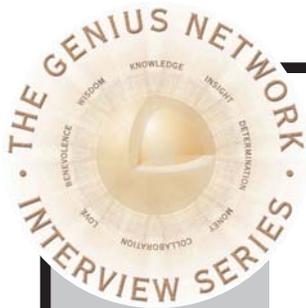
Sometimes, the change that you need to do in that situation is that you need to leave that relationship and let that person go. Right? You need to forgive that person and accept them as who they are. I've heard the saying, "I can't move forward because they're not doing this." It's like, "Well, what are you doing?"

We need to take care of our part here. That's really all we can take care of, that's really all we can clean up. That doesn't mean that we can't ask people to participate in relationships, it doesn't mean that we can't express how we feel towards others, but we can't tell people that they need to be one way, so that we can be complete about finding our own completeness, and when we find that completeness within ourselves, we begin to attract complete, whole people.

Joe: I'm glad you said that, because I have a female friend, and she was really excited that, "Oh, you're going to interview the author of *Spirit Junkie!*" She's in a relationship with a guy that she really wishes he would be a certain way that he's probably not ever going to be. In a lot of ways, it was kind of a question that I sort of expected you to say what you did. It's really about cleaning up your side of the street and not thinking that you can fix or change this other person.

Does a person have the ability to change another person?

Gabby: The only way we can change others is through power of example. Here's the thing: you can't set out to change yourself so that someone else will change, either. That's just plain magic tricks, using spirituality for crazy voodoo.



It's About the Miracle: On Shifting Your Perceptions

Joe Polish Interviews Motivational Speaker/Author **Gabby Bernstein**

It's not about magic, it's about the miracle, which is just a shift in perception.

Joe: It's manipulation.

Gabby: It's complete manipulation. But the truth is, when you change your energetic state, the world around you reflects that change back to you. So, you change your vibration, your energized vibration, first and foremost, you start attracting different types of people that vibrate at the same frequency that you vibrate at. The people that don't vibrate at that frequency will either rise above with you, because they see that power of example, they see that influence and they want to get there too, or they fall off, and they change, and they go into a different realm and take a different form in your life.

Yeah, the people and experiences we have will change as a reflection of our own inner change, but we can't be making that inner change to manipulate somebody else's experience. Right? A lot of people get into that. This is what I call the difference between magic and miracles. Magic is sitting there being, "If I make all these changes in myself, then someone else is going to change. Or if I say this affirmation enough times, then it's going to happen." It's like, "No. If you shift your belief system, you will shift your energy, and your energy can be reflecting a new experience in your life."

It's not about magic, it's about the miracle, which is just a shift in perception, which changes the energy, and the energy changes the experience.

Joe: You mentioned *attraction versus promotion*, kind of the way 12-steps run. I do want to really speak to that, because having spent a good portion of my adult life developing myself as what I hope to be a very skilled, effective marketer, and teaching thousands of people marketing methods and processes and techniques and all that sort of stuff, the one movement that I appreciate and respect probably more than anything in the entire how-to/self-help world is 12-step groups, which has done more to reduce, eliminate, and relieve human suffering in the form of addiction than every



Every person should give themselves the gift of going to 12-Steps.

It's About the Miracle: On Shifting Your Perceptions

*Joe Polish Interviews Motivational Speaker/Author **Gabby Bernstein***

in-patient, out-patient psychologist, psychiatrist, self-help book combined.

I have an enormous amount of respect for 12-step groups, and it's something that is loosely held together by the voluntary contribution of addicts.

Like you said, it's not necessarily how it's packaged, it's the principles and the fact that it works.

I really respect 12-steps, and I think they're very misunderstood by people that haven't either been to them or have done the steps. It's not just about going to meetings, but it's about actually doing the steps, and I'd like to just have you speak to 12-steps because, in a lot of ways, I think it's a very, very critical and important tool for people that are suffering from addiction or have someone that is an addict in their life, not just chemical, but behaviorally, from gambling, eating, sex, Internet, work, you name it.

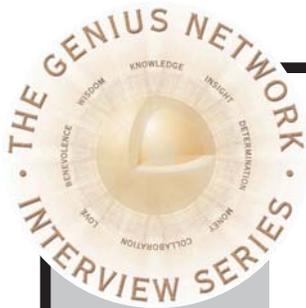
I'd love to just have you talk a little bit about your experiences and what your thoughts are on 12-steps.

Gabby: I believe that every person in the world should give themselves the gift of going to a 12-steps. I believe that it is relevant to every human being. We all have suffering, we all have resentment that we're holding onto, we all have wreckage from the past, we all have people we need to make amends with, we all have a spiritual face that we need to rebuild, we all have the necessary trappings from someone who could greatly benefit from 12-step work.

