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Insights

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Kate Romero and John Stellar
"The Secret's" Stellar PR Visionaries



John Stellar

Originally a broadcast journalist with NBC News, John Stellar has worked as a public relations professional since 1993. He has worked in and around the media since graduating from the Reynolds School of Journalism at the University of Nevada, Reno.

A native of Southern California, John utilizes a very personalized, grass roots, and organic approach to lead the company and succeed at gaining just the right media exposure and connecting all the right dots. One client branded him the "Unpublicist", which only comes from years of life experience, confidence, and intuitive gifts. John's enthusiasm and passion speaks volumes for how he operates in business and life.

and Kate Romero-Stellar

Born in Detroit, Michigan, and originally a talent agent and progressive talent manager, Kate has nearly three decades of experience in the entertainment industry. She brings her eye for talent, her Master Sorter skills, and natural born PR talent to Stellar. As an example of Kate's ability to connect all the right dots, at age nine, she drew a picture with crayons of a postage stamp on an envelope to send away for Dr. Seuss books. The entire library of books showed up special delivery a few days later.

Kate's passion to launch budding and well-known visionary products and people adds just the right energy to Stellar. As Vice President at Stellar, Kate also manages PR and media projects for personal growth, retail, and film festival clients, including, but not limited to, strategy development implantation; client coverage in print, electronic, and broadcast media; art direction on client photo shoots; Web site project management; marketing research; writing, editing, and placement of press releases, as well as ongoing business development and client management.

I: Who are the media looking to interview these days?

JS: I would say, in a nutshell, people who are making an impact in the world. The media is done with gimmicks, I think, is the thing to say. They're really looking for people of substance, men and women who—regardless of the industry they're in—are really moving our country and the world forward through the way they're doing business and the products and services they offer. They're looking for people like that. We sometimes use the terms *leaders* and *visionaries*. They're looking for those kinds of people.

I: How much media exposure does it take to make a business a success?

JS: Let me give you an example. One thing our company, Stellar Communications, is still best known for is launching the global phenomenon, the book and film *The Secret*. And even before I took the creator of that project, Rhonda Byrne, to the Oprah Winfrey show, there were people who would call our company and ask, "What do I need to do to get to the Oprah Winfrey show?"

They really have that focus of seeking just one big hit. What we tell our clients is that to be successful, it really takes a presence over time. We look six months, twelve months, sometimes even five years out to see what will help our clients gain exposure, and we consider ourselves architects of vision. How we do that is by gaining exposure for people and helping them build a case for the products and services they offer and how they're doing business in the world.

I: What does it take to become a household name, or a household brand?

KRS: It's like asking, "How do you get to Carnegie Hall?" And the answer is, "Practice." What it takes to become a household name or brand is persistence, diligence, purity of your product, and to really understand your brand and your demographic as well.

Stellar is very good at placing a client in the most ideal demographic for their product, their brand, their vision, and however they want to impact the world. I believe that a person's demographic is very important to distinguish. I believe also that it is extremely important to be persistent, not give up, stick

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with it, have a vision, be passionate about it—to walk your talk. Walking your talk is one of the *most* important things that we look for in our clients.

We're very, very selective about who we choose as a client, based on how well they walk their talk, and how well they are representing their product. Once we get the ideal client who's really, really walking their talk, and they've got something incredibly special like *The Secret*, as John was mentioning, then it really becomes a lot of fun to get them to become a household name and brand.

What we do is we build it, as John said. Sometimes it's six months, sometimes it's a year, sometimes it's even five years out, but we build and build and build and build, and not any one media outlet is too small, because it's all building on itself. And it ends up making a world impact, as long as you stay with it. I believe that a client's attitude has a lot to do with how far they will go.

JS: I'd just like to add something to that, and I think this will put a smile on Kate's face, and maybe even on the faces some of the readers. I think one of the most important things is belief. To become a household name, you really have to have the belief that that you will become that.

Just the other day, we were watching the Rose Parade, and Paula Deen was the Master of Ceremonies—I don't think that was quite the title.

