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Jaime Masters: Welcome to Eventual Millionaire. I'm Jaime Masters. And today on the show, we have Justin Ledford. Now, he wrote a book called *Visions to the Top*. You can actually check it out at visionstothetop.com. He also did Cutco. He's got a construction company, all sorts of crazy, fun stuff. Thanks so much for coming on the show today.

Justin Ledford: Thanks so much for having me, Jaime. I'm excited to be here.

Jaime Masters: So I was really excited when I was reading about your information because one of the things, and my listeners, if they know me, know this, one of the things that kept coming up over and over and over again at the beginning of all of these millionaire interviews was visualization. And I thought it was kind of cheesy when I first started. And now, I do it all of the time. And that's sort of what your book is all about.

[00:09:01] So can you sort of give us the down low of what it is?

Justin Ledford: Sure. Visualization is an elite practice that some of the top performers in the industry, in all industries, use today. I mean, it's nothing new. But people, for some reason, are just now finding out about it. Tony Robbins, I first learned about it at his seminar. And I went through a visualization experience while there. And we paid good money to be there. And that was like an eye opener for me. The feelings I felt, just the vibrations I felt, and there's a lot of science behind it. We can get into that. I'm happy to do that. But Arnold Schwarzenegger, Oprah Winfrey, Jim Carrey, Michael Phelps, they all swear by this practice. So if they're doing it, there's got to be some good to it.

Jaime Masters: I agree so much. And that was the thing; I'm a data girl, so I kept hearing it over and over again. And I was like I know goal setting is good, but I didn't realize that the feeling of the – because I had issues with actually feeling feelings anyway.

[00:10:05] So I was like, okay, if we actually try and feel the feeling that it's going to be like, that's sort of the whole point of visualization because I do this every single day now. And I totally, highly recommend it to everybody. But I know everybody listening is kind of going, wait a minute, what is this supposed to do for me? So explain sort of what the science is behind it and the benefit of

why even bother.

Justin Ledford: For sure. So a long time ago, there was some Russian scientist, and this is just one study. There were four groups of athletes, actually swimmers. And what they did is they said, Group 1, we want you to just do physical training, that's it. Group 2, we want you to do 75 percent physical training, 25 percent mental training or visualization. Group 3, 50/50. So 50 percent physical training, 50 percent mental visualization. And, of course, Group 4, 25 percent physical training and 75 percent mental visualization.

[00:11:00] So let me ask you, Jaime, which group do you think ended up performing the best?

Jaime Masters: I would assume the one that did all exercise like hard core physical stuff.

Justin Ledford: Yeah. That's what you would assume, but it's actually not. It's Group 4. The scientists found that Group 4 performed the best in the Olympics. And, in fact, the US Committee of Olympic whatever they're called, they were so impressed that they decided to increase their full time staff of psychologists. They have over a dozen now. And it's the same with other nations across the world. That's just one study. There are also studies where, I think it was Yale or Harvard or Princeton, I'm not exactly sure which one, but they got three groups of athletes.

And the first group they got just to shoot the ball and practice on their basketball just shooting for X amount of time. Group 2, they just got them to not do anything at all. And Group 3, they got them just to visualize, no practice. And you would think, obviously, the group that just practiced did the absolute best at the end.

[00:12:00] And, yes, their performance did increase. The one who did no practice, no visualization, their performance didn't go anywhere. The ones who did visualization outperformed the ones who even practiced.

Jaime Masters: Why is that though? Is it a confidence thing? Is it like just because I saw it in my mind's eye, I can now do it? Where does that come in?

Justin Ledford: From what I've come to realize, and from my studies, is visualization – so we have our conscious mind, and then, we have

our subconscious mind. Our subconscious mind is actually in control of everything. Think of an iceberg. On top of the ocean, you see a little mountain. But underneath the ocean, you have this vast, deep, deep mountain. And that's actually also known as your subconscious, if we're talking metaphorically. And what happens is when we do these visualization practices, we actually re-wire our neurons.

And some people use NLP. And in a little bit, I'd like to go over the five phases of visualizations that I've crafted to share with your audience how you can actually use visualization in an everyday scenario for whether it be your health, your life, your marriage.

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I use it, personally, for all of them and my business.

Jaime Masters:

See, and everybody is going if we can get things faster and easier, we're all in. But, that being said, how much do you have to do it? Do you have to do it right? This is the thing where we don't know what's in our subconscious. So a lot of people are like, yeah, I know it exists, but how much weight should we put on it. And then, what do we do with that? Is it something that we can actually change and shift our subconscious thought? I know a lot of people talk about changing your beliefs. But is that the same thing as visualization? Do you know what I mean?