This is my, again, not a promotion, just a suggestion. If anyone has the desire to make major change, pick up the 12 steps. Pick up the 12 steps and apply them to any form of your life. If you're not an alcoholic, you can replace the word.

Again, you have to be really conscious of people who have practiced the 12 steps, not to promote and not to say this is the only way, because there's many ways, just that this one really works. If it works, why not check it out?

But I would wish the 12 steps upon any being in the world. I, for myself, have experienced the most incredible shifts and the most



*One of
the most
beautiful
principles
in the
12-Steps is
making
amends to
people.*

It's About the Miracle: On Shifting Your Perceptions

*Joe Polish Interviews Motivational Speaker/Author **Gabby Bernstein***

miraculous changes, and, in many cases, quantum shifts. Experiences of overnight letting go of something. Obviously, it was the accumulation of work that led up to a point, but that point in time where I woke up and did a step and I would say, “Holy shit, that’s gone! I can’t believe that’s gone!” and really just letting go.

That’s what that work really allows us, is just to clear the space and release the blocks and clean out the past, and use our past experiences as a vehicle for really, really powerful change, and to learn how we can clean up our side of the street.

One of the most beautiful principles in the 12 steps is making amends to people. You’re given a second chance to really clean up your behavior.

I got an email from someone yesterday who said, “I’d like to meet with you for coffee. I believe I need to make an amends to you.” She’s in a 12-step program. I know that she’s making amends to me from a 12-step place. It’s the strangest thing, because I don’t even know her very well, and I have no idea what kind of amends is coming to me. But I’m proud of her, and I’m excited, as someone that’s receiving that. We’ve got to show up for that, as well.

So, allowing people to come into your life and make amends and being present for that, and really being open and willing to receive that is very powerful. Any practice that promotes and suggests forgiveness is a practice I will stand behind.

Joe: You’ve got a great point. I’m going to actually ask you about forgiveness here in a little bit. What I will say, my first exposure to 12-steps was when I actually used to work in a mental hospital. When I was going to college at New Mexico State, and I used to drive the AA patients and the NA, the Narcotics Anonymous people that were in the hospital, to 12-step groups as part of their in-patient and out-patient treatment. I used to sit in these rooms, and it was fascinating to me because I actually never went to 12-steps to fully recover from drugs. I literally removed myself from the environment and just didn’t have access to drugs. Through other forms of



It's a really powerful tool to just sit there and really witness spirit in action.

It's About the Miracle: On Shifting Your Perceptions

*Joe Polish Interviews Motivational Speaker/Author **Gabby Bernstein***

self-help, I really got myself clean and sober.

It was an interesting way that I was introduced in the 12 steps, and little did I know, at that time that, later in life, how important 12-steps would become to me.

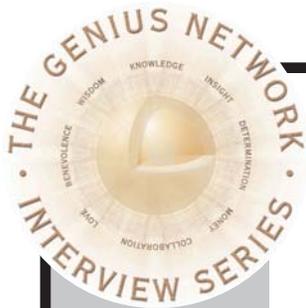
But what I saw and have seen and do experience today are miracles that do happen to people that you never, in a million years, looking at some of the people, thinking that they can transform themselves from mean, selfish, screwed-up individuals to caring, loving, contributing. It is because of the removal of resentments and the mutual bonding with people that are suffering and have been through stuff.

Without going deeply into it in my conversation here with you, I do believe that addiction is a brain disease. I do believe that it is a disease. I believe it is not a choice. You talk so much about going inward, all the different forms of personal empowerment and motivational seminars, in most cases, don't do squat for a real addiction. It's really about going inward, not outward, like you talk about.

That's why I think it's so important to get your message out to people. One of the main reasons I wanted to interview you is because you get that. I know a lot of self-help people that are really smart and have really great stuff, but they don't, per se, suffer from an addiction at a deep level, like you have. So there's an insight that I think a lot of people in personal development simply just don't have, because they've never been through the experience; whereas you have, so you kind of get it, and that's important to me.

Gabby: I always recommend to people, friends of mine who are therapists and people who are working on personal development, to sit in on open 12-step meetings. Some are closed meetings, and some are open. Look up online and you can find out which are open.

You can just sit on the meeting or accompany a friend to a meeting. It's really a powerful tool to just sit there and witness, really witness spirit in action, because it's just people who have met together with one shared desire, which is to change, and they all come from



It's About the Miracle: On Shifting Your Perceptions

Joe Polish Interviews Motivational Speaker/Author **Gabby Bernstein**

different social and economic backgrounds, and they come together in such a humble, humble way.