KRS: Grand Marshal.

JS: Grand Marshal. Paula Deen came from a background where she suffered from agoraphobia so badly she couldn't leave her home. It was a belief that what she had to offer was going to make a difference that helped her overcome that, and now Paula Deen has become a household name. That belief is a very important component.

Part of the role we play with our clients is that we remind them of who they are and remind them of their belief along the way.

KRS: If I could interject about Paula Deen, for anyone who doesn't know who she is, she's a chef, and she's really down home and really fun. But the major thing about her story is that she broke through an incredibly debilitating issue. Can you imagine not being able to leave your home, ever?

She broke through that because of her belief, and her belief was so strong that I think she made four million dollars last year. She went from being a housebound woman who couldn't leave, to now this wonderful conglomerate, and she's changing lives all over the place. She does use a lot of butter in her recipes, but I believe everybody can switch that out and use what they prefer and what's better for their health instead, but what we're getting at is belief.

I have a Katie-ism, if I may share it. It goes like this: "It costs you nothing to believe. It costs you everything if you don't. Believing is free. You can have all you want, and it doesn't have any calories, so why not? It doesn't cost a thing."

I: I love that—very nice! She also was a single mother of two sons. She had just recently been divorced, had this debilitating agoraphobia, and she had these two boys to take care. She had to overcome a lot to take care of her family.

KRS: Absolutely.

I: She's amazing. If I could eat all of her dishes, I would.

KRS: Oh, yes—and she's fun. Her personality is not repressed in the slightest, and when she was an agoraphobic, it was completely. This woman has reinvented herself to such a huge degree that she's a wonderful example for how to become a household name and a brand against all odds and obstacles that might be thrown at you.

It is possible for any person to have, do, and be—be, do, and have—anything they choose. And with the right PR company, you can be guided past your blocks and past your fears into the spotlight that you need to be in because you have such a wonderfully impactful product that will enhance everyone who chooses to learn about it or use it.

I've been a life coach since second grade, actually. I'm very good at spotting somebody who is having a challenge, block, or fear, or is even engaging in any self-sabotage. I recognize it immediately, and I have a conversation with that person that's gentle and nurturing and supportive.

We've walked people through complete fear into writing their own books that are now recommended reading, and even mandatory reading, for professionals. One individual in particular was Tobias Desjardins, who suffered from chronic arthritis. He really wanted to make a difference in the arena of peaceful shared custody. He created a Web site called www.peacefulsharedcustody.com, and he wrote a book that is now required reading by other therapists and attorneys that he works with, in order to get their credentials.

He's come a long, long way, and now he's also doing a reality show that sheds light on how children suffer when their parents fight over them. We took him by the hand from step one and brought him all the way there in a very short time, because he was willing, and we coached him through his fears. He has now arrived.

I: Wow—what an interesting story. What can someone do to clearly understand their brand?

JS: I think they've got to look at the very core of what their purpose is, because their purpose is definitely going to be tied to their brand. If they're here to help and serve people, and that's what is really in their heart, then that's what is going to be at the core of their brand. So they can start there.

If everything about our company is focused on help and service, then the products that we create are going to have a helpful, service-filled nature to them. The people that work at our company will share those values. You're going to get to the very heart of the matter and, even though it's business, it's really going to come from a personal place—something that has been in a person that they've seen over the years, and as they grow and develop, they take layers off. They become clearer about why they're really here in this lifetime, and that's what helps a person and a company get clear about their brand. They get right back to the very core of what brought them into the business they're in.



Our role with companies—when we get to be part of that process, that brand identification, that brand development—involves us coming in and holding up a mirror and showing them who they are; if they don't see it as clearly as we do, then we help them see it more clearly.

The other day, we were writing a news release for a client who has a book coming out in March, and she's been working on the book for over a year, so it's not really new to her anymore. The first thing she said regarding the news release was, "I'm really excited to read this book, and I'm the one that wrote it."