Justin Ledford:

Absolutely. I was actually pulling some weeds out of my garden the other day with my brother. And I was having this conversation with him. We were using our hands. We were using these little tools. And I was just pulling them out with my fingers. And he was like, "No, dude. You've got to get up in there and just like rip it out."

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And I saw his technique. It was like amazing. It was just weed after weed. And I said to him, when you do visualization, you're actually reprogramming the weak thoughts that we have, the doubts the limiting beliefs that we have in our mind. I believe in, according to so many other articles and studies, visualization is one of the best ways for somebody to actually – if we want to change the fruits, we have to change the roots. And that's what visualization does.

Jaime Masters:

See, and to me, I've been told a lot about change your belief and blah, blah, blah. And it's great for a short thing. And you're like, oh, okay, great. And then, beliefs come up, and you forget. So to

me, the process and the consistency with meditating and visualizing over and over and over again has changed my brain, in general. I don't know exactly what it's doing up there, but I'm all in. So tell me how to actually do it with your five steps because I have thousand questions probably on that also.

[00:15:00]

Justin Ledford: That's totally cool with me. So the five phases of visualization are pretty simple. You start with just inward breathing. And so you've heard of **Amy Cuddy**, right, on the Ted Talk. Whenever you stand in power poses what it does for you?

Jaime Masters: I have seen that one, but explain it to everyone just in case they haven't.

Justin Ledford: Okay. Well, I will get to that on Stage 4 of the 5 phases – or Stage 3. So you start with inward breathing. You just go into a quiet place. Your eyes are closed. You're sitting with no distractions.

Jaime Masters: Do you have to be sitting, or can you be laying down? I'll be interrupting you, apparently, through this whole thing. So go ahead.

Justin Ledford: It's totally cool. You can actually be sitting, you can be laying down. What was that?

Jaime Masters: That was my dog. Great.

Justin Ledford: It's cool. My dog will probably come in here, too. I personally like to sit spine erect, and I also like to stand in a power pose. I'll get more into that in a second. Now, you just want to get very relaxed. You take deep, calm, inward breaths.

[00:16:00]

I like to breathe through my nose and exhale out of my mouth like I'm fogging a mirror. When you do it like that, you get calm fast. So, inward breath or also known as being is the first phase. The whole intention is for you to just get calm and relaxed. Do that as long as you like. You can do it for 30 seconds. You can do it for a minute. You can do it for two minutes. I only do it for like a minute or so.

Jaime Masters: Is there like a goal on how calm I have to be in order to move on to Phase 2?

Justin Ledford: No, just feel relaxed. That's it. And No. 2, you go to past visions. Now, this is the second stage of the visualization technique that I've put together. I've been doing this for 11 years, and all of my dreams and all of the things I've ever wanted have, I don't know what you want to call it, have manifested or come into my life.

Jaime Masters: Well, go over that after because I want the before and after. Like I wanted this, and then, I got this. After we do the five.

Justin Ledford: You got it. So past visions, your eyes are still closed. You start to visually see, and you start to feel moments of your past accomplishments.

[00:17:06] So you want to run through several happy, positive moments from your past. You want to continue your breathing that we talked about in Phase 1. Now, these moments, they can be literally anything that brought you joy, Jaime. If you have kids, that moment when you saw them hit a homerun or when you hit a homerun, the first time you road your bike. Feeling your hands on the handle bar, hearing your parents clap for you, a fun adventure that you went through as a kid or as a young adult, a passionate moment that you had with your spouse. Something from your past. And you flow through them.

Some people can see when their eyes are closed, and they can actually tap into visualization. Some people can't see because it is a muscle, but they can feel. It should be a multisensory endeavor. Now, the thing about it is it doesn't matter if you do one or the other.

[00:18:00] But once you get good at it, you'll start to be able to do both. And that's where the real power begins, in my opinion. So in past visions, Stage 2, you focus on all of the successes that you had in the past. And I can literally go to my moment of my birth, my mom holding me in her hands. I can feel her love.

Jaime Masters: Oh, like that's what you're visualizing. Okay. So you can't remember it, but you're imagining from pictures and stuff like that of what that would have felt like or no?

Justin Ledford: I actually – I'm there. It's a muscle. The more you do it – when I first started this, I sucked at it. But the more that you do it, it's like a muscle. It's a mental muscle. And now, I can literally go to the

moment I was born, and then, I go to my first time riding in the car with my grandma, and I can hear, “I’m just a traveling man,” and the windows were down. And then, I go to my first time riding a bike. And then, I go to my first homerun, and me running around the base. And I feel my foot stepping on first base and then home plate.