To have such a deep understanding of how the 12-step works is a really great tool for any practitioner, any spirit guide, any healer, or any person who's doing any type of healing work, to just practicing meditation and sharing meditation as a tool. Having the 12-step in your back pocket is a really powerful, powerful thing.

I was going to say I love your story about how you were, in such a backdoor way, guided into the room. It's like it wasn't your choice.

That's what happens is, once you open up and we have that willingness to change, whether we like it or not, we're going to be guided to exactly what we need to receive the healing that we have been calling for internally.

That's clearly, clearly the case with you. That's a beautiful story. You may have not thought, "That's what I need," but that's what the universe has found for you.

Joe: That's what ended up happening. One of my favorite sayings from one of the founders of Alcoholics Anonymous, Bill Wilson, and Dr. Bob, that started AA back in the 30's, Bill W said, "As alcoholics, we're trying to drink God out of a bottle."

I always found that quite a fascinating statement, because if you look at any sort of addiction, a gambling addict is trying to gamble their way to God, a food addict is trying to fill that void, a sex addict is through whatever form of expression that's manifested. An Internet addict, a work addict, an exercise addict, they're just trying to fill a void, and there's nothing wrong with wanting pain or angst to go away. It's just the method that you choose to do it. Some methods are healthy, others are very self-destructive.

Through 12-steps, you can discover and uncover and discard. There's lots of sayings.

I will just echo everything you're saying. I think it would be a gift for everyone to give themselves that experience. Don't judge a book by



It's About the Miracle: On Shifting Your Perceptions

Joe Polish Interviews Motivational Speaker/Author **Gabby Bernstein**

A Course
In
Miracles
*is a meta-
physical
text...*

its cover. It's not a religious group, although you will find people that are religious and you will find people that are atheists. It's not about that. It's really about a way of living, as is *A Course*, which is the next thing I want to ask you about, because I think people that read *Spirit Junkie* will really enjoy and get tremendous value out of your take, your interpretation, and your teaching of *A Course In Miracles*.

I'd like to have you explain for those people that don't know what the *Course* is or have no idea, what is it, and why did you write a book about it, giving your take on it?

Gabby: *A Course In Miracles* is a metaphysical text. It's channeled material written through 2 atheist psychology professors who, at their point in time, and their bottom, surrendered and accepted to themselves that they needed to write a manual for their psychology department and their program, because things were not working and there was resentment flying everywhere.

Once again, that slight willingness was their call to spirit, to say, "We need a better way." One of the professors, Helen Shiftman, began receiving the very strong voice. An authoritative voice came to her, and that voice was saying, "You need to make this manual. This is a course of miracles."

She began to channel this voice – again, she was an atheist. She did not believe in channeling or medium shift, and this is just something that came to her, because she was willing and she cracked that open. Her partner in this, a man by the name of William Bedford, partnered with Helen to scribe the course over several years, and the spirit that came through her is the spirit of Jesus.

Now, this is a story I often tell in most lectures, because people will associate Jesus with Christianity and they will immediately say, "This is a religious thing." But meanwhile, the greatest teacher, for instance, Mary Anne Williamson, is a Jewish woman, teaching metaphysics and quoting Jesus. As am I; I'm a Jewish woman with a Yogi mother, and am now teaching the principles of *A Course In Miracles*, which are completely



It's not about how to learn something new, it's actually an unlearning.

It's About the Miracle: On Shifting Your Perceptions

Joe Polish Interviews Motivational Speaker/Author **Gabby Bernstein**

nondenominational.

But the spirit of Jesus came through to really teach the truth, which is forgiveness and connecting back to peace and the love within us and reconnecting to our internal teacher, and to create a life where we are living in the world but thinking with the thoughts of heaven. When we reconnect to that inner presence, which we all have a connection to, we can really cultivate a new belief system.

So, *A Course In Miracles* is not about how to learn something new, it's actually an unlearning. The *Course* takes you through 3 different sections of the book, and the first section is the text, which really takes you through an understanding of how our thoughts and our mind, detoured into fear, chose to forget our loving mindset and chose to turn our back on love and, for lack of a better word, turn our back on God.

Then, we take that text and really welcome in those principles. Through that welcoming, we can then go to the second part of the book, which is the workbook. The workbook is 365 days of daily meditations and exercises that the student will take themselves through, to really reprogram your mind.

It's a very incredible experience to go through these 365 days, because each day you wake up and you have a new thought form, which is the exact opposite of what you have chosen to believe in prior to this. If you stay open and willing, your internal teacher will guide you.