It's about having people really look at their core and what they're about, and get clear about what their brand is and what they want that to say in the world.

I: What can someone do to hone their message and vision?

JS: It's really about having an internal focus. We've had a chance to be in the middle of a number of branding sessions where the key people from a company will be in a room. Sometimes these sessions last for a half a day—I've been in some branding sessions that have gone for three full days. It's an opportunity for these individuals to take a step back and shift their focus to look within again, to see what matters. It's a time to take inventory and look and see and ask themselves, "What are the important values of our company? Are we about safety? Are we about kindness? Are we about value?"

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It's a chance to look at what those core values are and then to take those values and wash them over every part of the company.

I: I see. You mentioned earlier that people are concerned about how they can get Oprah Winfrey's attention and then get on her show. What does it take to attract Oprah Winfrey?

KRS: Like I said, it's like Carnegie Hall—it takes practice. As we were saying earlier, it's really about committing to your purpose and being passionate about it and being coachable—being willing to get past any blocks and fears.

As far as our part in getting a person to Oprah, there's a lot going on with a person who's just about to step into their dream. They're confronted most of the time—it's the human condition, we all know that—and what we do is make sure that they feel content, supported, safe, and confident knowing that we're going to take them in steps that they can handle.



There are times when we will get a really big opportunity for a client who isn't quite ready to seize it, and we will walk them through it and assure them that they're going to succeed and prevail, and it's going to be great, and we help it become fun for them.

What it really takes to get the attention of Oprah and people like Oprah—well, actually, there's no one like Oprah—is to have a story with heart. Make sure that you're coming from humanity with whatever your service or product is. Even if you're a coach, make sure that your heart is completely coming from concern for humanity and the highest, best good of every individual that you coach and come into contact with. That's the one thing that really appeals to Oprah.

She has recently launched her OWN network, the Oprah Winfrey Network. We watched it on January 1st, and it's incredible. It's such a delight to see an entire network devoted to impacting the world in such a positive way. She has some amazing shows on that network.

It's like she's taken herself, one show that she had, and she's cloned herself to have all these other shows on this network, so there's much, much, more opportunity for a person to get Oprah's attention, because she needs much more content now than she did before. Does that answer your question?

I: It does. I've seen her OWN network, and it's all these experts that she's always had on her show, but they have their own shows now.

KRS: Right. Diane Sawyer is doing a show called *Master Class*, which is all about taking our moguls and rock stars and whomever they are, and Diane interviews them about what their darkest moment was, how they overcame it, and who they are now.

Fergie, as a matter of fact, will be doing a show with Diane Sawyer and *Master Class*, and I found it just so compelling that she was completely transparent in the interview. She said, "There's one thing I want to know that I don't know how to get. I don't know how to get it, I don't know if I'll ever know how to get it, and I want to know how to get it. How do you get self-worth?"

That's going to be an amazing, amazing interview that will impact everybody watching, because we're all so connected and we all have similar issues. We are all different people, and maybe that is why we're always surprised when someone out there has something going on with them, and once they share it, we realize we are not alone because we secretly have it going on with ourselves too. We think, "Wow, I'm not the only one!"

The OWN network is one of our big targets for leading our clients forward, because if they have something wonderful to say, and a wonderful product, and they're wonderful human beings who can make a giant impact, of course it's a natural fit for them to be featured on the OWN Network.

JS: I'd just like to add one other thing about getting on Oprah's radar. This is pretty nuts and bolts. Some people have vision boards, some have vision books, some write goals. Katie and I, for a while, have had God boxes where we put questions or things like our intentions that we want to put out and manifest. The more men and women add things to their vision boards or lists, the more likely they are to make it real in the world. If getting to Oprah is your vision, then put up a picture of Oprah Winfrey next to the goal. Make it known in the world that you'd like to make that connection. Also, tell key people that you have that in mind.

One example involves a client of ours who, about four years ago, was leading a class on the subject of billionaires. He talked constantly about Richard Branson. I had a conversation with him and I said, "It sounds like Richard Branson is your favorite billionaire." He said, "Yes, and I would love to have lunch with him sometime."

