



with your host Mark Mason

Building internet businesses one night at a time.

Late Night Internet Marketing Podcast

Episode 153 Transcript

Free the Dream Conference & the Power of Affirmations

You can listen to this episode at

<https://www.latenightim.com/free-dream-affirmations-lnim153/>

This week on the Late Night Internet Marketing Podcast we talk about the Free the Dream conference. I just returned from Franklin, Tennessee and I'm totally fired up, and back on the mic. One of the things we talked about there are affirmations; and I'm going to talk about that, too. I'll get you totally caught up on what's been going on with Late Night Internet Marketing since December.

All this and more on the Late Night Internet Marketing Podcast...

I'm back on the mic and talking to you about how to start, run, grow, take to the next level and go crazy with your online business. You haven't heard from me in a while. If this is your first time listening, welcome.

This episode is going to be a little bit of a getting caught back up episode. My intention is to rock and roll again on a weekly basis. For that matter, I want to give a shout out to all of the people out there in the [Late Night Internet Marketing Facebook community](#) that have asked me to get off my duff and bring the podcast back, get things going again. It's people like Danny Mullen, Phil Zito, and you guys know who you are. Thank you so much for all the encouragement. The podcast is back.

One of my favorite things to do on the podcast, and one of the things that keeps me going, is to talk about the things that you guys want to hear about. So, if there is something that you want to hear about, I want you to send email to feedback@latenightim.com. I will answer all of those emails. Even if it's a question that is specific to you, chances are if you have that question that a lot of other listeners have exactly the same question. We can anonymize it, make it generic, and create show material around that. Together with your input and my crazy answer, we can try to help a lot of people. I'd really love that. I want to hear from you, I want to know what you're up to, and I want to help you with your online business.

As I mentioned at the top of the show, I just got back from quite possibly the most amazing weekend experience I've ever had. It was certainly the most amazing conference experience that I've ever had.

That was the fact that I had the privilege to attend the inaugural first ever Free the Dream conference in Franklin, Tennessee.

For those of you that follow my buddy Cliff Ravenscraft online, you know all about Free the Dream. He's been talking about it, it's been a dream of his for years. He was actually able to finally realize that dream last weekend in Franklin, Tennessee.

I have to tell you that this conference had a profound impact on me. I got to hang out with a lot of people that I know; people like Dan Miller, Aaron Walker, Cliff and his family, Cliff's kids who I have gotten to love, and people from the Late Night Internet Marketing community were there, P.J. Jonas from [Goat Milk Stuff](#) who I've known for years was there, and on and on. It was really quite an exciting time. I got to spend a lot of time with Phil Zito talking to him about his business. There were some really neat people there and I talked to as many of them as I possibly could.

There was almost 100 people there. They were all there because in one way or another they are interested in realizing whatever dream it is that they have. They're probably not too much different than you. If you're listening to this podcast, you have some kind of dream. Most of us do. In fact, it turns out most of us have bunches of dreams.

One of the exercises that Cliff took this entire group through was just a brainstorming exercise of what are all the things that you wish you had, all the things you wish you had accomplished, all the material things that you wish you had, all of the goals that you have for things you'd like to do, whether that's helping other people or whatever it is. He challenged everyone to write down to 25 of those in a very quick timeframe, two or three minutes. Then through the process of the

weekend he taught people what was preventing them from attaining their dreams, what the psychology of attaining dreams looks like, and then broke it down for everyone and taught people how to achieve their dreams and gave them some very detailed things to go off and work on. It was quite amazing. The breakthroughs that people had were quite unbelievable. People in tears just finally realizing that there was a path that they could get on and get to the place that they needed to be. It was an amazing weekend experience.

I was so proud to call Cliff my friend, because not only was he eating his own dog food, he has used these techniques to achieve one of his dreams, which was to hold a conference like this, but he and Stephanie, and even his kids, just poured themselves into this room full of people in Franklin, Tennessee with the legitimate wish for all of those people that they achieve their dreams, and gave them really practical advice on how to do that.

