

Noah St. John - Affirmations

Noah St. John shares his discovery that provides the keys to success sitting within you now.

a conversation with **Dr. Noah St. John**

4167 words | 13 pages



This is Elizabeth Harrington of NewPrimeTime.com with a special guest. Dr. Noah St John is joining us along with the publisher of TheNetworkMarketingMagazine.com, George Madiou.

Today we're going to explore the keys to success as well as what would stop us from using those keys to success.

I met Noah St John through several courses. We both share a mentor, Alex Mandossian, the online marketing wizard of Teleseminar Secrets fame. Noah is a well-known author; his most recent book is [The Great Little Book of Affirmations](#). He's coming out with a new book currently as well.

Dr. St. John has been interviewed by some of the leading publications, NBC, CBS, the LA Business Journal, the Chicago Sun Times, NPR, Parade, The Washington Post, and more. As you hear what he has to say you will understand why. He is very engaging, lively and knowledgeable.

For those looking for the key to success and success in direct sales and network marketing, this is definitely the gentleman who

is going to be teaching us all sorts of very valuable principles. Now, I'll turn it over to George Madiou to ask Noah some questions.

Thank you Elizabeth! I'm excited about this opportunity to talk with Noah and very grateful you have put us together to introduce Dr. St. John to our readers at TheNetworkMarketingMagazine.com. Welcome Noah! Would you give our readers a little snapshot of who you are and where you've come from?

Thank you George! I think more importantly than who I am and what I do it comes down to *WHY* so many people are holding themselves back. I was one of those people who had spent so many years of my life, and so much money, effort and energy on trying to 'get better'... trying to improve myself; And really, trying to make a living, trying to get by while doing good things and helping people.

I had a lot of education, graduated number one from my high school, had a full scholarship to college and many would think I would have an easy way through it. It was actually very difficult. I was a professional ballet dancer for awhile and had to retire at age 22 because of an injury. I then started going through a bunch of dead end jobs. I was a secretary for a time and at one point I was even cleaning toilets for a living.

I had to ask myself, "Why is it that someone with all of this education and motivation is struggling to go through life?" I really *wanted* to succeed and knew there was something better yet this was a very difficult, painful and frustrating time.

What happened was that I was at a seminar one night that really changed the course of my life and has led to my teaching where I have been privileged to have tens of thousands of individuals from all walks of life and over 40 countries come into my life.

It was a real epiphany and a revelation about people who were holding themselves back from the

level of success that they were perfectly capable of.

The real eye-opener for me was that it had nothing to do with what we are taught about success in the traditional literature. They weren't teaching anything *wrong*; they just weren't teaching what was going to solve the problem. So that's really the essence of my teaching.

I was 28 years old and I had gone back to college and was living in the dorm. I was frustrated; really working hard and I really wanted to succeed and didn't know why I wasn't doing better. I was reading all sorts of books and listening to all kinds of speakers and trying to do what they told me but it just wasn't coming together.

Of course, one of the things I was hearing about was using affirmations. If you've ever read a self-help book you know about affirmations, it's a statement about something you want to be true in your life. Something like, "I am rich!" And of course, your brain says, "Yeah, right!"

We say these positive things, we *want* to believe it but your brain doesn't believe it. It's really very frustrating. The teachers will just tell us all we have to do is repeat the affirmation a thousand million times and *then* you'll believe it.

So, I was in the shower one morning at the dorm, standing there thinking about this and wondering why I had been using these affirmations all these years yet my life was not going the way I wanted; Not even close!

I started thinking about the fact that the human mind actually operates using questions.

Questions, not statements, right? An affirmation is a statement. So I started asking myself, "What if we made it into a question? What would the questions be?"

"Why am I so rich?"

Do you see the difference there between "I am rich!" and "*Why* am I so rich?" It's so powerful! It's so simple but it's so POWERFUL!

I'm standing in that shower and I'm starting to think, "Now, wait a minute. I ask the questions, "Why am I so rich?", "Why do I have so much?", "Why am I so happy?" and what happens in my brain is that I start to immediately search for the answer!

Psychologists actually call this the Embedded Presupposition Factor. I didn't know this at the time but...

I started to notice, as soon as I asked an empowering question it started to change how I felt and how I saw my world!