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And then, I see myself hitting the game winning championship thing at baseball. And then, me walking across the stage. And then, several other things that happened throughout my past. So that’s what you want to do, but, most importantly, you want to tap into positive emotions. Tap into multiple senses. What you heard at that moment, what you felt at that moment and go there. And then, we move on to – and the reason we’re doing this, let me explain the science behind it. The reason we’re doing this is because we’re literally priming our mind.

You can’t just jump into visualization like I close my eyes, and I see my day, and I see my week, and I see my year. You can’t do that if your mind is fogged. People are hungry. They’ve got a million things on their to do list. You cannot get into a calm state of future visions, which is the third step, if you’re not primed and ready.

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Jaime Masters:

I have questions on Step 2 still. So No. 1, how long should we be doing that piece? And how many moments – does it matter what types of emotions? Does it have to be all like happy? Or is it accomplishment or does that matter?

Justin Ledford:

So that’s a really great question. And what I do is I get on You Tube. I put my phone on, and I’ll be standing there. And I’ll be standing in a power pose. And I’ll have Gladiator, just the theme song, on. It’s like eight minutes. And I’ll be going through my past visions while that’s playing. There’s no words to it at all. And my hairs will stick up off my skin during different parts of the song, and I actually feel it. And so it might last two minutes. It might last five minutes. But for me, past visions is my favorite. The song will end, and I’ll open one eye, and I’ll use one finger to start the track over because I’m really feeling joy from my past.

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We forget about all of the accomplishments we’ve had in our life. We forget about all of the good that’s happened in our life. And

it's good to tap into gratitude. It's a powerful emotion. So that actually primes the mind. And for me, sometimes, past visions, when I first started, it only lasted two or three minutes. But now, past visions – because I wake up early for this. I love this stuff. It might last 10 minutes, 15 minutes.

Jaime Masters: What do you suggest for somebody – because I know, I've told lots of my clients to start meditating. And then, they go I can literally have like a second or a couple of seconds of focused attention, and then, my ADD takes over. And I go somewhere else. So it's hard. And, again, it's a muscle, and I totally understand. But what do you suggest for people to do when, even if they wrote out their past accomplishments so that they could sort of bring it up a little bit better, their mind wanders.

[00:22:00] And then, 10 minutes later, they're like, oh, shoot, I just thought of 1,000 other things instead of the thing that I was supposed to.

Justin Ledford: Yeah. So you all can go to visionstothetop.com. And I actually have that answer right there, and you can just download it. But, also just to give you a little bit more on top of that; you can download a chime on your phone like on the App Store, like a Tibetan chime. And just focus on that breathing in your nose and exhaling as if you're fogging the mirror up. That is the best way to calm your mind. Because if you just go, you're going to either fall back asleep – and if you're laying in bed trying to do it, for me, I fall back asleep every single time. So I have to get up out of my bed, put some water on my face. I do my prayer. And then, I do my visualization or my meditation.

Jaime Masters: I lay down, and I have small children, I would literally fall asleep every single time.

[00:23:02] And now, I have a teepee in my closet. I know this is weird. But it's got my meditation bench and my singing bowl and all sorts of crazy things, lights and all sorts of stuff. I know. I told you. But it's so awesome. I'm like a little kid. It's not because I'm contacting the Gods or anything. It's because I just love it. But that singing bowl and stuff like that does make a huge difference. And like you said, you get better and better and better because I used to think I just sucked at it. And I was like I fell asleep every time. You're not supposed to fall asleep.

Yeah, don't lay down, silly. Great, I won't lay down. It's so simple

when you actually think of it. But as entrepreneurs, we sort of push away from that because our brains are constant, and we just assume we cannot do it. But I love what you're saying.

Justin Ledford: Yeah. So what happens as an entrepreneur, I've built multiple million dollar businesses. And I've done it the hard way just grinding it out, busting my butt, late nights. I work harder than anyone. But you can only grind a gear so long before it needs a break, before you have to replace it.

[00:24:03] And that's the thing with visualization the meditation does. You can do a little bit of maintenance every single morning, and you're like putting that fluid inside of you that you need. You're putting that inspiration inside of you. You're feeling it. That's why people should do it.

Jaime Masters: I look forward to mine. I would much rather meditate than work out. Working out is fun after the fact, but meditating is like this is so good. I just want to stay here forever. So what's Step 3? How do we get to the future side?