Then the final section of the book is the manual for teachers. In this section, this is when you, as a student, become the teacher and learn the principles of being a teacher of love and what it is that you need to show up daily to be a messenger for this work.

The *Course* teaches us how to be miracle workers. From a simple perspective, a miracle is a shift in perception. The more we shift our perceptions, the more miracles we create. The more miracles we add up, the more we live a miraculous life.

So, it's really about taking small, right actions daily to reprogram your belief system and return to a place of love. The more we do that, the more we come to true knowing and true understanding that the fear-based



It's About the Miracle: On Shifting Your Perceptions

Joe Polish Interviews Motivational Speaker/Author **Gabby Bernstein**

I started to see changes right away, once I started to soak up this new way of being.

illusions that we have chosen to believe in are not real.

It's a lot of work and it's a lot of dedication, and it's a lot of unlearning old behavior. It's a commitment and a strong desire to change that being a student of the Course can lead you out of that fear-based belief system.

The neat thing is that there's a lot of teachers that really have chosen to transcend the fear and be a messenger for these principles, like myself and Mary Anne, and people like Kenneth Walknick and people like Gary Renard, and beautiful, beautiful teachers that are out there in the world, teaching this work.

So, even if you don't have the desire to pick up *A Course In Miracles* and take yourself through the lessons, you can still perceive yourself as a student of the course just by being a student of Mary Anne Williamson or being a student of mine, because we're teaching these principles. We will guide you in the same way, to carry these messages in your own life.

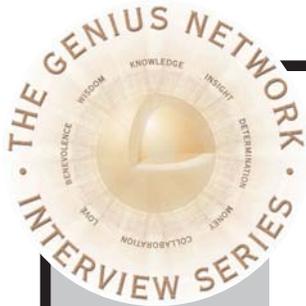
If you feel called to pick up the Course, great. If you don't, great, too.

Joe: How much time do you think you spend – I'm sure it's a lifelong process with you now, at this point, but how much time do you invest in it when you really started to see the gifts from it? Immediately?

Gabby: I've been a student of the Course for 6 years, and I started to see changes right away, once I started to soak up this new way of being. Like I said earlier, when the student is ready, all that you need will come to you.

I was so eager and so hungry and so ready for a change, so that willingness just really flooded me with a lot of shifts very early on.

As I've grown, I can pick up the book today and read the book as if I'm reading the newspaper, whereas when I picked the book up 6 years ago, it was like reading Chinese. The language is very cryptic. Also, the belief systems and the theology is so the opposite of what we have been taught.



*I used to
have faith
in fear...*

It's About the Miracle: On Shifting Your Perceptions

Joe Polish Interviews Motivational Speaker/Author **Gabby Bernstein**

It's such a neat thing to look back and see, in retrospect, how it was quite difficult for me to understand these principles and take them on 6 years ago; whereas today, I understand it more than I understand *The Wall Street Journal*.

Joe: In your experience, has it been easier for you to learn or to unlearn?

Gabby: I think it's all about unlearning. So, everything I'm learning has been practices of unlearning, if that makes sense. I hope that makes sense.

Joe: It does to me.

Gabby: It's mental reconditioning. I used to have faith in fear; whereas through unlearning that fear, through practicing forgiveness or practicing attachment, practicing lack of judgment, practicing no more gossip, practicing prayer, practicing meditation, I have unlearned my faith in fear. I have detached from my faith in fear.

Joe: So, are you saying we can't gossip about say Marie, as an example, if we wanted to?

Gabby: Yes, I am, actually. Of course, I do catch myself in many moments of gossiping and attacking and judging, and all of the things that we do in the world. I have a very steadfast process of forgiving myself immediately, forgiving the other person, and cleaning it up.

That's what I do every single day, because the practicing of gossiping and judging others is what the *Course* refers to as "separation." What happens when we gossip is we perceive others as separate from ourselves, less than, better than, and that makes us feel less than or better than, and that disconnects us from our truth, which is that we are one.

That's a very, very strong belief system, as you know, that "They can do that, I can't," or "I've got more and they don't," or "my intern is less than me," or "my boss is greater than me," or "my boyfriend is my



I've been waiting for that question, Joe...

It's About the Miracle: On Shifting Your Perceptions

Joe Polish Interviews Motivational Speaker/Author **Gabby Bernstein**

idol,” and all of these projections that we put out to the world. That separation funnels and fuels more fear into our mind.

If you really want to dedicate your life to being a student and a teacher of spirituality, then you have to really practice what you preach.

Do I never gossip? No, of course I do. Do I forgive myself the moment I do? Do I stop myself in my tracks? Every single time, yes.

