

THE MIKE LITMAN SHOW
DIANE HOCHMAN
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MIKE:

My friend, I bring you an individual right now, her story will really show that anything is possible. This is an individual that has gone from nowhere, even past nowhere, to not only somewhere but, she's a very successful entrepreneur, speaking around the world on areas of success, building the home business, and really taking your life from where it is now to where you can be excited, smiling, happy, richer, healthier, wealthier.

Tonight I bring you the great Diane Hochman, as she shares the secrets, her tactics, her strategies. When you hear where she started my friend, you're going to know in your heart of hearts, in your mind of minds, in your big right toe, that you can do incredible things. We're going to head to a commercial break right now before we bring Diane in.

This week's *Coach's Corner*

Sponsored by SelfGrowth.com; *the number one success portal on the internet.*

One little tip in the Coach's Corner today: **get organized.** Clean your desk out. Get organized. When you're scattered and messy in the mind, your results in life are scattered - they're messy, they're all over the place.

Take the next twenty-four hours and get your desk cleaned, get your car cleaned, get your home cleaned. You'll feel so much better, and that better will allow you to accelerate and do some incredible things. That's it for today's Coach's Corner.

MIKE:

Before the break I told you about an incredible entrepreneur, someone who has changing the lives and someone who could help you change your life as well.

Diane Hochman, my dime, your dance floor. Welcome to the Mike Litman show.

DIANE:

Thank you, Mike, thank you. Thrilled to be here.

MIKE:

Well I'm thrilled to have you hear and so are the millions and millions of our listeners, but I'm telling people now that you're one of the top home-based experts in the country. You're a success trainer, success coach you're honored, you're "imploded" but I know it hasn't always been that way for Diane Hochman. Let's lay a foundation here – let's lay a bedrock here. Take us back to where you were when you started some of those challenges and we'll dance from there.

DIANE:

Mike, you know 1999? You got to picture this. I'm 32-years old. I've ballooned up to 272 pounds. I've got 2 little kids. I'm sitting on my couch with a pint of Hagen Das that I shouldn't have bought because I couldn't afford it; because we were broke. And I'm talking broker than broke. How do you know you're broke? When bill collectors call, and you know them all by first name. That's how you know you're broke. And I

was looking for a solution. And I just started to wander around trying to find a way to change my life. That's where I started Mike. It was bad.

MIKE:

Now let's stay there for a second. There's someone listening right now who they're *now* where you were over a decade ago.

Financially, they're having hardships. I've heard you say you were obese and very overweight back then. Someone listening right now is *there*. One of two things that come to mind, now that we can share with that individual, that helped you go from the darkness to the light; that helped you go from the abyss to the clarity of path. What are one or two things that helped you really get this journey going in a positive direction for yourself?

DIANE:

You know Mike, I figured it out that if I didn't start to feed my mind and change my habits, change my prosperity consciousness instead of my in debt, broke, fat, dumb consciousness - my victim mentality; if I didn't change those things nothing was going to change. And at 32, it was looking like I had reached the peak already and I was on my way downhill. I started to feed my mind. I went to the library. I picked up books. And let me tell you something, a lot of people think, "I can't afford to do this" or "I can't afford to do that." The library is free and it's sitting there waiting for you.

MIKE:

We're talking here for a second about feeding your mind. One of the big things, and I applaud the listener, you're feeding your mind by being here; but, there are people that are also listening that haven't picked up a book since college or since high school. They thought that school ended when school ended, but that didn't happen.

Talk to me about the investment you made in yourself, feeding your mind, feeding your life and these kinds of things. Someone is listening right now and they don't see that opportunity and they don't see the importance of that. What is feeding your mind? Is this something you do once a year? Is this something you do once a month? Tell people about - you talked about habits, we'll get to that in a second. Talk to them about the habit of self-development and self-improvement. Tell them about the routine. Tell them about what does that mean on the day-to-day actionable base so they can start using in their life, feeding their mind. Let's expand on that.

DIANE:

Uh, you know, I'm so glad that you brought up - that a lot of people haven't picked up a book in ages. I was just like that actually. Because I didn't realize and I don't know exactly what it is, Mike, and I'm not going to sit here and try and diagnose myself, but I had some type of learning issue going on. Back when I was a kid in school, they didn't really understand what that was.

But I had a hard time reading and I had a hard time academically; so, I thought reading a book was going to be a pain. I had an association for my first step, what I did because I wasn't a good reader. And to this day I am a little challenged. I will admit it but most people won't, but I will. I used books on tape, audios. And that made a big difference for me and I started tuning into books on tapes

and I started tuning into prosperity messages, radio shows like your own.