I thought, if the human mind just starts answering questions why not cut out the middle man and forget the statements? I'm standing there in the shower and said, "I think I've just invented something!" I had to give it a name. Now, in high school I was a geek before it was cool to be a geek. I didn't have shoulder length hair, I had shoulder *width* hair! One of the things I did as a geek was I studied Latin. Latin is a great geek subject, I love Latin. So I did a little homework and found out the word *affirmation* comes from the word *firmare* which means to make firm.

The word *affirmation*, which I came up with there standing in the shower, comes for the word *formare*, which means to form, to form or give shape to.

So here's the question that I ask people all the time, "What if you're making something FIRM but it's in the wrong FORM?"

That would be called the life you *don't* want!

So many people are asking *disempowering* questions like, "How come I'm such a loser? How come I can't do anything right? Why am I so broke? Why am I so fat? How come I can't ever lose weight? How come nobody ever signs up?"

You ask the question and what do you get? THE ANSWER! You get what you focus on and what you focus on grows according to the Law of Attraction and now we all know that.

When you use a statement you come up against your own brain but when you use a question your brain automatically starts to search for the answer and it literally, immediately, changes your universe.

It's stunningly powerful and very easy.

And it shifts your entire energy when you ask empowering questions.

Immediately! Yes, instead of hitting a brick wall you go left!

This is the big secret of using affirmations... you're all doing it already! Everyone is already doing this. The real secret is that most people are doing this *against* themselves by asking those disempowering questions.

The thing is we are all asking questions, whether consciously or unconsciously, but with *affirmations* we can take conscious control of the questions we're asking, take control of the questions and take control of our lives. And this has never been available to human beings before.

So Noah, we all see it every single day, where people are fighting themselves. After a life time of asking questions that disempower us how do we practice and get good at asking empowering questions?

Let me give you an example. One of my students, Brendan, is a salesman in Salt Lake City. He spent over \$30,000 of his own money on every self-help personal development program out there because he realized he wanted to do more. He was stuck and didn't know how to get out of his own way. He found me online at my main website, www.SuccessClinic.com and he invested in everything!

He got the book of Affirmations as well as other programs I had available. He started using them right away and one of the things he did was carry around a folder with 150 affirmations that he had written, changing his disempowering questions to empowering questions. One of them was, "Why do I get referrals so easily?"

Brendan said in the first month, based on his company's numbers, his sales have tripled! They *TRIPLED* in the first 30 days of using this method and by the end of the year his sales had increased 560% over the previous year. He was actually named Agent of the Year that year.

So we just have to practice using the affirmations and asking empowering questions.

As I always tell people, it's not magic it's science.

We have to take action, we have to take the steps but the point is many people taking outward action are asking disempowering questions inside. When we have everything in alignment, your inner game and your outer game focused, aligned and in harmony, you will find everything changes.

There are people who have the inner game strong and they are very spiritually connected but their outer game stinks evidenced by the fact they are broke. Conversely you can have someone with a good outer game, for instance, where they are making good money, but their inner game is not there. An example is a student of mine who is a multi-millionaire. She came to me because she saw this would help not only herself but also her team. She is with a direct sales company and has made millions so you would think she has it made. She was reading the book of affirmations with her daughter when they were driving from Florida to Atlanta. She called me up and said, "Noah, I just started crying as my daughter-in-law was reading the book to me"

I said, "What made you cry?" and she said, "It was when you got to the question "Why am I enough?"

Here was this person who had all the outer appearance of success but inside she didn't even know if she was enough! That's what the tears were about and she said it was an incredibly healing moment for her. She had never asked herself that question before.

Can you address how this can help both a new distributor being introduced to network marketing and the network marketer who has come in, realizes that this is a vehicle that can fulfill their dreams, has heard the superstars stories and plugged into the business for a couple of years but hasn't yet reached success?

Of course I can and I could also talk about a larger issue which you mention right there, the superstars.

The superstars in this industry, and many of them are my very good friends and you can access many of them at my website, are what I call 'unconsciously competent' at allowing themselves to succeed.

I am not saying they are unconsciously competent at success, but at ALLOWING themselves to succeed.

This is really the larger issue and the one I teach. That was the other epiphany that changed my life, when I realized that many wonderful, smart, creative, talented people are holding themselves back from the level of success they are perfectly capable of. That's my teaching that I call the Secret *Code* of Success. I call it that because it's not only a secret to the people who are struggling, it's a secret to the people who are successfully doing it! Those are what I call the 3%er's. They are unconsciously competent at allowing themselves to succeed. They don't know what they're doing but they are doing it anyway.