We went to work and did our thing. That conversation I had with the client was in June, and the first week of December we had Richard Branson and this client together on Richard's private island in the British Virgin Islands playing poker and racing boats around the island.

We are just about to connect another client of ours with Nora Ephron with the book our client has created. It's about seeing it, believing it, and knowing who the key people are who can help connect those dots.

I: Talking about Oprah Winfrey and her products, what are your products and services that make people's lives better?

JS: Inside our court, our universe?

KRS: Realm?

I: Yes.

JS: Our bread and butter for going on sixteen years has been the service of connecting clients and their products and services with the media. As you mentioned in my bio, I am trained as a television journalist originally, so I used to be the person that would deliver information in front of a television camera. In the past nearly sixteen years, I've been the person packaging our clients so that the media can see who they are and tell stories about them and what they're up to with their companies, and what products they're selling. Our bread and butter is our service—media relations. We get people and their organizations in front of the media and have them talked about in their city, state, country, and on other continents.

We've added things. About three years ago I started referring to us as Dot Connectors, and we started consciously connecting clients with people like Richard Branson, Oprah, Larry King—high profile names that made sense for our clients to be connected with. A minute ago I mentioned Nora Ephron, who is known as a writer and producer, and I think she's even directed a few films now. We've added Dot Connecting to our list of services.

Beyond that, since Katie and I formed a relationship and she became VP of Stellar Communications, she is now solely in charge of the entertainment component. One of the things that we're doing for clients at Stellar Communications now is, if they have a reality TV show idea or even an idea for a TV show in general, between Katie and I, we have the contacts to get these show ideas heard and actually produced out in the world.

We continue to expand. My belief for years has been that I can get anywhere my clients need to be, or I need to be, in three phone calls or less. So we've just broadened that scope and been able to touch an even broader world in the last three years especially.

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I: That's fabulous.

KRS: It's a wonderful partnership.

I: It sounds like it. It sounds like it's a fabulous relationship. What is your "why"? What's your story?

JS: I'm glad you asked that question, because this is what we want everyone out there, especially the people that we work with on a day-to-day basis, to get to—the "why". What's the story behind it?

I got really clear on my "why" about two years ago when we read a book written by a client of ours titled *Cellular Wisdom for Women*. It's a brilliant book, and Katie started reading it first. It's a book and a workbook, and she was having such amazing results that six weeks later I said, "I don't care that the word 'women' is in the title—I'm going to bring a copy out for myself, read it, and start writing."

Here's what brought me to my "why": As a child, I always wanted to be an architect and a builder, and when I was seven, eight, nine years old, I would get into every construction site that I could. I would look in. I loved buildings in the framing stage. I would get in and I would say, "Okay, this is where the living room is. This is the family room. These are the bathrooms." I would look around, and I was completely fascinated by that.

As I was reading *Cellular Wisdom for Women*, it was talking about what your dreams were as a child, and I saw that I'm not an architect today—I'm not designing and building homes. But I'm an architect of visions. When I get up each morning and I get to the office, it's a new day of, "What do I get to build today? What do I get to construct for our clients today, and for myself?" I find a lot of joy in helping people get their messages out in the world. My "why" is that I'm a builder of visions and a communicator of visions.

I: What is your vision in twenty-five words or less?

JS: In twenty-five words or less, I'd say that Stellar Communications is here to be a spokesperson for great people, companies, and products, and to connect just the right dots for every person and organization we work with.

I: That's excellent. Very clear. That was perfect. How can you trade transparency for success?

KRS: I believe that the more authentic every individual allows themselves to become, the more they will attract to themselves an identical vibrational match to what it is that they're seeking to do.

Transparency is the one thing that helps us trust the people we're doing business with. It's the one thing that helps us know we're in a wonderful marriage. It's the one thing that really deepens friendship. You can't get by without transparency. A person must be willing to be their full self—their full authentic self—warts and all. Sometimes being authentic doesn't mean you're always nice. It means that you tell the truth, and it means you're tactful, and it means that you're allowing a person you're talking with the right and the ability and the freedom and the opportunity to make a course correction based on what it is you're saying to them authentically.