First of all, for those of you that are on this show today, what a great step for you. If you can do nothing else but tune in to something positive that is feeding your mind every week, it'll get you down the road. But for me, I made it a habit every single day of squeezing in little bits of time to feed my mind. For example, I put a CD player, back then they were tape players, Mike, back then they were tapes; I had one in my bathroom. That way when I was taking a shower, and while I was getting ready for the day, I could listen to something that could feed my mind and start my day off right, instead of starting it off listening to negativity. Made a big difference.

MIKE:

It makes a huge difference here and we talked here about how you were overweight, how you were broke. You know what I want you to touch on here - and let me say this - I want you to take it from here.

Guys, I want you to understand that your past does not equal your future. There are people listening, Diane, not only are they broke, but they have generational financial hardships where their parents are broke, their grandfathers are broke or they are overweight for generation after generation. You've now used these words here two or three times in our small dance here together so far - *Prosperity Consciousness*. You used the word *consciousness*.

Talk to me. Let me give you the dance floor here for a second. People right now, they have a poverty consciousness. They are reliving their past. They're thinking that their past is all. What is exactly prosperity consciousness? How did you make that move from a poverty, debt, broke mindset to really thinking like a

millionaire? Thinking like a rich woman and taking it from there?

DIANE:

Mmm, you know along the course of my travels and my studies, one message kept coming up to me. It just kept showing up. Every book I picked up, every tape I popped in, I started to understand. Like you said, your past does not equal your future but, there was a magical pivot point that happened for me. I think like many other entrepreneurs that have gone on to do exceptionally well. I came to understand that I was the one that created my situation. I was the one at the scene of every crime.

MIKE:

Say that again.

DIANE:

I was the one that was responsible, that had created my situation. I stuffed my face. I ran up my credit card bills. I bought stuff I didn't need. I was eating stuff my body didn't need. I was sitting on the couch instead of reading, writing or doing something productive. And it was in the moment that I understood, as opposed to blaming my genetics, my parents, my employment, my this, my that - it was at the moment that I understood that I was the one in each circumstance and it was my daily habits that accumulated, that put me in the hole. All of a sudden I realized that my daily habits could take me out of the hole.

MIKE:

Your daily habits put you in the hole and that your habits could take you out of the hole. Priceless. Let me hit rewind before I hit fast forward. My friend, think about this in your mind.

Diane, I would bet you used the word of pivot. It was that pivot moment in your mind it sounds like, going from blame to responsibility because so many people, am I right Diane? They give away their power; they give away their control. That's because they're living in a victim mindset versus a victory mindset and when they can start taking responsibility for their finances and these other areas, can they see a quantum leap, a quantum growth, a quantum step in their own personal development and personal results?

DIANE:

Mike, it's dramatic, it's stunning and well, I don't like to tell someone something is going to happen overnight. It really does happen overnight because what happens, is perspective changes. May I give you one quick example?

MIKE:

Yes, please.

DIANE:

When I was in bad debt, I used to look at it and I used to blame everybody for my debt. All of a sudden my perspective changed and I realized that somebody, some entity somewhere, actually loaned me money without even knowing me. Let me use their money to buy things and do things I wanted to do and I thought, "How cool is that?" Now it's my turn to pay them back for the nice thing that they did for me. It was a whole different thing.

I wasn't mad at the bill anymore. I welcomed the bill and I said, "Hey, you did something for me. Let me take care of my business and pay you back."

MIKE:

I want you to dance on this point for a second. You were open to receive something good. You were at a point to "working" yourself that you became open to receive something good. Now there are people listening right now Diane that have duct-tape around their "open to receive." They won't accept compliments, they won't accept money. In theory, they are speaking a good game. They're kind of making pretend they are taking actions, but ultimately, they are closed down to the good, to the better, to the great, to what's possible to them. What helped you? What can we say to someone who just is closed down to the goodness that wants to come into their life and they are not open to receive? What can we share with them?

DIANE:

You know, I started on the daily basis to take inventory. I used to have a notebook. I still have it sitting here because I save all my notes from the years and the title of the notebook, on the front cover in big marker, I wrote. "You're a good kid." And I would write down every day, a couple things that were good about me. Because my focus previously was about what was bad about me and therefore why I didn't deserve to receive income, love and all that all you know; all that good stuff that every person desires. So, I started taking inventory to remind myself about what I did that was good. So therefore, I started shifting to being able to receive. Because I thought hey you know what, I am a good kid. And I'm not a bad person and I'm a good kid and I should

receive money and I should receive love and I should be told I'm a good momma. And I should be told, "Um, thank you," and all that stuff we all want in our lives.

MIKE:

What you're hearing right now is you need my listener to take inventory of your assets. It's so easy for us to come from a paradigm. That's negativity and I don't deserve to be rich and I don't deserve to pay my bills, I don't deserve to be healthy or wealthy. What it is and that sounds like, that's where Diane was and she made this shift and you can hear so clearly this journey of self-power and self-discovery and ultimately financial success. You need to take that inventory. You need to shut off the bad and focus on the good for the next twenty-four hours and take inventory of what is good.