Joe: That's great. I have no statistical place I can point to on this, because I actually heard it from someone, but there was supposedly some study that was done in America that 2/3 of the American conversations of what Americans talk about is supposedly gossip. That sounds about accurate, to me.

If there is truth to that, it goes to show you just the state of many peoples lives.

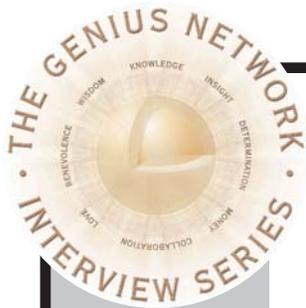
For anyone listening that would hear what you just said, I want to point out that be it 12-steps or *A Course In Miracles*, your book has actually reinvigorated me to literally pick up the *Course* and start going through it, because I've had it. I actually have somebody who is a very famous person that told me it was the most influential work of their life, but I never went through it.

The way that you present it in *Spirit Junkie* and the way that you talk about it just spells it out, and I think that's why it's so important that everyone listening pick up a copy of your book. If you think this is bullshit, it's about religion, or it's not about religion, or it doesn't fit what my belief system is, it has nothing to do with any of that; 12 steps don't and *A Course In Miracles* doesn't. It doesn't matter if you have zero belief in any sort of higher power, I think you will derive immense value from it.

Having said that, I'd like to ask you the obvious question that's not an easy one to answer. What is spirituality?

Gabby: I've been waiting for that question, Joe.

Joe: Were you? You should have told me early on.



It's About the Miracle: On Shifting Your Perceptions

Joe Polish Interviews Motivational Speaker/Author **Gabby Bernstein**

*...Having
forgiveness
being your
first choice
and
thought...*

Gabby: I psychically knew it was coming.

What I teach in this book is that I'm not here to teach the reader or the audience what spirituality means. I'm here to guide you to create a spiritual relationship of your own understanding.

This is such a powerful way to teach. It's not saying it's only this way. I'm just saying, "Here I am, with my story and my experience, my truth of what spirit means to me. I will be a messenger and a conduit for you to do the same, that you can establish a relationship of your own."

What spirituality means to me, each of you will find your own way and be able to create a god concept or a spiritual concept of your own. But for me, spirituality means living in a place of true oneness, having forgiveness being your first choice and thought, when attack or judgment comes to rise, connecting to a space beyond our outer eye, and connecting to a world in our inner eye, in our inner mind's eye, and bringing that world, that connection, that experience of a world beyond what we see with our vision to our life experience and allowing that place beyond our vision to show up in the world that we see today.

For me, I have a beautiful, direct lines of spirit. I can hear, I can see, I can feel. I physically feel spirit. When I talk about spirit, I talk about the love energy, the presence of love, the one conversation, the conversation of oneness and the conversation of peace, the conversation of faith that, when I slow down, when I tune in, when I meditate, when I breathe, I feel physically spirit come through me. I hear, very loud, words like "forgive," "let go," "trust," "faith." In that space, I can take that inner voice and that inner dialog and bring that inner truth to my present life experience.

That's what I'm here to do in this world, at this time. That's a choice I made. I came back around to do that, to be a messenger, to be a liaison between that world of inner peace and truth and love, to a world of a lot of darkness and fear, and to help bring that and be a bridge for that message to come forward.

That's how I can describe what spirit is to me. It's a connection to



*Forgiveness
is the rock
of a
spiritual
practice.*

It's About the Miracle: On Shifting Your Perceptions

*Joe Polish Interviews Motivational Speaker/Author **Gabby Bernstein***

a divine truth that is love. It might sound trippy, it might sound heavy, it might sound weird. That's cool. That's fine. But I'm sure, energetically, whoever listening, will believe that that is authentic to me, regardless of whether the semantics makes sense. The truth of the content is underneath whatever it is that I just said.

Joe: I like it. I like it. It's powerful. Let's talk about the chapter in your book titled "The F Word," which I think is pretty funny and also pretty powerful. Let's talk about "The F Word."

Gabby: Forgiveness. Forgiveness is the rock of a spiritual practice. Forgiveness is the most powerful tool you can use to reconnect with that truth, that loving presence, the spirit within you.

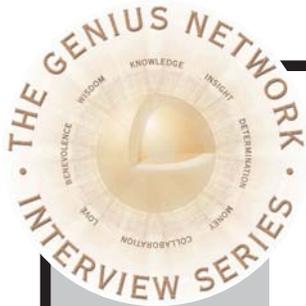
What happens when we practice forgiveness is that we let go of our fear-based resentment that we, as humans, carry around these resentments. We carry around resentment towards ourselves, our resentment towards others, our resentment towards society, our resentment towards anything that is fear-based, we carry that, we replay that resentment in the present moment, and we project it onto the future. We really live in a hamster wheel, just re-recording that same limiting belief over and over again.

