

WHO DO YOU THINK YOU ARE?

DISCOVER THE
PURPOSE OF YOUR LIFE

KEITH LEON

Foreword by Jack Canfield,
co-creator of *Chicken Soup for the Soul*® and author of *The Success Principles:
How to Get From Where You Are to Where You Want to Be*™

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Life*

By Keith Leon

Relationship Expert and Co-author of

The Seven Steps to Successful Relationships

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The stories and events described herein are provided from memory. They are intended to be enjoyed and to teach rather than to be an exact factual history.

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There are men and women who make the world better by being the kind of people they are. They have the gift of kindness or courage or loyalty or integrity. It really matters very little whether they are behind the wheel of a truck or running a business or bringing up a family. They teach the truth by living it.

- James A. Garfield

~ Author's Suggestion ~

Each person whom I selected to participate in this book is truly living his or her purpose. The stories and the wisdom being shared by these great teachers are rich, and in my opinion, are something to be considered, pondered and savored. My suggestion to you is that you read two or three stories at a time, then set the book down and really consider what you've read before moving on to the next story.

To support you in this, I have developed a Who Do You Think You Are? Action Guide – a downloadable companion to the book, which will help you to clarify what you learn from each of the stories and put your learning into action in your own life. To get your Action Guide, go to www.Relationship-Masters.com

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To the personal assistants of each participant, I give you thanks. For some of you it was a juggling act to squeeze in the interview for this book. Thank you on behalf of all the fans, seminar participants, readers or followers of the person you represent for all the work you do.

To the people who allowed me to interview them, and whose answers and stories appear in this book: it was an honor to meet each and every one of you and to ask you these three very important questions. I appreciate you creating time in your busy schedules to meet with me, and for opening your hearts and sharing your life discoveries with our readers. May you continue to live your purpose and inspire us with the wonderful work that you do.

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Thank you to all my family and friends who supported me with love and encouragement through this project, as well as in my every day life. This world is a better place because you are in it.

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Mom, you always told me that I could do "anything" I put my mind to. Thanks for being supportive of my visions, goals and missions

in life. Every dollar we *didn't* have was made up for with love. Your ability to continue through life with the hurdles you have had to jump has been inspirational. You are my Number One Fan, and no one can ever take that title away from you. I love you.

Dad and Sandi, your long lasting relationship inspires me. David, Melissa, Heidi, Rene; Aaron and Cheri, thanks for your well wishes and loving support.

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FOREWORD

When Keith first told me about this book I knew he was really onto something. Keith is asking the questions we've all asked ourselves at one time or another. I meet tens of thousands of people each year, and one common theme among the people I meet and teach is self-discovery. They all want to know, "Why am I here?" and "What is my purpose?" I believe we can all benefit from asking ourselves these questions, because once we are clear on the answers, we can align all of our goals and activities with our life purpose, and, as a result, achieve a much greater sense of joy and fulfillment in our life.

Keith has spent many years searching for his answers, and even though he has become very clear on why *he's* here, he became captivated by the idea of asking these same questions to a wide variety of people who have had great success in their lives as well as people who are just starting out but who are clearly on a path and know their purpose. As a result of the diverse group of people Keith has interviewed, I know that many of them will speak directly to you and your life's path. They may help you refine your own understanding of what you have thought your purpose to be, or they may help you discover and define your life purpose for the very first time. There is a lot of wisdom in the pages of this book, as well as a lot of practical information for how to more fully understand and embrace your life purpose.

I've known Keith for some time now, and it's clear to me that his purpose is to deeply and positively touch the lives of anyone and everyone he comes into contact with. My first connection to Keith was through his music when he was performing at an event at which I was speaking. His songs inspired and uplifted me and led me to seek out a friendship with him. Over time I have come to learn that in addition to his music, Keith also lives his purpose through his dynamic speaking, training, coaching and writing and, probably most importantly, by being a living demonstration of the keys to relationship success that he teaches with his wife Maura.

I know you will enjoy reading this book as much as I did because it will inspire you to be all that you are capable of and it will provide you with practical tips on how to do that. Having worked with over one million people in workshops, seminars, training and coaching, I have come to know that you do have a specific purpose in this life, and if it hasn't already been revealed to you, this book will help. I'm quite sure that if

you read the wisdom being imparted by the inspiring mentors in this book, and you go within and consider their words, you'll be much clearer about how to discover and manifest the purpose of your life.