For instance, if you withhold something that you're unhappy with from the partner you're doing business with or from a client, then they don't have any opportunity to make a course correction to improve that situation. Without transparency, nobody wins, and you can't set anyone up to win without transparency. In my mind, success can't happen without transparency—not any lasting success, anyway. I hope that answers your question a bit.

I: It does. Why is it important to have fans?



KRS: I have over four thousand friends on Facebook now and just a couple of months ago I only had fifty. I was doing an experiment, because I believe whatever you focus on expands, and I wasn't focusing on Facebook. And then I thought, "What if I focus on Facebook? I'm going to focus on Facebook!"

I started focusing on Facebook and before I knew it, I had four thousand friends on Facebook. I don't know if I would call them friends, but it is important to build a support system and a community who really are inspired by whatever you're modeling for them, and being authentic and transparent is one of the best ways to model how to be in the world if you're wanting to be successful.

Fans, I believe, are those who really get who you are, want to be like you, want to overcome obstacles, want to be their full selves, and want to play full out in life. I believe fans are a wonderful barometer of how well you're doing yourself. Everybody needs some kind of feedback, and what fans do, for any person who has fans, is they put up a mirror in front of the person who they're a fan of. And that's a great way to self-regulate and to see where you are, where you need to improve, and how to be your greatest self.

JS: I'd just like to piggyback something on that. In my mind, especially doing this public relations work for nearly the last sixteen years, there's just nothing quite as powerful as a third party testimonial. Think of it—when you hear from a good friend about a new restaurant, you're going to be pretty apt to go out and try it. So what happens if you hear from a trusted media source about a new film or new product? Part of the importance of having fans is having other people out in the world who are saying you're great and that you provide value. It's going to attract attention to what you're doing.

I: Let me ask you a couple personal questions. What inspires you both, Katie and John?

KRS: My husband inspires me.

JS: Right back at you.

KRS: That's the easy answer. What inspires me is that I have an opportunity to speak my truth, to be of service, to make a difference, to take my life experience and be transparent about it enough to show others who have been through some of the similar things that I've been through, that they not only can survive it, they can prevail over it and thrive and have the life of their dreams and the mate of their dreams, and nothing can stop them.

What inspires me is that I get an opportunity to do that every single day with every breath I take. There's a saying that everything that a person says or does—at least those things that other people can see—is marketing. I like to always be mindful of how I'm occurring in the world and how I'm being with myself. The more a person can raise their own opinion of themselves, the more they're allowing their greatness out, and the more other people can be touched and inspired and moved by them.

I'm inspired just by waking up in the morning. That might sound like a cliché kind of comment, but I'm quite serious. On August 17th I had a very serious spinal surgery. It was my second one. If I didn't have either of those surgeries, I would have been paralyzed on both occasions. I'm incredibly inspired and grateful that my body functions and that I have a greater purpose and a very high calling; that I'm gifted with perfect health, regardless of what has gone on in my body or any part of me. I'm overcoming and I'm prevailing because I'm inspired to make a difference in the world.

I: I like that Katie, thank you.

KRS: You're welcome.

JS: Inspiration for me . . . let's see. There's the saying "Be the change you want to see in the world." I've heard that expression a lot, and I would say one of the things I've done already in this New Year of 2011 is look at how to express that in the world.

An inspiration for me right now is to see what I can cultivate in myself, and have that show up out in the world. Peace and calm, I've really had those for some time, and I'm looking to see what else I can

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cultivate in myself and have that show up. I think as Katie and I see that out in the world, and I'm working on that myself, and she's working on that herself, we're in for some pretty cool surprises this coming year. Right now that's my inspiration.

I: How do you inspire others and change their lives?