Through forgiveness, we can detach from that belief system. Through forgiveness, we can let ourselves off the hook and let the world off the hook simultaneously. Practicing forgiveness is quite difficult for people because it's the opposite of what many of us have been taught, but it is the primary principle for restoring your thoughts back to love.

To bring forgiveness into your life, a lot of people will be like, "Okay, great, but how do I start forgiving? What does that mean?" The first step is to really just witness and become conscious and connect to who it is and what it is that you need to forgive. Have you been playing the victim? Have you been holding onto a resentment?

The second step is to just become willing to let that go, and begin a prayer practice of really opening up your mind to be willing to forgive.

You pray, for 30 days, that you're willing to forgive, and a lot of



*If you
don't want
to change,
you can't
change.*

It's About the Miracle: On Shifting Your Perceptions

Joe Polish Interviews Motivational Speaker/Author **Gabby Bernstein**

shifts will happen. There's a lot more detail of how to forgive, but those 3 steps are quite simple: just becoming conscious of who you need to forgive, becoming willing, and then praying for that willingness daily. Those 3 steps are really powerful transformational tools to invite forgiveness as a practice into your life.

Joe: One of my favorite sayings on forgiveness, my friend Dan Sullivan said, which is, "Forgiveness is giving up the hope that someday you're going to have a better past." I'm not sure if he came up with that, but I heard it through him.

Your book and the *Course* and 12-steps, and all of the tools that are out there, it's not just about reading them or hearing about them. It's about adopting a practice.

In order for someone to transform, it can happen instantly, it can be a process. It can be small transformations or it can be gigantic. What does someone really need to take on, if they are going to go from a place of misery to a place of betterment and happiness? What are the conditions that must exist for a person? Maybe it's simple, maybe it's difficult. How would you respond to that?

Gabby: Well, the main place to begin is, as I said twice now, willingness. You've got to have that. This is the same thing we said earlier. It's like if you don't want to change, you can't change.

Everyone is going to find tools that are really unique to them, that are going to be really powerful. So, for me, it was 12-step, it was *A Course In Miracles*, it was Mary Anne Williamson, it was Wayne Dyer. That was what was authentic to me. That was what sparked for me. It doesn't mean that I wasn't introduced to other forms, whether it was yogi practices or whatever it may have been, but what I chose was this direction that was really resonating.

It's not necessarily how you get there, it's just having the willingness to get there. Once you have that willingness, all the teachers you need show up. All the tools you need to become very present in your



*I said,
“God,
universe,
whoever is
out there,
I need a
miracle!”*

It's About the Miracle: On Shifting Your Perceptions

*Joe Polish Interviews Motivational Speaker/Author **Gabby Bernstein***

life; tools you can bring into your life immediately, if you're listening and you're willing.

It's a daily practice of prayer and meditation. The prayer, for some people, may just seem like it's something religious, so I really want to just demystify prayer for everybody.

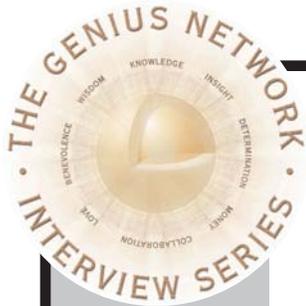
A prayer can be a thought of love, the prayer can be a written word of just, "I need help. I have welcomed and surrender to guidance around me." A prayer can be, "God, Universe, whoever the hell is out there, show me what you've got." That was my first prayer on October 2, 2005. I said, "God, Universe, whoever is out there, I need a miracle." That prayer was the catalyst to my greatest change.

So, bringing a prayer practice into your life, of turning your will over and asking for help, even if you don't know who you're asking. As they say in the 12-steps, "Fake it 'til you make it." Just ask and surrender. That's a big, big part of the process of change.

Then meditation, in my experience, has been the most transformational tool, which is just allowing yourself to sit in stillness and center into that connection that we all have. We all have the divine connection to love. We just are too busy. We're thinking over it, we're drinking over it, we're working over it, we're fucking over it. Excuse my language.

Joe: I was hoping you'd throw in an F bomb. Perfect.

Gabby: It wouldn't be an authentic interview with me if I didn't. But we're just doing and being and all of this stuff over that experience of the divine presence of love within us. So, when we can practice slowing down, and we can get to a place of just having stillness in our day, even for 2 minutes a day, we can really surrender to that peace. I'll give you some links and we can give people some free guided meditations that I have, to just let people begin their meditation practice immediately. They can center in and start listening to that inner guidance system, rather than that external voice that says, "Do more, drink more, fuck more, work more, be more."



