



How to create affirmations that will help you through challenging times

Laura Lane's interview with Natalie Ledwell

Episode #25, Hope, Strength and Courage Podcast – Full Transcript

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Thank you for tuning into the Hope Strength Courage Podcast. Love and support for parents whose kids are fighting for their lives! A weekly podcast created to support parents and caregivers of children diagnosed with cancer, where you will find resources collected to help you face each day with Hope, Strength and Courage. From interviews with the top experts in their fields: doctors, psychologists, chaplains and inspiring frontline workers in paediatric oncology as they share their best advice, as well as day to day advice collected from other cancer moms and leaders in personal growth and development . From individuals who understand how hard it can be, I hope you will feel better prepared to cope with the day-to-day challenges of caring for your child. Hi, I am Laura Lane, and I am your host. My own daughter Celeste was diagnosed with cancer at the age of 12. In 2015 I wrote about our experiences in the book “Two Mothers One Prayer: Facing your child’s cancer with Hope Strength and Courage”. Since that time, I have dedicated thousands of hours to share with other parents and caregivers the resources, tools, tips, skills and strategies I learned that helped our family to stay happier, healthier and more hopeful. My goal is to share with you my interviews with experts to support you as you care for a child with cancer.

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This week before I introduce today’s interview, I’d like to tell you about the projects I’ve been working on to better support you as a cancer parent and the sponsor partners who are helping to make it happen. I am most excited to tell you about our partnership with Royal Bank of Canada and Ronald McDonald House Charities South Central Ontario where we are donating of 100s of copies and launching our Stronger Daily Planner for the most amazing moms on the planet. Everything you need to stay sane while caring for a child with cancer. A daily, weekly, monthly tracker for all things childhood cancer related. A planner to keep track of diagnosis, treatment plan, symptoms, medications, reactions, food intake, blood count tracker plus everything else you need to keep track of for your family at home. If you would like to learn more, or inquire about how to order your copy or how to sponsor copies for families at your local hospital, please visit our website [STRONGERPLANNER.COM](http://STRONGERPLANNER.COM) . This project has been made possible with the funding help of Royal Bank of Canada, Ronald McDonald House Charities South Central Ontario to help us distribute the planners, the design expertise of Mockingbird Design and Impressive Printing in Hamilton Ontario.

Our other exciting news is our 30 min free webinar series “Coping Skills for Cancer Moms” hosted every Friday at 12pm North American Eastern time. I hope you will join me each week



as I cover one of seven pillars to living with grace and ease. My goal is to share the valuable skills I learned when our daughter Celeste was diagnosed, give you a short activity to help you apply the skill then open things up for questions, all in less than 30 minutes. If you are struggling right now, this might be just what you need to help you feel loved and supported and give you the strength you need to carry on one more day, one more week, one more month. To learn more please visit my website [LauraLane.ca](http://LauraLane.ca).

Now for today's episode which features my interview with Natalie Ledwell as we discuss how to focus on the positive through affirmations and vision boards

Natalie is a colleague of mine through the Evolutionary Business Council and I am thrilled to share with you the work she has done to understand how we create our own affirmations and for both ourselves and our families that can help each one of us through challenging times.

I hope you will enjoy this interview as much as I did.

I am pleased to formally introduce you to Natalie Ledwell. Natalie is an authentic and internationally renowned motivational speaker, best selling author, Law of Attraction guru, host of the Inspiration Show and Wake Up tv, and co-founder of the revolutionary personal development company **Mind Movies**.

Her mission is to empower ten million adults and kids all over the world to lead lives fulfilled with joy, happiness and passion, the lives they were destined to live. In the last seven years, Natalie and her team at **Mind Movies** have touched the lives of over 2.1 million people across the globe and are showered every day with their success stories. In her 2013 best selling book "*Never In Your Wildest Dreams*, she shares her own personal life struggles to inspire the readers to overcome their limiting beliefs and step into the best version of themselves.

**Laura:** Welcome Natalie, thank you so much for joining us.

**Natalie:** Hi, Laura. It sounds like I've been busy for the last few years.

**Laura:** It sure does!

**Natalie:** I'm so grateful that we had the ability, where we had the opportunity to meet, which we did so recently when we were in Detroit, and that I get to share this time with you.

**Laura:** I'm just so thrilled. Thank you. Thank you. Thank you. It's a pleasure to have you. Tell me, what led you on this whole journey? You created this incredible company, **Mind Movies**. Tell us a little bit about yourself, and what led you to this journey to creating this company.

**Natalie:** How it was started was from a monumental moment of frustration. It was 2006, I remember I was in my office in Sydney, in my home, Glen and I at the time had four different businesses that were running at the same time. We were struggling financially and I'm like something's got to give, and I'm missing some vital piece of information because it's not meant to be this hard.