We'll be talking about that some, because how silly would it be for me having all this great access to Cliff not to use some of these techniques. One of the techniques that I want to talk to you about a little bit later in the show is this idea of affirmations. It's one of the things that Cliff really believes in. We're going to talk about that later. Some people think it's foo-foo rah-rah stuff, some people think it really helps. We're going to break all of that down and I want to talk to you a little bit about what my research on affirmations tells me and what I'm going to be doing between now and the end of the year to put these affirmation type ideas to the test.

Before we do that, I'd like to talk to you a little bit about what's been going on around the Late Night Internet Marketing scene. As we hit

reset on the show, I'd like to talk to you about what has been going on...

One thing that's been going on is I've been working with the guys in the Green Room Mastermind to redefine the purpose of the Late Night Internet Marketing brand. What is it really about? What is it that I really want to accomplish?

I think it's clear to me that from where I sit the thing that I really like to do is help people find some measure of success. The place where I'm strongest because of the way my time is allocated, I can't do a ton of one-on-one consulting because of the way my time constraints are. I'd like to do that, but it's hard for me to do that. In fact, I did a little bit of one-on-one consulting in side meetings at the Free the Dream conference and that was totally awesome. I really enjoyed that.

I think what I'm really good at is helping people get started and unstuck as they try to build new businesses on the side. Most people that listen to the show either have a day job or they've recently quit and they're trying to grow. In that sort of trip from \$0 a year to \$100,000 a year, there are a lot of things I can do to help. The very first thing that I can do to help, and the question that I get the most is, "How do I get started?"

I'm going to be building some new tools between now and Christmas to help people get started. I'm going to build a free course that teaches people that are absolutely brand new to internet marketing what it is and what their choices are. That's a question that I get all the time. "I heard that you can make money on the internet, but I don't know anything about that. Where do I start?" I want to provide the definitive free resource for that in the form of a video course.

Since this is a show about internet marketing, I'll just tell you that that is going to be the primary lead magnet for the Late Night Internet Marketing funnel, which will drive people to the affiliate marketing course that I've been working on (on and off) for years. I'm finally going to finish that.

I also want to do a course on this new thing that I've been working on, which is selling on Amazon. We're going to be talking about that a lot, too. That's very exciting. I know many of you are interested in Amazon. I've sold tens of thousands of dollars worth of stuff on Amazon now, it's one of the things that I've been working on while I've been not recording the show. I think that is truly one of the places where people who are just getting started online can make money. I think that is a business that is startable. That's something that we're going to start talking about.

Now my position is sort of that two of the things that I want to teach right out of the gate are affiliate marketing and building a business on Amazon. In a future episode we're going to talk about what kind of business on Amazon, there are a lot of things to consider there.

That's sort of the plan. I'm going to be talking to you guys about it as I go. I'm back, I'm really glad to be back. If this is your first time listening to the show, welcome. There are 152 shows before this and you're welcome to go to the back catalog.

A lot of other things have been going on while I've been gone as well, including migrating podcast hosts and migrating web hosts for the show. If you see things that are broken, let me know and send a ticket to support@latenightim.com. That would really help me out. If the show doesn't download, or you're missing a webpage, or an autoresponder

link doesn't work, just let me know. My team is working through that. This website has been going since 2007, so whenever things move sometimes things break. Let me know what's going on there and I will absolutely help you out. I try to answer each and every email as quickly as I possibly can.

With that, I'd like to talk to you a little bit about what I think about affirmations...

The Power of Affirmations

As part of the Free the Dream, Cliff revealed what he actually does to achieve his goals. If you know much about what Cliff has been able to accomplish, it has been quite impressive.

This is a guy who left his career in insurance, built a business around podcasting that grew to multiples hundreds of thousands of dollars per year, realized as part of that business that what really got him excited was helping people do something more than plug wires together. He's gotten more interested about not the wiring for the podcast, but the wiring for people's brains to help them achieve their business goals, whatever they are, not even necessarily involving a podcast. He's transitioned his business over to helping people accomplish that. He has done many of what he calls next level workshops, where he invites groups of people into his home. He has a home studio in his basement where he's able to teach classes.

His dream long term, as he's expressed publicly, is to be able to scale this to big rooms full of people, hundreds or thousands, maybe even 10,000 people in a room, that are at his conference to get their lives

changed. That happened. Step 0 of that happened at the Free the Dream Conference in Franklin, Tennessee.