KRS: For me, as I mentioned, I've been a life coach since I was in second grade. I'm quite serious. Every time I went out for recess, there were kids in my class lined up to talk to me about their families. And at any job I've ever had along the way on my path, during my coffee break, the people were lined up outside the door to talk to me.

I have a friend who is a talent manager in one of the biggest agencies in Los Angeles, and we used to have dinner about every six weeks just to catch up. He was a platonic friend, and I really enjoyed his company. One day he called me out of the blue and said, "Katie, I'm considering starting some therapy, and I have to tell you that every time we have dinner, I'm high for six weeks. I'd rather pay you to talk to me than go to a therapist. Are you in?"

I said, "Sure, of course I'll do that."

He said, "There's just one thing—I have to pay you \$100 an hour. If you don't take my money, I'm not doing it."

I thought, "Wow!" That was my first life coaching client, and that experience made me a professional. I've been doing that, like I said, ever since I was in second grade. How I impact other people is I have—I don't know if I can call it a gift—but I have an ability to be so emotionally empathic that I can connect with a person and find the block that they're not aware of within themselves and reveal it to them as gently as possible. I then give them some feedback on how I see their life opening up if they will just do something slightly different in one place or another. The success rate of the people I've coached is just incredible.

I co-created something called Quantum Hypnotherapy, where I commissioned a certified hypnotherapist to put clients under hypnosis. Then I would life coach them and create a new life blueprint for them while they were hypnotized. I would pretty much uninstall the old software and then install new software for their new life blueprint while they were under hypnosis, with their permission and agreement. I've done 173 sessions and all of them successful for every single issue you can possibly imagine.

A forty-year smoker who smoked four packs a day couldn't stop. I had him refrain from smoking for twenty-four hours, and then we gave him a Quantum Hypnotherapy session. He stopped smoking. He didn't have any taste for cigarettes. He threw them away. To this day, as far as we know, he has remained a non-smoker.

There was a methamphetamine addict we worked with who also agreed to refrain from the drug for twenty-four hours. Up to that point he had been powerless to stop using the drug. It's highly, highly addictive. As far as we know today, he is still free from that addiction.

There's something very powerful that I was born with that I'm meant to be using in the world, so I impact people or inspire people by just being my truthful self and not holding back. These sensations I get—the instincts and intuition—I share with the people I'm talking with and explain what it is I'm seeing and feeling. Even if what I'm feeling makes no sense to me at all, it always makes sense to the person I'm talking to.

Also, I'm writing books. *The End of the Anonymous Actor: Changing Your Life Story Forever*, is about the journey to finding yourself. I'm also writing a book called *Radical Partnership: The Secret to a Stellar Relationship*, because John and I met through *The Secret* and we have a radical partnership. There are many ways that I impact and inspire. I had radio show for three and a half years that aired every Tuesday and I interviewed the world's greatest entertainment industry rock stars, leaders, and

visionaries of our day. I got to talk to them for an hour every week, and had many, many, many listeners. I just can't find enough ways to help people find their true self.

I: Very nice. How about you, John?

JS: A quick add-on for me. I think where I'm seeing that I'm inspiring others most these days is in the area of love. I am completely blessed to be in this amazing marriage and partnership with Katie. When we are out in the world, whether we're working or playing—we don't really keep track of whether we're working or playing, which is another huge blessing—people tangibly experience the love that we have for each other. It's been the greatest gift to see that.

We recently attended an event and there was some music playing. It was a Christmas party towards the end of the year, and there were about sixty people there. It was pretty intimate as far as the size of the group and size of the room. At one point the song "At Last" by Etta James came on. Pretty much every time that song comes on, Katie begins to sing it to me. It's her song to me. That song came on and we started dancing, and it was like the rest of the world disappeared. Yet I felt pretty much every person in that room experiencing the love that we were feeling.

It just feels like such a great gift to be my most authentic self that I've ever been in a relationship, and to have people out in the world, from our clients to our friends to people we just meet out on the streets—even people in elevators—see us glowing. And then *they* walk out of the elevator glowing. I love that I am, and my life with Katie is, an inspiration for love.