Jack Canfield, co-creator of *Chicken Soup for the Soul*®
and author of *The Success Principles: How to Get
From Where You Are to Where You Want to Be*™

INTRODUCTION

The way this book came into existence is a miracle in itself. My wife Maura and I had just experienced the biggest business failure of our lives. Maura chose to take a mourning period and I found myself at a crossroads: do I stay in the muck or move on? I chose to say “NEXT!” and move on as quickly as I could from the “failure” I had experienced.

One day I turned to my wife and said, “Give me the greatest book title I’ve ever heard, that’s all I need is a good book title.”

It took her all of a minute and a half. She looked at me and said, “Who Do You Think You Are?”

I was blown away. I thought it *was* the greatest book title I had ever heard. I asked Maura, “What would it be about?”

We brainstormed a bit and came up with an idea or two. We originally thought it would be a book of interviews with people who had gone from rags to riches, a book all about success and how those who are successful think and act.

I contacted one of the teachers from *The Secret* and asked to meet with him. He agreed to meet and we set a date. I then told my wife we had a meeting and we needed to complete our pitch on the book.

“What book?” she asked.

“*Who Do You Think You Are?*” I replied.

“That idea is half-baked,” she said.

I responded, “Well then we’d better bake it and quick.”

We met with this man, who has now become a mentor of ours, and spent a half-day with him. I am so grateful for that time, as this great teacher put my wife and me on a path of abundance. He helped us realize our self-worth, something we had been missing until then.

It wasn’t long before I realized that this mentor wasn’t going to have the time to collaborate on the project. In addition, the project didn’t have enough “juice” for me the way it was, so, I went to prayer with it. I checked within myself and sat with the title until the purpose of the book came to me! I did what many wise mentors will tell you to do. I went inside for the answer I was searching for.

As I sat in silence waiting for the answer to my question, I remembered back to a time when I was searching for my life’s purpose. I had spent many years asking *Who am I? What is my purpose?* I went from church to church, synagogue to mosque, looking for the answers. As a matter of fact, during this search I spent much time wishing I could sit in front of all the people I considered to be successful and clearly

living their purpose so that I could ask them the three questions I ask in this book. I found myself thinking about all the people who are still searching for their *life's purpose*, and that's when I came up with the idea for this book.

I realized that I had been surrounding myself with these great teachers, had built relationships with many of them, and that I was now in a position where I could ask these questions for the people who are still searching. I thought about all the people who had seen *The Secret* and had heard the concepts presented perhaps for the first time, and how discovering their purpose may be exactly what they are looking to do.

Once I had the concept for the book in place, and it felt like the right project for the right reasons, I started to make some calls. I kept getting the same response when I asked each person if they would participate. "Yes" was the answer. I started calling it the YES Project, because no matter who I asked, "yes" was the answer. I knew I was really onto something great. I watched this list of great teachers form in front of my eyes, and my excitement grew more and more each day.

So whether you are searching for your purpose for the very first time, or you like re-discovering your purpose over and over again as you go through life, this is the book for you. I have done my best to include a diverse group of people, from all walks of life. I asked them all the same three questions. I have learned so much from the process of creating this book. I learned that I have the ability to pick up the phone and call anyone in this world with whom I want to speak. I learned that when you have the right project, for all the right reasons, the law of attraction will create a life experience even greater than you can imagine. I learned that all the participants have had an event, or series of events, that put him or her on a path to discovery, and it is truly my hope that this book will aid you in your discovery as well.

John Gray

“Keep your heart open, be true to yourself, and continue to follow your heart even when it doesn’t look like things are falling into place the way you want them to.”

John Gray, Ph.D., is the author of 16 best-selling books, including *Men Are from Mars, Women Are from Venus*, the number one best-selling book of the last decade. In the past ten years, over 30 million *Mars and Venus* books have been sold in over 40 languages throughout the world.

An expert in the field of communication, Dr. Gray’s focus is to help men and women understand, respect, and appreciate their differences in both personal and professional relationships. In his many books, CD’s, DVD’s, tapes, workshops and seminars, he provides practical tools and insights to effectively manage stress and improve relationships at all stages and ages by creating the brain chemistry of health, happiness, and lasting romance.

Dr. Gray has appeared on *Oprah, The Today Show, CBS Morning Show, Good Morning America, The View, Politically Incorrect, Larry King*, and others. He has been profiled in *Newsweek, Time, Forbes, USA Today, TV Guide, People* and *New Age Journal*, among others.