And what is so interesting Diane, is that people right now tell what am I good at, whatever. If they gave themselves fifteen minutes or twenty minutes, they would start writing things down in a non-judgmental way and it would really bring such incredible things to their life and that's a concept I've seen in so many of your videos and your talks around the world that you do is start liking yourself better.

Diane, have you started liking yourself better? And as your confidence started increasing, I bet you saw your income start going around with it. Is that correct?

DIANE:

It was stunning because I started to believe I could. Let me give you a concept Mike. Let me give your listeners a concept. I started to take the focus off of myself and I put the focus on other people and I started to think every day, now what can I do to see another person?

MIKE:

Say that again.

DIANE:

I started to take the focus off myself because ego, we think about ego as the guy who thinks he's all that, but ego is also when you don't think you're enough. And I used to spend my days focusing on how *not enough* I was. And I stopped that egocentric pattern and I started to say, "What can I do today to help another person?" Not, "What can I do to make a buck or what can I do to get mine? But what can I do to help another person who is right behind me on the road?" I didn't need to be a rock star. I didn't need to be fancy. I just needed to take one thing I learned and pass it along. And I started to work on that every day that's how I started doing those videos and different things.

MIKE:

You, just listened to right now, to what Diane did to change her life; that you can change your life. She changed the question. She took the focus off herself and put it on somebody else. She changed the question here and that change has changed everything for her. I want to touch on here, give me thirty or forty-five seconds here before the commercial break, the power of mentors, the power of coaches - has that principle changed your life, has mentoring changed your life? And talk about the importance of it to our listener right now. Please.

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DIANE:

Absolutely. How does somebody that will tell you what you need to hear as opposed to what you want to hear - is invaluable. And for me, I've had several people that have played that role for me. Taught me, trained me, groomed me up and brought me down the road and I can't speak highly enough about seeking out mentorship. It's critical. Critical.

MIKE:

Mentorships, through people, through books, through events - whatever you can do to really move you forward here - and I think that there's a point here I'm going bring. Let me bring this up quickly with you. That The Diane Hochman from 1999 - overweight, huge debt, broke, and the Diane Hochman today - successful business after successful business; ahhh, wanted by so many people, traveling, speaking around the world. What changed to you and what still changes for all of us is our self-image and it's so important for people to realize. Let me throw right back to you Diane, that this image of ourselves will determine our success or failure in our life. Talk to me for a second about the power of self-image

DIANE:

You know, Mike, changing your self-image is everything and what I found is that environment had a lot to do; I discovered that literally when I would look at myself in the mirror at home, because I had a cycle at home, this sit-on-the-couch cycle - I would see one woman. When I put myself in a different environment, a place where there were successful people talking about successful concepts, I would literally notice that I looked different to myself.

MIKE:

Hmmm

DIANE:

And I started to go, “There’s something to this.” I started to really change my environment, whether it was through books and tapes or radio shows or TV shows or whether it was through live interaction with people, and all of a sudden I felt different and saw myself differently.

MIKE:

The power of environment, I always say that your environment rules and we have like ten years of college in our time here so far today. We’re going to head to a commercial break.

MIKE:

Before the break, Diane Hochman is sharing wisdom after wisdom to help you take your life forward. Diane is one of the top home-business experts in the country. Her *Science of Celebrity* system and methods, thousands and thousands of people online have benefitted from her strategy. I’m using the words *Science of Celebrity*, Diane. What does that mean? Share with people this concept that you’ve used to change your own life and a lot of others. What’s the Science of Celebrity all about?

DIANE:

You know, we as human beings, we can’t help it, we are naturally attracted to someone we perceive to be in a celebrity role. Think about it, Lady Gaga, Madonna, we

could go on and on about the people that are embedded in our consciousness because they are celebrities. And I learned in the home-business industry, but this could go on if you're looking to move up the ladder in a corporate world; whatever you're looking to do. If you learn the *Science of Celebrity*, what makes people know I can trust total strangers, what makes people want to throw credit cards, what makes people want to line up and scream and yell for someone, become zealous of someone; if you can understand the science of that, you can access places, people, things that you couldn't access before.

MIKE:

And what you're saying here in this day and age of Twitter and Facebook and social media, that the average person, the average person, me you, the normal person, can really take this *Science of Celebrity*, can really take some strategies that will allow them to grow their home-business or really any business, but here you focus in the home-business area. Knowing, liking and trusting helps the gardener, the flower store or the person that has an online business. How does somebody listening right now, just getting their home-business off the ground, or any business off the ground, what are a few things you've seen over time - specific strategies, that create the celebrity feeling? Creates this following feeling? Creates this ability to bring into your business enthusiasm and excitement? What are some actionable ideas that someone could take today and apply immediately?