I: That's very nice. Why did you two choose this arena for your life's great work?

KRS: Because publicity and marketing is everywhere and in everything we do. I was formerly an actor for fifteen years, and I got myself so much work that I couldn't even keep up with it myself. Then I became a talent agent and a talent manager to help other people secure so much work they could barely keep up with it. I just have a knack for that.

I just have a natural ability in the areas of public relations and marketing, and showing people in their best light and amplifying their best parts. Even if they don't know what those best parts are, I go in and I pull them out and reveal those parts to them. One of my favorite things to do is to leave a person feeling so inspired by who they are that their consciousness shifts.

I chose this work because it fits so well, and I never feel so much intrinsically myself as when I do this work. That's my answer for why I would chose to do the work I'm doing—because it's my greatest opportunity to impact as many people as possible at one time. The entertainment industry, combined with the public relations work I do with John, helps me reach the world in a blink of the eye, just like *The Secret* did.



It's just amazing what is possible when you get yourself sorted out as to what it is that you want, what's most important to you, and what your greatest values are. When you figure out what those are, then you head straight for the thing that aligns with all of it, and that's where you will find your success and your fortune. It comes from self-acceptance and being your authentic, transparent self in the world. It takes a lot of courage to even think about doing that, let alone actually achieve it.

It's not easy growing up, and that's why a lot of people avoid it, because there's some pain involved. Not doing it, though, is the biggest risk of all, I believe.

I: I agree with you. How about you, John?

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JS: In a way, I'm thinking it chose me. I would say that the public relations work is definitely a life calling. Some other people might use the word ministry. It's a very natural place.

What's ironic is that as a child I didn't have much of a voice. I grew up in a family where speaking up and being transparent wasn't encouraged—that's one way to put it. The work I'm doing now where I'm speaking up for myself and others, getting them out in the world, is really a calling. It's a culmination of forty-five years of my life.

I continually, pretty much every day, think about the seven billion people on the planet, and I want to do my part during the rest of this lifetime to make sure that I'm helping each and every person wake up to what their calling is, whether that's being a sports hero or being a great parent or starting a business. Whatever it is, I want to be part of that. For me, I consider that for every moment I'm doing this work, I'm on that mission. That's my calling.

I: How do you define success?

KRS: I would say the first thing that came to my mind, which is that success for me involves how I feel about myself every day. If I'm feeling like I'm living my purpose, I'm on purpose, I'm not pushing myself too hard, there's enough self-care, I'm keeping myself well oiled and ready to go, then I am successful because I can't do anything without that. So my mind went straight to what's the foundation of my success.

Success for me is not so much about finances as it is about a state of being and a state of mind. I believe that it's our attitude that keeps us from wealth, whether it be in the area of health, finances, love, friends, or whatever.

There are many, many finer grains of sand that keep people from success. My idea of success is finding out what those grains of sand are, making course corrections where I need to, and preparing myself every moment for what that next thing is, and being hootless about how it comes while holding a vision for what it would look like.

For me, having a network called The Good News Network—all good news all the time—is one of my big visions. I'm making sure I'm keeping myself healthy and maintaining a great attitude by really choosing carefully the thoughts that I'm thinking. That's a full-time job, as we all know, and it really makes a difference, because words are so powerful and they totally shape your life.

I: I completely agree with you about words being extremely powerful; even what you think, what you say to yourself and to others has such a tremendous impact. You're absolutely right. John, how about you?

JS: When I think of success, the first word that comes up for me is motion, and that sounds kind of funny.

What I mean by that is I think you're succeeding if you're in motion towards your big vision in life. For me, I just shared that it is about doing my part to have each and every person on the planet awaken to what their purpose is.

There are some days when I'll say to Katie, "It feels kind of funny today, because I'm working on small things, small tasks." I'm making phone calls or doing things that don't feel big by any means, but what I always come down to is that those small things are part of the big picture, which is part of that success. If I am in motion towards my vision, that's success, and I feel that that's true for all people.