Justin Ledford: So here's the deal. You just finished your past visions. And what you did was you primed your mind to believe what you're about to do for your future visions. That's Stage 3, future visions. Your eyes are still closed, except, now, you transition your mental imagery and your feelings and your emotions from past to future dreams. You visually see and feel those future moments in time.

[00:25:00] So what I'm saying is tomorrow morning, if you want to try this, Jaime, do Step 1 and Step 2, and then, jump into future visions exactly how you intend your day to go. Go to that moment of accomplishment. Let's say you're picking up your kids. Go to that moment where you're giving them a big hug and feel that feeling. Go to that moment where you're rocking out with another podcast or whatever your goal is. Go to the moment that you want to have happen as if it went perfect and tap into those emotions as if it went perfect.

And then, the future moment, it can be anything that you're excited to achieve or a moment that you look forward to or something adventurous or passionate or a grateful moment or a goal that you plan on hitting in your life. For myself, this morning, I did my future visions. And I saw myself rocking out on this podcast. And I felt I was just having a blast last we're having right now.

[00:26:00] And then, I'm writing another book. And I saw just jamming out on the keyboard. And I was just having fun with it. And then, I have a big show this weekend, and I'm going to sell a ton. And I went to the customers high fiving me. I actually hear the high five. I feel the happiness. I feel the connection. I hear the **[swoosh]** where I rip the order off and give them the receipt. And then, a couple of days later, I see my name on the top of the leader board for my sales industry as the top sales guy for the week. So that's just an idea. And then, going even further, I see my program just blowing up, and I'm helping a lot of people. I'm about to have a baby in April.

Jaime Masters: You are? Congratulations.

Justin Ledford: Thank you. And I actually see myself with my wife holding my baby. And I've actually cried in this section. The better you get at it – I know it sounds cheesy. Some of your audience might be like, oh, that's really weird.

[00:27:00] But, in the future vision, this is where you're standing in your power pose. This is where your hands are on your side on your hips. This is where your hands are up in the air. When you do this, your brain releases testosterone and decreases cortisol. Amy Cuddy had a Ted Talk on Ted Talks about being in power poses and what it does for us. So you're literally, inside your future visions, your focused on tapping into multiple senses. What do you hear, the objects you see, positive emotions that you feel internally at that moment of success. Is there something you can touch? Is there a moment when you're going to get on stage like an award?

You can hear people clapping. The lights are in your face. Is there something you can smell? It should be a multi sensory endeavor. But when somebody first starts out, it's not going to be. It's going to be vague. It's going to be foggy. And that's fine. But what you want to just get good, you want to try to practice every day just a little bit and a little bit.

[00:28:00] And you want to be able to start to tap into the feelings as if you're hitting those goals.

Jaime Masters: Okay. So you know me, questions. I love the idea that you're doing the day or the week because it feels more tangible, especially the people who haven't done this before. They're like, oh, I can

totally imagine that. I do podcasts all of the time or whatever it is. How far out can you go? Should you be starting with the closer to you things that you can totally believe really, really easily and then move to the I own this kind of car or whatever it is that you really, really want moving forward? Or is there a trajectory of getting better and better and better and doing different visualizations?

Justin Ledford: The answer to your question is yes. So basically, what I mean by that is you should start off with just the day and the week because your mind – if you're just new to this, your mind has not formed that mental muscle. And so you want to start with the day and then the week. But then, the more that you do it, or if you go to a seminar about this kind of stuff, like I went to Hal Alrod's seminar and Jon **Burghoff** just rocked it on a guided visualization and Tony Robbins and several different seminars.

[00:29:09] And I've literally been – and to this day, I can do my visualization for the day, for the week, for the month, a year, five years, twenty years. I can now go to the end of my life at my death bed with my family surrounding me and me feeling at peace. And that's a powerful thing. Most people are terrified of their death, or they don't know what's going to happen, or they're just apathetic to it. But I know for certain it's going to be cool.

Jaime Masters: See, one of the things that I love about this, too, and we can talk about maybe the science behind it, but everybody pushing outside of their comfort zone. I remember I used to visualize all of the time getting on stage in front of lots and lots of people. And I turn bright red, and I shake, which is awesome, especially at the beginning when I didn't used to do it all of the time. And so I'd visualize that over and over and over and over and over again because I just sucked at it so bad, and I'm actually doing a good job.

[00:30:00] So even simple things like that, it's you getting used to your comfort zone before you even have to get there, let alone the feelings of what that's like, and it's amazing and awesome anyway. Is there a science? Is it the science behind it and the feeling that makes a difference? Or is it just the visualization? How does the future casting or whatever you call it piece go science wise?

