



The Self Belief Movie.com Interview with Creator/Producer: Annemarie Cross



www.TheSelfBeliefMovie.Com

Keith:

Today I'm interviewing Annemarie Cross, the co-host of Career Success Radio about her fantastic new video called the "Self Belief Movie," it only goes two minutes but it is the best two minutes you will ever spend in your life.

Annemarie, can you tell me a little bit about the inspiration for the movie and what made you to make it in the first place?

Annemarie:

My mission, purpose and what is at the core of my work is to support women in discovering and living their full potential. And I when I look back over my childhood, I remember my mother saying: "Well, I don't really have any real strengths and talents. All I can do is listen and talk." Yet now when I am older, I recognize that my mother's talents and strength was to connect with people, to relationship build, to allow other people to feel special and really build community.

And now when I am working with clients and hanging out on all the different social networking sites, it really saddens me when I see

people still devaluing their skills. And, it's not just women it is also the men but you know, I am really passionate about helping women and that was what really inspired me because I thought you know what these women need to really recognize the beautiful strengths and the talents that they have to offer because by not recognizing that, they are not sharing that with world and playing it forward. That was the reason that really inspired me to create what has been in circulating in my mind for a number of years and it wasn't until a couple of sort of months ago I thought I really need to start seeking them and putting - the message is so important. I need to get that out there so...

Keith: You got seven key criteria, seven key reasons why we do devalue well existence and how we often put ourselves there down. You mentioned a key point and that the key point is that by not applying to your full capacity you are actually weakening your link to the world. Each individual person has a special gift for humanity. but the point is that we all do something really, really, well and by playing small and not really tapping into wonderful wisdom, the world is missing out as a whole.

Annemarie: Absolutely. Beliefs are the generalizations that we have about ourselves, about other people, about the world. Beliefs become our operating principles and that is something that everyone needs to be aware of. When we think about this operating principles we can either have empowering beliefs and they may support us and drive us forward towards that goal in a really positive way and we can also have limiting beliefs and what happens with limiting beliefs is they really keep us stuck and frustrated and unhappy or not really reaching out and achieving our full potential. Some people might be listening today and not even aware that they have these limiting beliefs that become a barrier to them not really being able to be the ultimate best in their lives which is really quite sad.

Keith: Tell me a little bit about the first three self belief barriers

Annemarie: The first self belief barrier is self-discrimination. And this is really about being very critical, very judgmental about your work.

It is perfectionism that really stops people from getting their work out there and so what they do is they set such high benchmarks that they struggle on a daily basis to achieve these benchmarks and constantly think they have these self belief that, "I am just not good enough" and you know with that belief what a lot people do not recognize is we will search for evidence that will prove our beliefs to ourselves. Why I say that is because if you believe that you are not good enough, you are putting all of your attention, focus and energy on proving to yourself that, "Hey, I am not good enough," so you will recognize when do not achieve this and of course if you are a perfectionist your benchmark is so high it will be impossible for anyone to achieve that. And so when you continue to struggle, there you go on that cycle proving again to yourself that "Hey, I am not just good enough" which is really, really sad.

If you know one of the programs that I do is the "branding" program and we incorporate the "branding" with archetypes and one of those archetypes is the Isis and the Isis especially struggles with perfectionism and self-criticism. But you know the Isis gives and it gives you that who are listening today may have is being able to really see what other people aren't able to see. You know you excel at inspiring others to see you have possibilities, unique things that your clients can offer the world. But if you put up the barrier of perfectionism and that self-belief that, "I am just not good enough," your clients are unable to recognize that you can really can support them in achieving some amazing things. That is really sad.

Keith:

I really want to pick up on this and I really want to spend quite a lot of the show talking about this. I will just bring in a slightly different example from my personal history with my wife is an Dvaitadvaita which is an ancient Indian philosophy. I Dvaitadvaita put the body into three categories. I am a copper. When what does that means and I want to explain it from the point of view you just said. A copper has two inherent qualities: one is they are loving, peaceful, nurturing patient and I always say these things first because often coppers are, often they will be overweight, possibly a little bit sluggish, maybe a little bit lazy, a little bit slow to take up new ideas and so if you focus on all the negative things about your personality, of course, you are just going to slow yourself down.