It was one of the – if not ‘the’ – best run conferences that I’ve ever been to. The production company and the level of preparation that Cliff got to in order to pull that thing off was truly amazing. The venue was outstanding, it was an old factory in Franklin, Tennessee. It was just a first-class thing with an enormous amount of amazing content.

If you didn’t get to go, don’t despair. Cliff has a virtual ticket available where you’ll be able to see all of the sessions that were given at that workshop. If that is something that interests you, I encourage you to go over to [FreetheDream.live](https://freethedream.live). It’s not an affiliate link or anything, it’s just something that I really believe in. When the virtual ticket is available towards the end of September, it will appear there. When it comes out, I will also mention it again. There were a lot of good sessions. Amazing speakers were there; Aaron Walker, Dan Miller, Ken Davis, and of course Cliff did seven sessions while we were there. Stephanie did a session, I was on stage for awhile interviewing Stephanie. Leslie Samuel was the MC and host for the event. It was pretty amazing.

During the event, as Cliff was going through things, one of the things that he talked about were these affirmations that he does. Cliff is incredibly transparent, he actually published the entire list of affirmations that he goes through. It’s a massive list.

I’m a child of the ‘70s, as you guys know, I was born in 1968, I’m 50 years old this year. To me, even though I believe in the power of the subconscious mind and a lot of the things that we’ve talked about on this show, affirmations feel to me a little bit like – I don’t know, I guess my opinion is jaded by the Saturday Night Live skit of [Stuart Smalley](#), “I

am good enough, I am strong enough, and gosh darn it people like me.” That’s what I think of.

I find it a little bit difficult to take these things seriously. This is another thing that talks about in the Free the Dream conference. This is a belief system problem that I have. You color things and do things based on your beliefs. If I believe that affirmations are effective or if I don’t, they probably are whichever way I believe. It’s one of those kinds of things where I don’t know how I could fairly evaluate these things if I’ve already made my mind up about it.

So, I did some research. It turns out real psychologists have done real work on these things. I found two interesting studies. One study by Carnegie Mellon, which Carnegie Mellon is legit, this is a serious university. They did a pretty serious study in 2013 where they actually talked about taking kids and putting them under stress – some kind of testing stress, not like actual dangerous stress, but putting them in a testing environment – splitting the groups into groups that did positive affirmations and groups that didn’t and measuring their test scores. It turns out that self-affirmation had an affect on people’s ability to solve problems under pressure.

They showed data in this Carnegie Mellon study that showed that people were actually able to perform better as a result of affirmations. That’s pretty interesting. That starts to change my belief system. I’m an engineer, so data helps me understand what might or might not be possible.

I think that affirmations are kind of an interesting thing that I’m going to give a try. The other reason to give it a try is because Cliff – who I know, like, and trust – swears by these affirmations. He has an app

that he uses, actually. This is another thing that people have suggested helps as well. This idea that just writing the affirmations down and reading them silently is one thing, saying them aloud is another, but listening to yourself say them is yet another thing as well. That's what Cliff does, he has an app that he uses called [ThinkUp](#). ThinkUp is an app where you can record these affirmations and you can listen to them every morning or multiple times a day.

The question is; **what should these affirmations be?** I come at this from a couple of different perspectives. You can Google 'positive affirmations' and you can get lists of affirmations for your consideration, but in general what I think of when I think of these kinds of affirmations are things where you are describing yourself in a way that is a desired state.

"I am a person who eats right and takes care of my body." That is my desired state. Is that absolutely true for me right now at the moment? Not all of the time. But, that is the state that I desire.

It turns out that there is some evidence that suggests if you convince that that's who you are through the use of these affirmations, your subconscious mind, and I think also because these things are top of mind, you're saying these to yourself every day, you'll start to change your behavior in small ways. Your subconscious mind will look for ways to comply to bring yourself, as Cliff describes, into integrity with the things that you're saying. Your subconscious mind sort of doesn't know the difference between an affirmation that is going to be true in the future and something that you're talking about today.

It's like the old thing from sports. Jack Nicholas used to talk about this all the time. If you are a golfer and you say to yourself, "I can't hit it in

the water. Don't hit it in the water. I have to be careful about the water," all your subconscious mind hears is water and you'll hit it into the water. If instead you focus on actually hitting the green and you put that image of the green in your mind instead of the image of the water, you're more likely to hit the green. This is the idea of visualization. All elite athletes visualize themselves achieving some goal, some behavior, that they're trying to get to.