Justin Ledford: For sure. So basically, anything new that we do can sometimes be a challenge. And that goes with everything. That's a motto I live

by. Everything is difficult until it becomes easy. And you've heard the saying seeing is believing and what you focus on expands. Well, the practice of visualization allows you to see and tap into your future. Future casting, seeing what you intend to achieve. And, therefore, you start to reprogram your subconscious and allow yourself to believe. Now, there is also – I'm not sure if you've heard of the elephant and the ant metaphor.

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Basically, you have an elephant, this huge elephant just walking through the jungle, ripping over trees. And he's just doing his thing. And then, on the back of him – by the way, he's heading north. On the back of him is this tiny, little, bitty ant. And this ant, she's just doing her thing. She's walking on that elephant's spine. She's heading south. Which direction is the ant actually going? The ant is actually going north. The elephant is our subconscious mind. The ant is our conscious mind. At New Year's you say I'm going to lose weight this new year. I'm going to write that book this new year.

I'm going to do X, Y, and Z this new year. Your conscious mind is saying that. But you have not programmed the roots to believe that. So the first time you wake up, and you go to put your shoes on, you're like oh, my God, this sucks.

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I don't want to go to the gym. I don't want to write this book. Because, here's the deal. Back to nature when tigers and crazy things were trying to kill us before we had electricity and all of this, our subconscious mind is designed to keep us safe. Our subconscious mind is designed to keep us comfortable. And when we get out of our comfort zone by programming our subconscious mind through visualization and meditation, we're able to break the barrier of what we believe is possible.

Jaime Masters:

I love this. And I know we still have more steps. But before we get on to Phase 4, how much should we prep on the future stuff? Like, I have a perfect day that I usually take to visualize. Are we supposed to have our goals all figured out and the ideas? Or are we just coming up with it and then trying to make it better while we're visualizing?

Justin Ledford:

So that's a great question.

[00:33:00]

There's a book called *Dream Manager* by Matthew Kelly. And it's an amazing book, and it teaches you how to make a dream list. A dream list that has multiple categories. And I also put it in my book

like because if somebody wants to just get it all in one book, but I made my own variety of it. And so we have the category of intellectual, spiritual, emotional, physical, financial, psychological, and there are several others. I'm just going off the top of my head. So you write down like three goals for your intellectual. All right. I want to read six books this year. Three goals for financial. I want to save \$60,000.00 this year.

Three goals for material. I want to build a patio. I want to buy this, I want to buy that. And you break down your goals. And then, what I recommend is everybody make a dream board. Dream board sounds kind of cheesy, but they're really cool. I have one in my office, and I see it every day of what my why is. I start to believe that, okay, I'm just going to keep taking action, and I'm going to get that.

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Jaime Masters: Can you take a picture of it so we can post it, too? Because I always want to see what people's look like. I feel like that's all intangible stuff.

Justin Ledford: For sure. I absolutely will. I'm going to have to send it to you though, is that cool?

Jaime Masters: Yes.

Justin Ledford: Okay. So what I'm saying is – what was the question? Oh, yeah, so the question was how much time do we have to prep for. So if you don't want to read the Dream Manager, and you don't want to make a dream board, just write down like 10 things that you really want in your life, maybe 15 things that you really want in your life. Maybe just five things that you really want in your life. And then, when you're doing your visualization, go to the first one and hold it. Go there and feel it like know that it's yours. And then, go to the next one and do the same thing and the next one and the next one

Jaime Masters: Yeah. That makes so much sense because I need a prompt a lot of times. Like wait, what is that thing I'm trying to think of, go. So what's Step 4 or Phase 4?

[00:35:00]

Justin Ledford: Phase 4 is turn up the frequency. So, this one is one of my personal

favorite parts. Nikola Tesla and Albert Einstein, I don't remember the quote off the top of my head, but they said something about like they were talking about how everything is energy. And if you want to manifest your reality, you need to – I don't remember the exact quote, but they're talking about how even our thoughts are energy. And I'll explain more in just a little bit after we're done with this. But your eyes are still closed inside of Phase 4 where you're turning up the frequency. Your breathing is still going while you're focused on your future vision.

So every time you hit to a future vision, you turn up your emotional dial. Imagine you have a dial on your chest from one to ten. One is the volume is all the way down, ten is just, bam, it's up there. And if you're feeling grateful at that future vision, and you're maybe at a Level 5, you're standing in a power pose, remember?