DIANE:

You know, it's interesting Mike, if everyone stops and thinks for a minute. If you think about your town, where you live, this one real estate agent, that everyone knows who they are - this one florist, that everyone

knows who there are. There's one business in each category in town that is the celebrity business. And that business owner, there is no mistake on how they became the celebrity business. That person, whether they realized it or not, was accessing and tapping into selling into people's DNA because we, as human beings, respond to certain things. So, if you think about it, you already know that this is true because it exists in your town. Look around you'll notice - it's amazing.

MIKE:

So this ability to grow into a person of influence, this ability to grow into a magnet to attract, that's really what this whole *Science of Celebrity* is about. Is that correct?

DIANE:

Correct. But when you think about Madonna, Madonna was playing in little tiny nightclubs back in the day; yet, Madonna was Madonna before she was Madonna because she understood the *Science of Celebrity*.

MIKE:

And that's the same thing here with Lady Gaga. And this, we're going to give people a way to get some more information on this. But this whole *Science of Celebrity* and realizing that we're not necessary talking about being uber celeb, we're talking about this ability to be influential to be a magnet to draw in individuals into your business - online, offline, whatever it is.

You speak and have helped tens of thousands of home business owners. I want to ask you a question here. There are people that want to start a home business. You know, a lot of them that I speak to that have been having

troubles. They are making the wrong assumptions and some of the other things like that. I want to ask you this. I say that you don't have to get it right; you just have to get it going. You and I have heard that for a decade now. The concept of starting small gives someone listening right now, they really want to start a home-based business.

You know, the concept of starting small, getting going, what is one or two things you can show that home based-business owner that would love to have freedom? That would love to have lifestyle? That would love to have more control? That would love to have higher income, but is having a hard time getting off the couch, per say?

DIANE:

Okay, the first thing that I want to share with someone who either has a home-business or they're trying to crank up or someone who is contemplating it, you want to write this down, I hope you take notes guys; treat your business like a business.

MIKE:

Say that again. Say that again.

DIANE:

Treat your business like a business. When we come from outside the entrepreneurial world, we tend to get caught up in emotion. You can't have that emotion in your business, or your business won't get off the ground

MIKE:

Diane I want to hit you with a few real quick questions here. It's called some rapid fire; spend thirty to forty-five seconds on each.

Fear – Fear – Fear - Fear. You and I know that fear might never end, but you have to send fear to the rear. Give me thirty-seconds on overcoming fear.

DIANE:

Okay. I don't like to. I teach a little different than a lot of other people. I don't head right into fear. I work around fear. If you're afraid of calling people, figure out how you can contact them another way. You're afraid of this, figure out how to do it another way. I say, "Think like a cockroach." I know that sounds gross, but a bug, when it looks at a wall, it doesn't go, "Oh gee, I can't get through it," it goes around, up, over and through. We have an answer and another way to do anything we want to do. We have the world at our fingertips on the internet. We can get it done. Don't let fear stop you.

MIKE:

Hit me in the gut - the power of positive-and-negative self-talk.

DIANE:

Ah, I mean, it's success or lack of success. Very simple. You need to discipline yourself. You need to discipline yourself that your language and you're in your mind language is positive. If you don't you're doomed; so you have to use discipline in this arena and you actually have to talk to yourself and tell half of you to shut up.

MIKE:

I've seen you talk about the power of getting a new philosophy. Talk about the power of someone, what is philosophy and why is it so important. Twenty-five seconds.

DIANE:

Governing philosophy is everything because it is the way we think. And we know from Wallace Wattles, if you read that book, that the rich person thinks the rich person's thought before he takes a rich person's actions.

MIKE:

Say that again.

DIANE:

A rich person has a rich person's thought before they take a rich person's action.

MIKE:

This has been like a four year MBA in the Science of Success. Diane Hochman, just absolutely incredible here, Diane. There is some listening right now that want to dive in, dive in deep to your material. Give them a website, a resource that they can go and enter your world and they can start experiencing some of these incredible results that you have.

DIANE:

You know, Mike, I am excited to bring out my newest and most exciting project ever. It is called *The Science of Celebrity* and people can go check it out at www.scienceofcelebrity.com. I have a free audio for them there. They can go pick it up. Put in your name and email, it will drop right in your inbox, and it will explain to you how you can start to leverage other people's audiences, other people's excitement. Everything that other people have going on, you can leverage it and start to bring more income, more life, more excitement into your business starting today.

MIKE:

You want to go to www.scienceofcelebrity.com. Grab this free audio from Diane. Diane Hochman, thank you so much for appearing on the Mike Litman Show.

DIANE:

It's been a great pleasure and an honor. Thank you.