In addition to being a Certified Family Therapist, Dr. Gray is a consulting editor of *The Family Journal*, and a member of the Distinguished Advisory Board of the International Association of Marriage and Family Counselors. In 2001, he received the Smart Marriages Impact Award.

John Gray’s latest book, *The Mars & Venus Diet & Exercise Solution* (St. Martin’s Press 2003), reveals why diet, exercise and communication skills combine to affect the production of healthy brain chemicals and how the need for those chemicals differ between men and women.

You can read more about John Gray at: www.marsvenus.com

Who do you think you are?

I have a variety of purposes in my life. I’m a father, a husband, and a grandfather. In terms of my interaction with the world, I make a difference by bringing greater awareness to how people can live with greater integrity in congruency with who they truly are as loving human beings.

I'm most famous for my work in personal relationships between men and women. But my whole life has been committed to personal growth and developing my inner potential; so that I could assist others in developing their full potential. I wanted myself and others to be fulfilled in life, to create a life of abundance, a life of love and a life of service. Throughout my life, my primary focus has been in the service of others. My success wasn't a complete surprise. I had always wanted to be successful, but more importantly I wanted to be of service and be successful at that. My notoriety has come through one of my talents, which is to assist men and women in understanding their differences so they can find greater peace and love in their relationships. I truly believe that is a foundation for people to create a more fulfilling life outside their homes as well.

What event or series of events led you to your discovery?

I had an epiphany at age nine when I saw the movie *War and Peace*. It was after that movie that I had an experience of expanded awareness of the world being a very divine place with light shining all around me. I knew that I was here for a purpose and that purpose was to contribute to bringing peace into this world. That experience has been forgotten many times, but it is the foundation of who I am and what I hope to achieve throughout my lifetime: to bring greater peace into this world of turmoil, chaos, and hate. Love is greatly needed, as well as consciousness, awareness of how we consistently create our own problems rather than accessing our potential to solve them. This was reinforced when I went to a lecture on Transcendental Meditation in 1969. At that lecture I heard that meditation was a tool for developing your full potential as well as creating peace in the world. I thought wow, this is really great! It harmonized with a chord in my heart, which wanted me to be all that I could be, to bring peace into the world, and to make a difference.

I began studying under the Maharishi, who founded the Transcendental Meditation Movement. He was a huge influence on me because he was somebody who was actually out there doing it. During the time I worked for him, he developed one of the biggest personal growth organizations at that time. It was international, millions of people were participating in the programs. I was a part of organizing all that as his student and personal assistant.

Over the years, I developed a teacher-training program with him to train teachers of Transcendental Meditation. After nine years of

studying with him, I moved on into my own life to find something that I personally had to contribute. I didn't know what that was, but I gradually became aware of how I could apply my talents differently from the way he had and still contribute to the world in a big way. That has been my motivation ever since.

If you could give advice to people that are still searching for their life's purpose, what would that be?

Keep your heart open, be true to yourself, and continue to follow your heart even when it doesn't look like things are falling into place the way you want them to. There were a series of events in my life that didn't seem positive, but actually ended up leading me in a positive direction. For example, the nine years I spent with the Maharishi were very fulfilling. Yet during that time I wanted to help my brother, who was bi-polar, through meditation and yoga. I thought that doing meditation and yoga might help, but it didn't. When this didn't help him, I stopped.

I left the TM Movement and moved back to California to study psychology, in an attempt to help my brother in his plight. I was unable to do that successfully before he committed suicide. It did put me on a new path, however, which was to study psychology, and to begin applying psychology. While I was hoping to help my brother, I discovered a talent for counseling couples. I could have never foreseen that I would go from being a celibate yogi (Indian term for monk) to becoming an expert in personal relationships.

You never know what's around the next corner in your life. You just have to keep following what you feel to be true, and what's most important to you, and the universe will support you, but not always in the ways you think it should.

Craig Shoemaker

*"I used to have a lot of fear until I learned what fear really is –
False Evidence Appearing Real."*

Craig Shoemaker was named Comedian of the Year by the American Comedy Awards, won two NATAS Emmy Awards, was named Best Supporting Actor at the 2007 Elevate Film Festival, performed at every major comedy venue in the country and was seen by over two million people last year. His "Lovemaster" routine was voted Most Popular Comedy on XM Radio's Big Schtick Award and was voted one of the top 20 stand-up specials on Comedy Central. Additionally, he had his own nationally syndicated radio show, which after only ten months on the air, won the prestigious Communicator Award "Crystal" prize. Craig has appeared on over 100 television shows – including ABC's *The View* (where he was Joy Behar's first guest in her Comedy Corner), HBO's *Comic Relief* (in '06 he co-hosted in New Orleans), Showtime's *Comedy All-Stars*, and *The New Hollywood Squares*.