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I want you to turn up that dial. You don't have to move your hand or anything. But just act like you're turning up the dial to a six, seven, eight. So literally, your eyes are closed. You have a bigger smile and a bigger smile, and you're feeling grateful at a Level 6, 7, 10, as high as you can go to the point where it's almost exaggerated. And you want to do – if you're feeling blessed, intensify that feeling to a Level 10 by blasting off that frequency or that energy and then taking action afterwards, it's hard not to get what you intend. Although your eyes are closed, your physiology should change when you're doing that.

When you're turning up that frequency, you should literally – if people walk my – I have a house maid or whoever who cooks and does everything for us. So they'll walk in our house, and I'm in a power pose, and I've got the Gladiator song on. And I'm like just like boom, boom, my eyes are closed.

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My frequency is all the way up to No. 10. And I look crazy.

Jaime Masters:

I'm sure the look on their face is like okay. They work for you, so they can't say anything.

Justin Ledford:

But the brilliant people that do crazy things, I'm just saying. So have a huge smile on your face. Put your hands on your heart. Rock back and forth. Really turn up your energy. Really turn up those emotions. Whatever that emotion is, try to turn it up. Like water, water takes the easiest path to wherever it goes. And the

thing about energy, energy is all around us. Even our thoughts are energy. And if we can really dial them up and get them all vibrating super fast, and then, we take massive, massive action, I've literally achieved every single one of my goals that I've ever set out to for the last 11 years.

Jaime Masters: Everyone is like, wait, 100 percent success rate? So I have so many questions on this, too, because I love this step because, as I said at the beginning, I had an issue with actual feeling emotions that happens.

[00:38:06] My former husband had borderline personality disorder. So I just shut down all of my emotions so that way I could handle that. So I couldn't even feel things, which was not cool. So, when I started visualizing, it would just be numbness, and that's not the point. You're supposed to turn it up emotionally. And I couldn't do that. And so somebody told me to do this exact same thing. And I don't picture a dial, but still, to actually think about turning it up. And it's so simplistic. And people would be like whatever. And it works like times 10. It actually makes you understand what feelings actually feel like in your body.

And I call it inspired action. So as soon as I'm done doing that stuff, I literally just want to go work and get – because I get so many ideas downloading when I'm in that sort of state. And I keep a note pad next to me. I think somebody used to do that and called it neural dreaming. And when you're in that state and you can just sort of get all of these ideas.

[00:39:00] And then, those seem to be the ones that just freakin' work like crazy. Anyway, I'm getting off topic because I love this side. So tell us what five is so that way, we can get your before and afters for all of those successes that you had for your goals.

Justin Ledford: Okay. So really quickly though, I want to hit on how long the turn up of frequency lasts. It should only be a few seconds. I think it's very difficult to turn up the frequency and be exaggeratingly happy for more than like five to ten seconds. So each future accomplishment, when you're right at that moment of accomplishment, turn it up for five seconds, six seconds, ten seconds. But I can't do it more than that yet.

Jaime Masters: You're like for a long period of time, that would be hilarious.

Justin Ledford: Exactly. And then, Stage 5 is tap into the cosmos. Once you get to this phase, you're almost done. Your eyes are still closed like they have been the whole time. You're still breathing like you've been doing in Phase 1. You should feel filled with energy. You should feel very relaxed.

[00:40:00] You should feel very excited. Like those are the feelings you should be feeling at the end of your vision when you're tapping into the cosmos. We are literally just some dust on a rock like **[inaudible] [00:40:13]** says in this endless galaxy. By doing that little practice, you're ending by tapping into that cosmos, the universe. Try to see nothing but black space. Feel only that vast, infinite space inside of yourself. And you just want to set your intention being ready to accept any of those blessings, which you intended to come your way. I, personally, I say to myself I'm ready to receive these dreams.

I'm ready or I'm grateful for what's coming my way. And then, I, personally, I believe I'm tapping into the creator's power. And I do this for as long as I like. And I try to really hold onto gratitude in this last phase. Just gratitude, acceptance, and just know that it's going to come my way.

[00:41:03] And then, after that, I go out and bust my butt.

Jaime Masters: Yes, because actions matter also. You can't just lay in bed all day and do nothing and visualize and that's it.

Justin Ledford: Yeah. I mean, I practice visualization every day. I see my future as I intend it to be every day. And the key, like you said, it's to take massive action.

Jaime Masters: I think that's where a lot of people talk about the secret. But that's where it was lacking. It's like just think about it, and it will be here. And people are like you kind of have to do stuff. To me, it's inspired like I want to do this. I feel compelled. It's not stuff where you're like I feel like I have to do this stuff. This sucks. It's very, very different. I know – do you know of any – so I use guided meditations for a lot of different pieces. So like I told you, I'm going to see Joe Dispenza who wrote a book called *You are the Placebo* for a meditation retreat. I leave tomorrow. I know this video is coming out later.