It would be the same as you or me going to Tiger Woods or Michael Jordan or any of the great sports superstars and asking, "How do hit a ball 300 yards?" or "How do you slam dunk?" and they will say, "I don't know, you just do it!" That's not very helpful.

The thing is that the great ones don't know what they're doing. It just literally comes naturally to them.

Again, I love these people, and they certainly understand what I'm bringing to the table, but they just get up in front of people and say things like, "Well, you just have to believe in yourself" and "I couldn't have done it without my team" or "You've got to follow up and follow through" They don't say anything *wrong* but to the 97% of the rest of us in the audience we're thinking, "What are you saying?! I didn't get it!"

Because they truly, truly don't know, in fact it would be like asking a fish to describe water, they can't really tell us what it is, it comes so naturally and unconsciously to them.

YES! I know what you're talking about. As the publisher of a magazine that serves the entire industry I also talk with many of the same leaders. And when I interview them they often share with me that one of their frustrations is that this is so easy they simply can't understand why more of their people are not successful.

Exactly! They don't get it because they don't really know what they are doing. Here's the real key...

There is a massive difference between HOW to succeed and how to LET yourself succeed!

I am the only one teaching this, George, because that is the real essence of my discovery. Which is that we have these 'naturals', these 3%er's,

these naturally successful unconsciously competent people saying, "Here's how to succeed... Duh, it's so easy, what's wrong with you people?" Of course they're not literally saying that but they are wondering how people can *stop* themselves from success because they never have.

That's fine for 3% of the population but what about the 97% of us? All you have to do to corroborate my numbers here is look around. Most of humanity is holding themselves back from success!

So you have unconscious people trying to teach people who have no idea what they're talking about! I represent that bridge between HOW to succeed and how to LET yourself succeed.

Here are some analogies that make it very simple. If I gave you a nail and asked you to put it into the wall I bet you could do it if you had the right tool. Well, what a lot of people do is say, "Here's what you can do, this worked very well for me. I'm going to give you this chainsaw so go ahead and put the nail in the wall. I was able to do it and I know you'll be able to do it too!"

That leaves most of us saying, "Hmmm...This is really difficult!" We're trying and working hard while the 3%er's think we need to get motivated, set our goals and think positive. So *of course* 97% of people are going to get frustrated and probably quit in two to three months. That's why there is such huge attrition in the industry. People are not being given the right tools to do the job.

The right tool is to LET yourself succeed to the level you are capable of.

That's what my program supports. My program represents the only hammer on the market. I'm not showing you *how* to succeed. You can go

to the leaders of your company for *how* to succeed. But if you want to learn how to *let* yourself succeed, how to stop stopping yourself, how to get your foot off the brake, *they can't tell you because they've never done those things.*

They don't hold themselves back. At least not to the degree that most of us are holding ourselves back. It took a goofball like me, someone who was totally holding himself back and cleaning toilets after being a National Merit Scholar. I knew something was wrong here and it didn't make sense until after I made this discovery and then everything came together. That's the essence of what I do with people.

You are touching something so critical! What I find, regardless of company, is that the new person is always filled with hope and they see how this vehicle can allow them the freedom to be home to greet their child when they come home from school. Yet if we don't get them on track within the first 30 to 60 days and show them how to, as you say, stop stopping themselves, then we've lost them.

Yes, you have to give them the hammer right away. If you go to www.SuccessClinic.com you can listen to interviews that I did with my students and my alums that have taken my courses and have worked with me. We get people who have doubled, tripled and quintupled their income in less than a year.

You can listen to an interview with Sheila who is an Executive Senior Sales Director in a Direct Sales company who went from struggling to make \$5000 monthly in sales to \$75000 a month in sales. But that's not all, and here's the key... she did it by working *less*. From \$5000 to \$75000 a month and she did it in six months! You can hear the interview with her.

There is another fellow, Jim Taylor, who is in real estate who has made over half a million dollars from one idea I gave him in ten minutes. I share this so that you understand this is *real* stuff with *incredible* results. Understand, I am not teaching people how to make more money, I teach them why, how and that they are holding themselves *back* from making that money, from being who they are at their best. Then I give them a system for getting their foot off the brake and keeping it off for good.