But for every negative quality that we have or what we perceive that we have, there is a flipside positive quality and you just said they were about the artist. The artist is a beautiful example because for every beautiful flourish and artistic presence that an artist has they often have the corresponding negative belief that they are unworthy, that they will never make any money, that they are not doing anything really worthwhile. They often get really, really angry because they cannot bring their creations into a -- how do say it -- the perfect alignment with their minds and so today's show is all about the fact that you can achieve great stuff just really tap in to the stuff that you do well. So that is number one. What was number two?

Annemarie:

Before we do move on to barrier two, one of the things that I often say to clients is to aim for completion not perfection. Get it out there because when someone else sees it they think, "Wow! That is fantastic!" So if you continue to operate at your level of perfectionism, you will never get your stuff out there. So aim for completion not perfection.

Keith:

I am doing that right now.

Annemarie:

Okay, barrier two. This one that I see often and you know why I see a little bit of these self beliefs in my own life too is that it is working through this and creating the movie which is very empowering for me, but it is self doubt and this is where we doubt our abilities and our

talents. From a service-business based entrepreneur, what we can do is we can often doubt a value that we offer our clients. One of the things that I say to them is look, if you don't value your strengths and your talents, if you do not value the service and the support that you can bring to your clients and if you are not able to for a moment share that message in a confident way; how on earth do you expect your prospects or your clients to feel confident in how you can support them?

It is really important and the thought that self belief that can often go with that it is "Look, others can do it but I can't," which I think is just really heartbreaking when you hear and see business owners struggle with that self doubt.

Keith: Great and number three?

Annemarie: Okay. So number three -- and one activity, one would really give you an action fit that to sort of help you move through that: It is important to recognize your strength. Sometimes we are not able to recognize our strengths in ourselves and one great activity that we do with our client is going through the "branding" process is to use what we call a 360 degree reach exercise and you can do that too by reaching out to people that you have worked with, close colleagues that you trust and you respect and ask them. You had an opportunity to work with me, what do you believe are my top three strengths and how do you see me use those? And then often what happens is when you get similar responses from a number of people in your network that is being proved to you. Hi, that's Keller's so you think, "Wow! This really is obviously one of my particular strengths," and I think someone without recognize our own strengths because it comes to us naturally. And I have heard a lot of people say "Oh, that's just something that I do," and they don't really value it as their real strength.

Keith: Yes.

Annemarie: You need to stop that today. Those are real strengths when you harness those, that's the value that you bring to your clients so it is very important that...

Keith: I listened to a comment. It's idea. You know some people say to me, "Keith you're such a power networker". For me it is nothing to just go into a room and start talking to someone that I don't know. It's nothing for me to do that but for some people they would rather die than talk in public. You can't just take for granted the skills that you have. You just cannot. For me, for all the skills that I have I am just not very good at fixing stuff. I'm happy to admit that. It's not my skill. So if I beat myself up because I can't build a carport or I don't want mowing the lawn or I... If I beat myself up about that I am going to stay continuously negative and down. But if I for instance say, "Look, okay, I'm not good at fixing stuff but I'm great with people." But you know we have this tendency to put down skills that we do naturally

and always play out the skills that we don't hobby, the things that we don't do well. So we'll be at the back flip isn't it?

Annemarie: It's true, isn't it? We do. We tend to focus all of our attention and energy on that which we cannot do when we should think well, how important is that to you? I mean how important is it to you that you can't fix the garage door or that you can't – I mean ultimately in the big scheme of things that is not really your core strength that you want to continue to develop.

Keith: That's right.

Annemarie: You love connecting with people and that's your strength and recognizing that that's a complete value add particularly to your clients who struggle in that particular area. That's a value that you can bring to them.