But what he does very similarly, especially at the end and tapping

into the cosmos.

[00:42:00] But I feel like I need somebody walking me through that instead of me just trying to go how many minutes is that? Great. And then, next is going to be this. Do you have any guided meditations or anything that you can refer us to for somebody that can get walked through a little bit easier on these pieces?

Justin Ledford: Yeah. I do have one in *Visions to the Top*. I have a guided meditation, guided visualization as well. Now, as far as guided visualizations, I don't know where you could find – I'm sure you could find them on the internet. I just made my own. And what I recommend is just put that song on. Put Gladiator song on tomorrow morning on your phone. Put it on speaker. And do the one without the words. It's like eight minutes and nineteen seconds. Just sit there with your spine erect or stand, and go through being, past visions, future visions.

And go through it fast. Or go through it as slow as you like. It doesn't matter, but just get in the habit of doing that. The top most successful people, some of them, they attribute their success to meditation and visualization.

[00:43:00] And for someone to say that just sounds silly, I don't want to do that, that's like turning a cup upside down. And you can't pour any water in that cup. When you turn that cup upright, you can put more in it. And that's what I'm saying. Before knocking it, try it.

Jaime Masters: Yeah, I'm a testimonial for it. Even I meditate every day, and the days that I don't, my kids go, "Mom, did you meditate today?" And I'm like I didn't you can tell, awesome, that's great. But even my whole personality, in general, is just way more calm and less frustrated when you have a chance to really pay attention to what matters, I think, in the beginning of your day. So let's go into your before and afters because this is the thing where this is where the secret everybody got super excited for. Every business owner wants to be told you can have anything you want. Great. And easily, not pain in the butt, oh, my gosh, this sucks. Not "easily" but you know what I mean.

[00:44:00] So give me sort of the before and after and how it actually came to being so that way, it feels less woo-woo and more specific. Does that make sense?

Justin Ledford: Yeah. Based on my results in my life?

Jaime Masters: Yeah, you.

Justin Ledford: Okay. So my first time trying this was back when I was 18 – I'm sorry, 21 is when I went to the Tony Robbins seminar. And I learned about it and started practicing it. And I intended that I would sell over \$225,000.00 for the year and win a Rolex. And I intended to do it just real part time. And that's exactly what happened. I worked real part time. Before every appointment, I'd do a quick just minute visualization. And I have huge orders. I'm the No. 1 guy in my division for 11 years straight. Praise be to the creator. I'm not bragging or anything. I really just feel blessed. But I attribute it to visualization. So that's one result.

Jaime Masters: Question on that. So were you a good sales – because that's the other piece. Would you have been successful anyway without the visualization?

[00:45:02] Do you know what I mean?

Justin Ledford: Absolutely. I believe I would have been successful. I have a mentee that I'm training, and he's been kind of struggling in sales for the longest time. But I've been kind of putting this spiritual aspect to him because we're just spiritual beings going through a physical reality. And I started to have these conversations. And he said to me the other day I'm really starting to see the importance of taking care of my spirit and doing my practice in the morning. Things are coming to me easier. And he said that to me, and I was like, wow, I never thought this guy would have ever said that to me.

Another great example is my first year – over 10 years ago, I went to Costa Rica. And I fell in love with the place. I said I want to own a piece of property here one day. So I put it on my dream board, get a steal of a deal. And I put a big piece of property. And I went several years later, and I was visualizing on it every so often planting that seed and watering it.

[00:46:00] And what happened was I went back. A realtor showed us a couple of properties. They were way too jungley. We didn't want them. And then, another realtor showed me another one. And we told him our budget was \$50,000.00, and he showed us right around that number. And then, we went to another realtor, and this guy, he was a real deal closer. He showed us properties that were

\$150,000.00 to \$300,000.00. And I was like all right, let's go. Show me what you got, whatever. And we're at the top of the mountain, and we get to this piece of property. And I just get this feeling like this is cool.

I like this. There's mayo trees, which are these yellow trees that blossom year round, and it just smells amazing. There were mango trees and avocado trees on this piece of property. Down looking at the valley, the clouds are below us. So we're literally looking at the clouds. And I said, "I want to put an offer on this for \$50,000.00." And it was \$200,000.00, around that number. And he said, "Okay, sure."

