

Lee Milteer's Millionaire Smarts® Coaching Program
Tapping into Your Fullest Potential
Lee Milteer Interviews Jeff Faldalen

III. Life is Change, Change is Life

Dear Millionaire Smarts® Members:

One of the big challenges we all deal with as entrepreneurs is massive change. The good news is that change presents opportunities for us as business owners. Our expert author Jeff Faldalen has great advice on dealing with the massive change we are experiencing. We do have to see change differently to really capitalize on the new upcoming trends that will happen.

The following is an excerpt from Jeff's new book: **The Map to Your Fullest Potential**- Discover the Secret Path to Your Greatest Treasure and you as Millionaire Smarts® Members have the right to use this for personal use.

Life is Change, Change is Life

Have you heard of "butterfly medicine"? Butterfly medicine is the never-ending cycle of self-transformation. To practice butterfly medicine, you must cultivate self-awareness, and recognize your life as a series of stages. Perhaps you're at the very beginning of your journey, in the egg stage. Maybe the vision you have of yourself or a possible business venture is a glimmer of an idea, or at the larvae stage.

As you take action and move towards your goal, you "go-within" and develop your character, talents, or objective. The final stage is the one we all strive for, whether we realize how much work is required or not. This is the transformation stage, when the butterfly leaves the chrysalis and is born.

Of course, going through all of these steps requires tremendous courage. Interestingly, the butterfly is the only living creature capable of changing its genetic structure, as it starts as a caterpillar and transforms into a butterfly.

As you grow through your own process of self-transformation, the changes can be acute and painful – it may feel like you yourself are changing your DNA. That's how powerful this is.

Imagine how scary it is for the caterpillar. He crawls along a branch and recognizes that he's destined to be much more than he is – yet he has no idea what he is to become.

The caterpillar climbs and climbs, then when he finds the right spot, he hangs upside-down on this little branch. He spins a cocoon around itself. This is what's really important to understand about this: "Why is it putting a cocoon around itself?" I'm not a scientist. I'm not a biologist or a person that studies bugs; but metaphorically, what it means to me is that it spins that cocoon around itself because it's very vulnerable to the elements. It has to put this cocoon to protect the metamorphic process.

How does this relate to you, as you go-within?

If you feel there's something inside of you longing to get out and express – something that will blow the lid off your existence and expand your life, then I would



treat that with the upmost sacredness. Be very discerning about who you share it with because this is that deepest part of you.

When you begin this metamorphosis of transforming into a butterfly, you are very vulnerable. Just as the caterpillar is undergoing a transformation in his very DNA, you are taking on a completely different identity, whether that be embarking on a career change, relationship change, or any change in your personal growth.

When it comes time for a caterpillar to fly out of the cocoon, what ends up happening is it goes through this process of squeezing out everything that is in its digestive system. All of the moisture within its wings is squeezed back out so when it drops out of the cocoon, it's actually able to fly.



Somebody told me this and I was a little skeptical, but after researching it, there was no denying it - the butterfly wings are made out of the feces of a caterpillar. Think about that. That caterpillar's feces actually transformed into the part that made the butterfly able to fly.

That's a positive analogy of what we can do with our ability when we're growing and expanding and stepping outside of our comfort zone. What defines our comfort zone is a "threshold." When you hit the threshold, after stepping out of your comfort zone into something unknown, life can be scary. Particularly if the world doesn't match your belief system or expectations.

At the Threshold of your Comfort Zone: Cognitive Dissonance

Most people don't realize how dynamic our beliefs can be. When our beliefs are challenged, either by introspection or influences exterior to us, a level of discrepancy is evoked, spurring a state of tension. This tension is known as "cognitive dissonance." To avoid these unpleasant experiences when our beliefs collide, we are motivated to eliminate this dissonance. How do we eliminate the dissonance? We often behave irrationally to maintain the mirage of consistency.

Cognitive dissonance theory was first proposed by Leon Festinger in 1957. His curiosity was piqued after observing cult members who believed that the earth would face Armageddon due to a flood. The most hardcore of the cult members abandoned their real world lives, selling their homes, leaving their jobs, and giving the cult their full attention. When the flood didn't happen, fringe members admitted they had made a mistake – Festinger presumed that the most staunch cult members, the ones who gave up everything, would enter a tailspin. To his surprise, they didn't.

How did the most committed cult members achieve cognitive consistency?

They insisted that the earth wasn't destroyed by a flood because their beliefs were true and steadfast; it was their faithfulness, they believed, that saved the earth from ruin.

How do you react when you encounter a belief that challenges your current belief to the point of great resistance? Do you decide to shut the opposing belief down and step back into what's familiar, regardless of how bizarre it is?

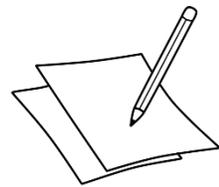
If you said "yes," you're not alone. When you've carried a belief or behavior, such as smoking - or if you identify with others who carry the same belief, such as a political party – it can be difficult to change or eliminate your behavior due to tribalism and security of habits.

You can minimize the dissonance in your beliefs by acquiring new information that helps you eliminate the belief you can no longer accommodate. For smokers – if you research how smoking may cause lung cancer can motivate you to change your dissonant belief.

If we gave ourselves more credit and embraced the fact that our beliefs and our very selves are given permission to change, then we could live in a more balanced state. Whatever your belief and levels of dissonance, it's important to not make your life accommodate your beliefs – otherwise you will create more barriers to achieving your fullest potential.

To find out more about our expert guest check out Jeff's website: jefffaldalen.com and the Jeff Faldalen show on Facebook also his podcast, the Potential Zone, and his new book, '**The Map to Your Fullest Potential**' is on Amazon.

HOMEWORK FROM LEE: Ask yourself what changes are happening in your life and business. Next question is how can you take lemons into lemonade? How can you leverage these changes to your benefit?



Work and Live Smart,

A handwritten signature in cursive that reads "Lee Milteer".

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P.S. Be sure to go to our Millionaire Smarts® Membership site where you will find Free Bonus reports from our Millionaire Smarts® Faculty and suggest that you print these reports out to share with your staff and use for valuable information to improve your mindset and profits. On the membership site you can also download the interview for your portable devices, a transcript of the program, and all four reports. Plus there is a video series called the FIVE TYPES OF ENERGY. www.FiveTypesOfEnergy.com that is free for you. A \$97.00 Gift for you.

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