As an actor, Craig has co-starred with Patrick Stewart in the film *Safe House*, was featured in the box office hit *Scream 2*, and starred in *Dark Honey Moon* opposite Daryl Hannah. His own movie *The Lovemaster* (with Farrah Fawcett) won "Best Film" honors at the Independent Film Festival in Los Angeles and garnered rave reviews.

His latest hit DVD entitled *Craig Shoemaker Live: That's a True Story* was filmed live at the San Jose Improv Theatre and features 90 minutes of non-stop stand-up comedy. Craig's new live concert DVD is now in post-production and will be distributed through Universal.

Learn more about Craig by visiting his website at:
www.craigshoemaker.com

Who do you think you are?

I am a guy that really, truly, fundamentally, profoundly loves to make people laugh! I like to be around laughter, whatever that looks like. If I can be the inspiration for the laugh, that's all the better. I really cherish being in the company of others, whether I am having them over for dinner or just hanging out. I have always enjoyed this. Now, the performing aspect of my life has moved to a different level. I have gone from my

little fort, hanging out with my friends, to being in front of 70,000 people at the University of Florida. To sum it all up, I am a person who enjoys life and likes to spread that joy. I am like Johnny Laughterseed.

What event or series of events led you to your discovery?

Internally throughout my whole life I knew what my purpose was. But I ignored it, shunned it, and turned my head to it. I wasn't encouraged to bring that part of me out, the spark that was inside of me. I was actually discouraged from original thought and feeling, and that really bothered me for a long time. But I know the moment it all changed; it was the moment my first child was born. That's when a new connection took place. That's when I started to look deeper inside of myself and found those truths that were always lying within, affirmed and confirmed them, and went from there. It was a monumental moment in my life, and it happened the second I locked eyes with him. I knew right then that it had all changed.

The journey became more intentional, because I realized that everything I do has an affect on him, Justin, and my other child, Jared. Every move or decision I make, everything I am about, I have to answer to someone directly, and I have to be an example. This has helped me bring focus to my life, because my road is narrower now. I can't have so many distractions or so many people in my life because I need to go coach little league, I've got to go to mommy and me classes for the little one! My time is scheduled now, and it's purposeful and meaningful. Whether it's coaching little league or setting up a production meeting for a movie that's coming out, everything has its place in time. It's moment to moment.

If you could give advice to those who are still searching for their purpose in life, what would it be?

I'd say the most important thing I ever did was to decide not to be a victim anymore. I participate in my own life, and I understand that only I can dictate what happens. I will constantly find my part in an equation. What is my role in this relationship? I always have a part in my relationships, whether it's a business relationship, a love relationship or whatever it is. If I can define my part in the relationship, then it makes the fear go away. I used to have a lot of fear until I learned what fear really is - False Evidence Appearing Real. Now I'll find evidence that

I've gathered that keeps me from going any further, because that's what fear does, then I'll wipe that fear away and move forward.

There are so many detractors, doubters, and cynical people out there who want you to join their pity party, and my suggestion would be to stop and move away from them. I have had to do that in my life. And, I'm not being harsh by doing that. I will always be there for them; I am a loyal friend...I still have the same friends from kindergarten. There are ten of us, and we go away every year together even though I live three thousand miles away. It's still important for me to have those friendships. If someone is toxic and they're trying to bring me down, I will extend my hand, help them, and share of my experiences of how I have overcome a fear. But if they're not willing to face their fears or their part in something, I can't just pull them along with me, because they'll drag me down.

I think it's really important to live like that, and that's what I try to teach my children. I hope that I am a good example to them; when I see an obstacle, I don't run from it. I make it dissipate. The bigger the obstacle, the higher the hurdle, and the better I feel having overcome it. For instance, when I went skydiving, I dealt with the greatest amount of fear I have ever had. Yet I experienced a huge amount of joy in going through the process. When I landed safely (barely, by the way, because my radio didn't work and I landed in electrical barbwire...talk about landing shock), the feeling of elation and accomplishment that took place was incredible. It was a metaphor for my life. There are so many fears and people and obstacles that get in your way. You know, things we are powerless over like the prime rate or an ex-wife who is a debtor. What am I going to do about it? When I get over those fears and those types of things in my life, it's incredible.