*This book
is my story,
but it's
a story
that will
resonate
with
everyone.*

It's About the Miracle: On Shifting Your Perceptions

Joe Polish Interviews Motivational Speaker/Author **Gabby Bernstein**

Joe: Let's do that now. Let me say this. I would like everyone to pick up a copy of *Spirit Junkie*. You can do that online, you can pick it up at the bookstores. Also, some of the chapters, I just want to share because I think you'll see that this will probably be quite a useful book to you and perhaps a loved one. "The Detour In The Fears," part one, and it's Chapters "A Tiny Mad Idea," "Anxiety And Ashrams," "Something Special," "Asking For Help." That's your inner teacher, your inner guidance.

Part 2 is "The Answer," "The F Word," "Relationships Are Assignments," "The Holy Instant," and "Accepting My Invitation."

Then, the third part is "The Miracle," and you have chapters "Spirit Becomes My Boyfriend," "Love Wins," "Expect Miracles," and "Spirit Junkie."

What do you think is the biggest takeaway that most people are getting from *Spirit Junkie* right now, in it's just recent coming out?

Gabby: The takeaway right now is that people are emailing me and Facebooking and Tweeting and saying, "Oh my God, I'm so happy to know I'm not alone." This book is my story, but it's a story that will resonate with everyone; because in some way, shape, or form, we've all chosen fear over love, and hopefully, at some point in our life, have decided that there has to be another way.

So this book is just a beautiful offering to the world that says, "You are not alone, and here's my experience at how I got my way out, and join me."

Joe: Awesome, awesome. So yes, please give out some links to anything that would be useful and valuable and beneficial to all of our listeners.

Gabby: Everything, for me, as the listeners can find, is my website, gabbyb.tv. On that main page, I offer free guided meditations. Just sign up right away, and you can get free guided meditations.

You can get my weekly video blog, and you can really get a lot of



*I think
that
marketing
is a
spiritual
conversa-
tion.*

It's About the Miracle: On Shifting Your Perceptions

*Joe Polish Interviews Motivational Speaker/Author **Gabby Bernstein***

content from me. I really just do a great job of giving a lot of free content, and then there's a lot of things that you can check out, lectures and videos to purchase.

More importantly, it's just a lot of free, available content for people who are ready for this work.

I hope that that site guides you. If there's a woman listening to this site, I have a tremendous community of women called HerFuture.com, which is now almost 11,000 women social networking site of women helping women and supporting each other, and helping each other further their endeavors. This site is growing rapidly, so join the party, join the online fiesta, and help yourself to this amazing community that will be there to help you.

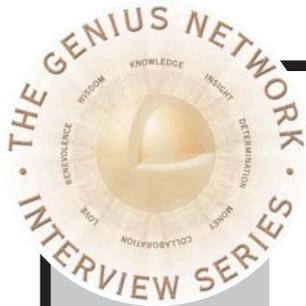
That's it. Those are the places you can get me.

Joe: Awesome. Gabbyb.tv. I have to ask you, I kind of forgot to do this, but I'm going to ask you now. I have a giant podcast with my friend, Dean Jackson, called ILoveMarketing.com, and all of it seems to be a takeaway from what we're talking about. I look at the field of marketing as just a way of communicating and getting messages out into the world, and the more effective that you are at that, the more people that you can reach.

I think one of the things that makes you successful is you're good at communicating what it is that you do, and you get on TV, and you're putting it out there. No matter how great your message is, it's only useful if people find out about it, or if they see you somewhere, or if they are guided to it. But you've got to be out there, and you're really good at being out there.

There's a lot of people that a lot of their value is communicating things out to the world, but they don't really quite know how to do it. You're really good at social media, social networking, getting publicity and that sort of stuff. Any tips, suggestions to the listeners in the area of marketing and just putting your message out to the world?

Gabby: I think that marketing is a spiritual conversation. If you have a message



*How dare
you hide
your gifts
from the
world!*

It's About the Miracle: On Shifting Your Perceptions

Joe Polish Interviews Motivational Speaker/Author **Gabby Bernstein**

that is going to change people, it's going to serve people, then you better learn how to be a great marketer. You'd better practice great marketing.

My philosophy is, "How dare you hide your gifts from the world?" As much as I am a spiritual teacher, and I'll just pat myself on the back for a minute, I'm a tremendous marketer. I love, love sharing a message, and I have a massive message to share, and I will do whatever it takes to get that message out there.