[00:47:00]

And the guy came back, the seller was in a bind, needed money. He came back at over \$100,000.00. We said we'll do \$60,000.00. And then, long story short, we got the steal of a deal. We got it for around \$70,000.00. And that's just another example. My friend Lisa and Trevor, they put on their dream board a photo of Hawaii. And they wrote some text about have a magical marriage moment. They wanted a really good moment for their marriage. And they were in Hawaii. And they were planning on taking photos at this place. And the guy said, "Hey, the sun is not good here. We can't do photos here.

We're going to have to go over here." And Trevor is like a Goldilocks, got long hair. He's like no, dude, it's got to be perfect. He's like super lush skin. And the photographer is like why don't we go to this place, and he showed him a photo. And it happened to be the exact same photo that they've had on their vision board for years.

[00:48:00]

Jaime Masters:

That's what you hear about in movies and stuff.

Justin Ledford:

I mean, that's just another example. You can call it what you want to call it. I just call it I know what I want. I intend it, and I bust my butt for it. And then, I get what I want. Whatever other people want to call it, it's up to them. But I think when we have certainty, and we have a vision, and we can tap into that vision, we like lay a pathway towards that end goal.

Jaime Masters:

Yeah. And our subconscious and our brain can figure it out, even when it's not necessarily us trying – because I feel like that's what

we do as business owners. We're like I solve the problems, and I have to solve everything because it's all up to me, and I need the control. And sometimes, just sort of having it out there, and, like you said, it's not like you have to bring it up every single day, especially for that piece of property. You did it once in a while. It wasn't like and then, I need this now, go, right?

Justin Ledford: Right.

Jaime Masters: You're just seeding it because that's what we do as entrepreneurs. We're like if I'm supposed to visualize it, I'm going to do this thing every single day like I'm supposed to.

[00:49:03] And then, they get frustrated after two months or whatever. And then, we don't do it anymore. And I want to make sure that this is something that people understand that it's an evolutionary process of getting better and actually enjoying the process of it instead of just going I do this to get the result. Do you know what I mean?

Justin Ledford: Yeah. It's definitely a process that should be like a ritual that is for enjoyment. It's not for – yes, you want to get the result, and I do it for the result. But now, I'm at the point where I do it because, if I don't do it, I'm cranky, and I'm upset. And I just don't feel right. I feel foggy. And I don't feel like calm and chill and relaxed. But now, I do it because it feels really good. And there's a lot of science behind what meditation or visualization does to the brain, to the body. It slows us down. It makes us more, like I said, chill.

Jaime Masters: Which is great for us crazy entrepreneurs. We really, really need that.

[00:50:00] I mean, I work with most of them. Like, dude, you've got to meditate. I can't chat with you anymore. You have to – let's take it down. I'm one of them, too, so I can't really say anything. But that's why I do it because I know myself, and I get way too in my head. And, sometimes, you need to just bring it back down to earth a little bit so you can accomplish the stuff that you really because that's sort of why we're here. We want to have the best feelings while we're here because why not, why wouldn't we? And we might as well have the stuff, too. That's sort of the whole point of my show.

We might as well have it all as the best as humanly possible. I know we have to start wrapping up. So I want to ask you what is

the one thing that listeners can take this week, and I think I know what you're going to say, to help move them towards their goal of \$1 million?

Justin Ledford: I'd definitely say the one thing that listeners need to do this week is they need to start visualizing. They need to start practicing this ritual, whether it's two minutes or five minutes. You will eventually start to love it. It's like working out. The endorphins that you get from working out, I don't know what you get – actually, you get serotonin.

[00:51:04] You get a sense of connection when you do visualization. It's a sense of connection that your brain releases. So I highly recommend visualizing. And that's what I recommend because it works for me.

Jaime Masters: I know you're friends with Hal, and when Hal came on the show, he's like commit to 30 days. How long should we actually commit to it when it's feeling crappy in order to start feeling like it might be a good thing? Do you know what I mean?

Justin Ledford: Yeah. I would say, for me, I know it's got to be at least 60 days. If I've got a new goal that I'm working on, and that might be crazy to your audience, so just go with 30. But if you're somebody who is using visualization, maybe just go with 60 because it takes some time to reprogram our subconscious mind to believe what we want it to believe and to crush those doubts or those little voices.

Jaime Masters: Awesome. So where can we get that book again so everybody can make sure that they can follow along instead of just re-listening to this interview 17 times, and they have a book to go by?

[00:52:00]

Justin Ledford: Absolutely. It's visionstothetop.com is where you can get a bunch of free chapters and some cool stuff. If you want to just get the book, it's visionstothetopbook.com.

Jaime Masters: Thank you so much for coming. I really, really appreciate it.

Justin Ledford: Jaime, it's been a pleasure. That's so much.

[End of Audio]