I think affirmations are a lot like that. If you put that in front of yourself, those are the kinds of things that you're going to achieve. What should you have affirmations about. Cliff goes through this in his course, but for me I'm not going to start with 60 or 70 affirmations, however many Cliff has. I'm going to start with affirmations that are around the things that I'm struggling with the most right now.

One of the affirmations that I want to really drive home is affirmations around health and fitness. I've made some progress recently; I'm eating a lot better, I've lost some weight. I want to keep that going, so I'm definitely going to create some affirmations around the idea that I eat well, I take care of my body, I don't eat junk, I don't eat sugar, I get exercise every day.

Those sorts of affirmations are the kinds of things that I want to create for myself, that I am creating for myself. I'm doing that with the goal of making further gains in health. I want to create an image of myself in my mind that I have to come into compliance with. I have to reach integrity with my own self-image.

The other thing that I want to work on is this idea of following through on the commitments that I make to myself with regard to business. These are all the things that I've just described to you; this new lead

magnet, the new course that I've been talking about for a long time and have never been able to finish, all of the stuff.

You may be like me and you may have these things in your life that you've been struggling with forever. I don't know how you are, but you hear people that are "successful" – guy with a podcast, whatever, and I've certainly had some success – and you imagine that everything is absolutely just perfect. I'm here to tell you that no it's not. I have things that I've been struggling to do for years that I have not yet accomplished that I really want to accomplish. I'm guessing that's the same for you.

One of the strategies that I'm going to employ is this [ThinkUp app](#) and I'm going to work on that and I'm going to report back to you on how that is going and what those affirmations look like. I'll probably even publish those affirmations. My goal for this week is to get those done.

When we were in Franklin, Tennessee I committed to myself that I was going to do that this week as one of my goals. This week is not yet over. I've started on them, but I haven't finished yet, I still have some work to do there. That's sort of where I am on that and that's very exciting.

That's what's going on in the affirmation space, that's what happened in Franklin, Tennessee. If you want to know more about this sort of thing, I encourage you to go to [FreetheDream.live](#) to check it out. Again, not an affiliate link.

Wrapping Things Up...

In the meantime, I'm going to be getting back into the habit of publishing this podcast every Thursday. I would love it if you would share this podcast, rate it in iTunes, and do whatever you can to let everybody who you think might be interested know that I am back on the air. That really gives me juice and makes me go.

Until then, I'll be seeing you soon. Next week we'll talk about this Amazon thing that I've been working on and what's going on with that. I want to tell you about the different kinds of Amazon businesses and what I've been working on. It's been a very exciting journey and I think you'll find it very interesting.

Until that time, get something done on your business this week and think about affirmations. One of the things that I want to leave you with at the end of every episode is something that I want you to consider going to do, some actionable takeaway thing. Definitely there are two things that I want you to do this week.

One, think about some positive self-talk, some affirmations. Do some reading about affirmations. Try to imagine what those would look like and understand what you might wake up every morning and say to yourself that would put you in the right frame of mind to be successful in your business.

The second thing I want you to do is to go over and check out FreetheDream.live, look at that content, and think about following Cliff and hearing some of his message about positive mental image.

That's all for me. Until next week....

Thank you for listening to the Late Night Internet Marketing Podcast...

Help Me Help You

The more I hear from you about your struggles, trials and tribulations, the more I can help. So, be sure to leave comments on this post to reach out to me on Twitter [@LateNightIM](#) or on the [LateNightIM Facebook Fan Page](#).

I'd love to hear what you think about the podcast. Better yet, I'd love to answer your question about Internet marketing on the show. Just drop me a line here on the blog or on the digital recorder at 214-444-8655. Don't worry, there are no stupid questions. Unless you tell me not to, when you ask a question or leave a comment, I might even use it on the show.

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Now, go make some progress on your internet business. If you do a little of that every day, after awhile you're going to love the results.

To your success!

A handwritten signature in black ink that reads "Mark". The signature is written in a cursive, flowing style.

Mark Mason, [Late Night Internet Marketing](#)