I: I agree. What was your most powerful moment of success or life change that you've had?

JS: Mine was March 22, 2009, at Agape Church, when Reverend Michael Bernard Beckwith married Katie and I. It was at the eleven o'clock service, and it was a church service where a wedding broke out. Including the choir, there were about one hundred people in the room out of twelve hundred that knew



that there were going to be wedding nuptials, and we were invited on the stage at the very end of the service. The room got quiet. It was like we were in this loving embrace of twelve hundred people as we took our vows, and it was like a sonic boom of love that went out to the church and community and beyond.

To date, that's my most incredible life moment, if I'm going to narrow it down to one time. I don't know if I answered your question—I went into an altered state for a moment.

I: That's okay. That's welcomed here. Katie, how about you?

KRS: What immediately came to mind—and I tend to trust what first comes to my mind—is when John and I were best, best friends. He was the soul brother I always wanted and never had. We went to all these personal development things together and went on hikes, and talked for hours at a coffee shop until they kicked us to the curb, and were just the best, best friends. He knew all my stuff, I knew all his stuff. I was just the strongest supporter of this man and he of me. I even told my former husband, "I have a platonic male friend that would never, ever, ever go beyond the platonic relationship." My former husband said, "Oh, that's so great. You deserve that, Katie. I'm happy for you."

Time went on, and John and I attended a gratitude dinner. We carpooled. We got there, and it was really nice, and we had a good time. And then, when it was time for the evening to end, he took me back to my car. I said, "Thanks a lot. That was a lot of fun. I'll see you around campus."

He said, "Wait a minute, " and I asked, "What?"

He said, "I need to tell you something." I said, "What do you need to tell me?"

He said, "I don't know how to say it." I said, "Well, just say it. You know you can tell me anything." This went on for awhile until he said, "I don't know how to say it," and I said, "Okay, if you knew what to say or how to say it, how would you say it?" He said, "I'm charmed and enchanted by you," and I asked, "What does that mean?"

He said, "It means I want to carry your books for you, I want to take care of your feelings, I want to support you, and I want to be your sacred partner."

I asked, "What's a sacred partner?" He said, "I want to be your boyfriend!"

Oh my gosh—I'm an intuitive woman, and I did not see that coming. In that moment, when he shared those feelings with me, he killed off my brother. I was shocked. I felt like a deer in the headlights. John's face was white.

As we look back on it, that's when he proposed to me, because we did end up getting married, and it all came from that evening of his sharing his heart with me. That changed my life permanently and forever in all the best ways.

It doesn't matter how old you are for something to come and shift your consciousness to that level, but that did it. I haven't stopped smiling yet, and I don't expect that I will.

I: That's so sweet. You two are so sweet. What are the three most important personal tips you could share for achievement and fulfillment?

JS: I would say honoring yourself is really at the top. If you honor, respect, and love yourself, you will attract the same in return. Have faith. Have big faith. And ask for help. You want to ask for support. You want to ask questions. One of the greatest lessons Katie has taught me is that curiosity is king. Honor yourself, have faith, and . . .

I: Ask.

JS: Ask for help. Ask for what the responses were. See, there I go.

I: That's a perfect example.

KRS: My first tip would be to breathe deeply. Remember to breathe. The second one would be to make sure your receiver is in good order and working perfectly, because it takes a lot more courage to receive than it does to give. If your receiver is broken or not working or you don't know where it is, you're going to have a very hard time receiving anything.

The best thing for me as a wife to my husband is to receive the love that he's offering me, because a lot of women—and a lot of men—don't understand that receiving is the key to every relationship. A lot of people think that it's just in the giving, and giving is a position of control. Giving and receiving is the law of reciprocity. Both are important. So the second personal tip would be please, please, please remember to receive, because that's the best way to honor a person who's trying to give to you.

So breathe, make sure your receiver is in good working order, and the third personal tip would be stalk your thoughts and make sure that they are the ones that you want to come through to the best of your ability. What you think about, you bring about, and there's no question about it.



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