***It's not like this is a one hit thing.
The results accumulate over time.
It just gets better and better and
better as you get your foot off the
brake more and more and more.
And it becomes easier and easier
and easier.***

The nice thing is that you teach that it's never too late, today is the first day for your successful life.

Absolutely! You can get a free report called *The Self Help Revolution* at my website because that's what my students tell me I have started.

***The self help revolution is not
about helping you succeed, it's
about how to stop stopping
yourself from success which is
massively different and a whole
new way of looking at this
phenomenon.***

You can also go to my movie blog which is www.WealthyFunTV.com because I'm teaching people how to be wealthier and have more fun. Just like you were talking about hope and freedom, which is why I work with so many direct selling companies, because you can see the hope in their eyes. I work with everyone, from the totally struggling to multi-millionaires and everyone in between.

To *some* degree we all have our foot on the brake. Some have it really *slammed* on and some just want to improve. And all of these are people that come to this work. It's really exciting to see the results.

I thank you Noah St. John! I'm so excited about how congruent your work is with the mission of TheNetworkMarketingMagazine.com. Our mission is to help the individual become as successful as they can be in their own home-based business. I look forward to on-going collaboration with you as I feel you can move this industry with us. Could you take a couple of minutes and talk to us about your upcoming seminar, *Double Your Income Secrets*?

Sure, I'd be glad to share that the website

www.DoubleYourIncomeSecrets.com is where you can find the information. If you want to double your income you will find the secret. I don't teach you how to double your income, I teach you how to take your foot off the brake. When you get your foot off the brake, when you stop stopping yourself, when you literally get out of your own way, and I show you how to do that, you just start making more money.

I just got an email this morning from one of my students. She has been in my course for *one week* and she says she has already doubled her income. Now that might be a record, I don't know but one week and doubled her income is an incredible result. Not typical but incredible. She actually did a movie about that and you can watch it at my movie blog.

The thing here is that it's not about 'how to make a million dollars in direct selling' or how to recruit or how to sell because you know all of that already. There are a million people out there teaching that and that's all fine. The point is, if you are still holding yourself back from the level you are capable of attaining just because you don't know *that* you're doing that or *why* you're doing that, and no one has given you the hammer, that very simple tool, that system, then you need someone to give you the hammer.

This is a step-by-step proven system. This is not theory or a bunch of stories where I tell you how great I am. This is a *system*. It's been proven in thousands and thousands of cases. I give you all of the transcripts, all the action guides, all the skill sets, all of the Executive Summaries, it's basically like me coming over to your house, taking you by the hand and walking you down the yellow brick road.

The great thing about doing it on a teleseminar format is that it's a six module course; we meet once a week for six weeks. All you need is a

telephone and a computer and you are going to get over twelve hours of live coaching with me for less than the price of one hour.

Now, just so you know and to be fair to everybody, my last class, which was called the Elite Program and sold for \$5000 per person sold out in the first 24 hours. The teleseminar will NOT be anything close to \$5000 but I want you to know that there are thousands of people that want to get into this thing and I only have a limited number of seats available.

We'll wrap this up with one final question. Noah, what do you think is the best thing about network marketing?

It's exactly what you said George, and it is truly what I love about network marketing and why I'm so thrilled to work with people in this industry, which is really that I want to give people the tools for financial freedom. I grew up poor and broke. Those are two different things, it's one thing to be broke and one thing to be poor but we were poor *and* broke and it sucked! I really did not like the experience of not having money. It really is lousy not having financial freedom and not having the ability to do the things you want to do. Money is simply a really good way to do that.

We've heard it said that time is money but what we don't think about is that money is time! See, if you don't have enough money there to meet your needs and more then you don't actually own your time. You have to go and do something you don't want to do. You know so many people are trading their time for money but you can't get your time back, so I think that's a lousy trade.

I want to give people their lives back and one of the ways, if not the main way, is through financial freedom.

Noah is Founder and CEO of The Success Clinic of America LLC, a productivity/relationship consulting company. Noah's first book **Permission To Succeed®** is now in its 11th North American printing and

has been published in French, German, Portuguese and Mandarin Chinese. Find out more about Noah at <http://www.SuccessClinic.com>