Keith: If you want my advice as coach you see this all the time. We certainly always say, "Okay, that's nothing. It's nothing for me to fix up. Oh that's nothing, it's nothing. It's nothing for me to walk in a room but I don't take it for granted. I don't take it for granted that I'm naturally good at networking people because I know plenty of people that hide it. And I honor the fact that that is a skill that I have. I'm very proud of that skill. I'm a great people person and I do sort of overplay that sometimes but it's good to focus on it on the positive.

Annemarie: It is. You know that takes us to our barrier three which is the self belief of the barrier of self-dismissal and this is where we do devalue and underrate your abilities you know, your strengths. You may dismiss or make lie of compliments. I mean I've done that myself. I don't do that anymore so if someone says, "Oh, that's a job really well done." Previously I am all this, "Oh, well, you know that was nothing." It took me half an hour or whatever. But now, you know by doing that that actually then minimizes your internal belief system as hey, that was valuable. So I think it's really important to be able to accept the compliment and say, "Thank you. I really appreciate that." But then what that does internally is that it continues to add value that, "Hey that really is a strength." That is one of my abilities.

When we're talking about branding you know even in the other show. This is the core to that because often it's these strengths and characteristics that we possess. They are innate to us. They are authentic. That once we leverage and tap in to that no one else can copy us. All of the wonderful things that make you Keith, Keith Keller, no one else can emulate them.

They can try. But they will struggle because innately they do not have the characteristics and the make-up that makes you uniquely you. So I think it's so important that everybody who is running their own business to recognize these talents and strengths and to really leverage them because that is what makes you unique. That is what

makes you special. That's the gift that you can share with everybody out there in the world.

Keith: Let's really pick up on this idea of entrepreneurial thing because the reason why I'm laboring this point about self belief is that often – and we are going to talk about there is a lot in the next couple of weeks. Often the issue that aspiring entrepreneurs and newly performed entrepreneurs have, we are going to do a whole show on this next week, is the idea that they just cannot sell themselves. They just cannot stand up in front of the crowd and say "Hi, I'm good at this. I am good." And really we need to get to the heart of this. I just want to spend a little bit of time. It is not necessarily on the seven steps. But how does the movie that you have done relate to the entrepreneurialism and the idea of working for yourself as opposed to working for someone else?

Annemarie: Sure. Well I think the key principle of this is, when we recognize our strengths, when we replace our limiting beliefs with empowering beliefs that's going to drive us forward, when we tap into what we are passionate about, you can't stop someone. Well for instance, I'll give you an example. If you love and live social media so if I were to ask you to talk more about social media and how it helps you and the successes that your clients are experiencing through working and investing in your services, you could tell me a lot of different successes how you're using it, what's working, what's not working. It is through that example and storytelling and sharing about that that is going to exude your expertise, your specialty because you are living and breathing it. You recognize that that is a strength and I think once we changed the mindset and really start to recognize that this is uniquely and innately one of your strengths and you align your self-belief with that, your message comes across far more powerfully. Then if you continue into even recognize and struggling with recognizing, "Hey, this really is valuable, valuable information that I can share with people". Does that make sense?

Keith: Look, it's so great, it's so great and next week's show was partly created for me. You know partly created. Next week's show is – I am going to pre frame this. Next week's show is called "How do you sell yourself when you are the product?" The amount of entrepreneurs that come to me and cut in a networking event will say, "Oh, gee, they love what I do but I have so much trouble convincing others". And we put this on the whole show around us next week. And partially add up my own experience. I really love social media and I believe that I am really good at it and I am proud to say that. But as entrepreneurs and then business owners we often have trouble marketing ourselves that is not unique to me in the world.

Keith: How they can get into contact with you to find out more.

Annemarie: Go to www.TheSelfBeliefMovie.com and watch it and share it with people that you believe in, or people that is special in your life that has made an impact within your life and share that message. At the end of

the video, there is a little area where you can pop your name and email address and what I will do is I will send you out seven steps on how you can address some of these self belief areas so that you can turn them into empowering positive belief, you can start breaking through all those barriers and really generate some successful outcomes for yourself.

www.TheSelfBeliefMovie.com