Ultimately, I would say that it's important to face your fear head on, and welcome it, because it's your friend. The avoidance of fear is far worse than the actual fear itself. It's much more painful.

Joe Vitale

“I not only have to set the fire underneath them, but I have to show them the way. So, my mission is to inspire people to go for and achieve their dreams, whatever those happen to be.”

Dr. Joe Vitale has become known as one of the world’s most powerful copywriters and marketing minds. He is the author of the international #1 best-seller *The Attractor Factor*, the #1 best-seller *Life’s Missing Instruction Manual*, the #1 best-selling e-book *Hypnotic Writing*, and the #1 best-selling Nightingale-Conant audio program *The Power of Outrageous Marketing* among numerous other works. Dr. Vitale is also one of the stars of the hit movie *The Secret*.

Dr. Vitale wrote the only business book on P.T. Barnum, *There’s A Customer Born Every Minute*. He also wrote *The AMA Complete Guide to Small Business Advertising for the American Marketing Association*. His most recent book, co-authored with Jo Han Mok, is *The E-Code: 47 Secrets for Making Money Online Almost Instantly*. Be on the lookout for his new books: *Inspired Marketing*, *Your Internet Cash Machine*, *Zero Limits*, *The Seven Lost Secrets of Success*, and *The Key*.

Besides being one of the five top marketing specialists in the world today, and the world’s first hypnotic writer, Joe is also a certified hypnotherapist, a certified metaphysical practitioner, a certified Chi Kung healer, and an ordained minister. He also holds a doctorate degree in Metaphysical Science and another doctorate degree in Marketing. He is a proud member of the National Speakers Association.

Dr. Vitale has numerous websites, books, tapes, free articles, guest columns, and more on his site at: www.mrfire.com

Who do you think you are?

I’ve decided my purpose is to inspire people to achieve their dreams, whatever those happen to be. It’s important to realize there are two parts to that. I don’t just want to inspire people, because a lot of people will feel good momentarily, but not take action or not know what action to take. So to complete my mission I not only have to set the fire underneath them, I have to show them the way.

What event or series of events led you to your discovery?

When I was a teenager, I decided that most of the world I saw around me was unhappy, and what I wanted to do at that time was to cheer them up. I took on this noble cause by deciding I wanted to write comedy, I wanted to write fiction, I wanted to write plays, I wanted to write humorous materials, I wanted to write jokes. I wanted to write things that would uplift people. And I did do that. I created magic tricks, jokes, some entertainment, and I had a play produced in 1979 that was a one-act comedy.

I saw that people did want to be happy, they wanted to laugh, they wanted to smile, but they also wanted to be inspired. I then realized that I didn't just want them to be inspired for the hour or two that they watched the comedy routine, I needed to give them the tools for success. That evolved into me become a self-help inspirational marketer.

I often refer to myself as a spiritual marketer because I've learned from many other milestones in my career, like my book *The Attractor Factor* doing so well, that people really want this. I've come to the conclusion that people like to be entertained, but what they want more than anything else is to feel good. They want to be inspired, they want to go for their dreams and achieve them, and they want to feel like a success.

If you could give advice to those who are still searching for life's purpose, what would it be?

Look to what you truly love, and look to what you truly fear. Joseph Campbell said, "follow your bliss," and I often encourage people to follow what they love, to follow their passion, to follow their enthusiasm. I've also learned that if you look into the area of what you're afraid to do, you may uncover the thing that you are supposed to do.

I discovered that years ago when I came out with a book called, *Spiritual Marketing*, which I later re-wrote and re-titled *The Attractor Factor*. I was terrified. I really thought people would think I had lost my lid or something because I was talking about new age things, and creating your own reality, and the law of attraction; things that weren't really talked about before the movie *The Secret* had come out and swept the nation. I was really afraid of it. What I found is if I face my fears and come out with it, more often than not, the world will accept me. More often than not I will have greater applause and greater wealth from doing the very thing I fear.

I had been a conservative marketer for all those years, and I was hiding the spiritual side of myself. When I faced my fear and came out with *Spiritual Marketing*, which led to *The Attractor Factor*, which led me into being in the movie *The Secret*, which led to me being on *Larry King*, a whole long line of things occurred all because I faced my fears.

I would encourage people to look at what you really love to do, and look at what you really fear to do. Either one of those doors will lead to the same place, and that is your ticket to success.