Part of this also, from a spiritual perspective, is recognizing that our bodies, the being who we are, is the vehicle with which we contribute these messages to the world. So, really becoming connected to who we truly are is a big part of the marketing process, and knowing what is authentic to us.

So, titles like *Spirit Junkie* or *Add More ~Ing To Your Life*, and using the word "ing," rather than Holy Spirit, was what was going to help me carry the message to the masses. Saying something like, "Spirit Junkie," rather than citing something that was a little too religious, would be wrong for me because what is authentic to me, as a marketer, is to make these messages easy to digest and easy to share.

I absolutely love, love the vehicles of Twitter and Facebook and using the Internet as my business partner, in many ways, to carry the message with me.

Once again, how dare I have the keys to the kingdom and not share them with the world? So, I have shown up for the marketing of all of the work that I do, from a very authentic place.

One main message I'd love to share with anyone who is a marketer listening, or trying to carry a message in a way that is going to be powerful is that whatever it is that you're sharing, in whatever form that you're sharing it, the most important thing is energy. You have to believe, in full faith, in what it is that you are sharing. Energy is in everything. Energy is behind a Tweet, energy is behind a video, energy is behind a phone call and interview, energy is behind a blog post, a video.

So, whenever I Tweet something that doesn't feel authentic to me, I delete it, and come back and Tweet it again when I feel connected, when



I just feel like I'm sharing the most incredible gift with the world.

It's About the Miracle: On Shifting Your Perceptions

*Joe Polish Interviews Motivational Speaker/Author **Gabby Bernstein***

I feel in vibrational alignment with that message.

I sell a lot. I sell a lot. But I'm selling something I believe in. I'm selling something I can stand behind. I'm selling something I know will transform lives. So, I never, ever feel like I'm selling. I just feel like I'm sharing the most incredible gift with the world. That energy is what allows the true success to occur.

When you get that true success is an inside job, and that it's all about being connected and in tune with the messages that you need to carry, and carrying them in an authentic way to you, then the Universe can conspire to help with that messaging in many forms that you could never imagine. That's when someone with a huge Twitter following will re-Tweet what you have, or that's when the newspapers will call.

I often joke that God is my publicist, and I definitely think I'm going to have to create a video program called "God is my Publicist." Some of the most incredible publicity that I have received in my life has come just through the power of intention.

Joe: That's great. Actually, I think you should create a program.

Gabby: Yes, yes. We're talking about it now.

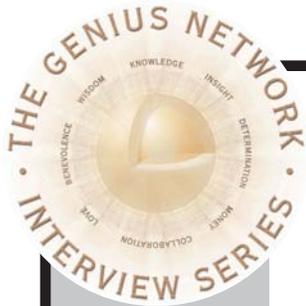
Joe: Yeah, exactly. You've got to do it.

Gabby: I'll interview you for that.

Joe: Of course, I seriously doubt this will be the last time we're going to be talking on a public interview. This is the start. If this is the first time you've ever heard of Gabrielle Bernstein, then go get a copy of her book. Check out gabbyb.tv.

What are some other sites, again? I know you mentioned it before, but let's say them one more time.

Gabby: HerFuture.com.



*Eat Your
Competition
Alive!*

It's About the Miracle: On Shifting Your Perceptions

Joe Polish Interviews Motivational Speaker/Author **Gabby Bernstein**

Joe: Awesome. You're awesome. I really look forward to hearing the comments that all of the listeners have. I will encourage anyone listening to this, this is one of those conversations that if you have anyone that really you care about and you think this message would resonate with, to go ahead and share this conversation with them. Any famous last words, Gabby?

Gabby: I just ask that everyone stay open and willing to receive whatever guidance they need to make changes, and to remember that all they need is that willingness. May everyone be blessed and happy and healthy, and may you all connect with your inner guide. That's my last word.

Joe: Awesome. Thank you. Her name is Gabrielle Bernstein, and the book is *Spirit Junkie*. And to all of our listeners, have a wonderful day. Thank you.

Hello, this is Joe Polish. I want to thank you for taking the time to listen to this interview. I hope you found it very useful. Please give me your feedback on all of the interviews that you listen to. I love to hear your feedback, so we can always deliver a great program for you.

Our website is **www.JoePolish.com**. We also have a Joe Polish Recommends section, so you can take a lot of the ideas and concepts that you hear on my Genius Network Interview Series and apply them to your business and find vendors and resources. You can go to JoePolish.com. to find that information, and click on the Joe Polish Recommends section.

Also, if you'd like to find out about more interviews and invest in more useful Genius Network Series interviews, go to **www.GeniusNetwork.com**. Thanks, and eat your competition alive.