You know, and I've been a student of personal development since I was 21 years old. One of my bosses handed me a set of cassettes by Brian Tracy and said look, I think you'll get something out of this. So, I knew how to set goals and I knew how to, you know, take action and obviously action wasn't a problem because we had four businesses.

But I knew something was missing and then a friend of mine recommended a movie called "The Secret" which talked about the Law of Attraction. And I remember, Glen I sat down, we watched this movie and it was like we both – the penny dropped at the same time. Like, oh my god, now I get it. This is what we've been missing. You know, I've only ever set myself small goals because I couldn't see how I was going to do it. And I didn't realize I didn't need to know how. I just needed to be very clear about where I wanted to end up and then just take the next step. And then just take the next step. And then as you create the momentum and you can see where you want to be, then things start to fall into place.

The other thing that was really interesting, and the takeaway I got from that is that, you know, when you visualize the future that you want, it's really important to feel the emotions of what it's like to already be there. You know, because emotion is energy, it's vibration. And then when you're talking about the Law of Attraction, the vibration or the resonance that we send out into the infinite field or universe, whatever you want to call that, you know, that is part of how we attract back to us what we need to make them a reality - because we resonate on the same vibrational frequencies. So, they were the big takeaways I got from that.

And then you know, not long afterward, a friend showed us this little movie he put together which was like PowerPoint slides that had affirmations on them, and photos that enhanced the affirmations, and then music, which is the secret sauce when it comes to a mind movie. You know, because now we have, you know, our own software, it makes it very easy for people to do that, and you know, we'll probably talk about in a moment - I have a children's version of the software as well, but it's so easy to put a movie like this together, but the secret sauce is the music because if you choose a song, you know, that goes along with this movie, this life that you want to create, it helps you to add that emotion to it very easily. After he showed us the movie, he came to us with the idea of setting up a website with the instructions. Of course, Glen could not turn on a computer and hadn't even heard of YouTube. I knew nothing about the internet. But we did really know that these movies were an amazing idea.

So, within a few months of putting a little video up on YouTube and having the same keywords as the most popular one about "The Secret", we were getting that many emails from people that we're like, okay. They were saying this is changing my life. We have to figure out how to do this internet marketing thing. So, we ended up coming over to the US. We were in San Diego, in April 2008. We went to a seminar that taught us about marketing. We joined a mastermind group which was really important. And then just, even all our friends were marketers, so we became sponges. And we did our first huge launch of **Mind Movies** to the world in September 2008. So even though it was a huge success for us, everything that



could possibly go wrong went wrong. First of all, that was the week the economic crisis hit the planet, so you know, you can't plan around that. You know, we had a lot of technical difficulties. We had our payment gateway ending up freezing their accounts, and so it took us six months before the money was finally released. And when you're nearly bankrupt and there's a whole bunch of things that went wrong going, but the, you know, what kept us going and in the successful route was that, you know, we knew where we were heading. Failure was not an option. We just kept moving forward and when you had that vision, and you can see where you're moving forward to, it really helps to build that belief that despite the fact that everything in your reality may be saying something different, like it was in ours, that you can actually choose the life that you want.

**Laura:** Well, I think I had shared with you before, it's because of what you had done and hearing your story. So, in 2011 when my daughter Celeste was sick, I knew about mind movies, and I thought, you know what, mind movies is a vision board on steroids. And of course, we have a huge dream. We had a really big goal and that was to see Celeste be healthy again. So, I thought that's what we need to do. So modelling what you had done, and the things that I had technically had learned from you, I took a song that I knew Celeste loved, pictures of her vibrant and healthy and sayings that, like ... just about being positive, and being healthy and feeling terrific. We put all that together and created a movie for Celeste for her watch and for us to really engage with this is what we want this was our goal was to see our child healthy and strong and back to school which we were able to see all of those things. It was phenomenal.

**Natalie:** When you and I talked about the application of a tool like **Mind Movies**, when it comes to, you know, cancer recovery or cancer healing, or you know, that journey ... because as you know like, for some people, the journey may end up in transitioning to the other side. Sometimes it helps in complete remission. Despite that, when you can sit down and create a movie, and especially if it's like a family activity that you do together, you know, that you're talking about your quality of life, you know. You're talking about happiness levels. And I know that with Celeste she had a very specific bucket list that she wanted to create. Which I think you were really able to create everything on that bucket list.

**Laura:** Yeah, yeah, we were.

**Natalie:** And being able to, you know, to articulate in affirmations, and in a movie format, you know, the life and the quality of life, and the bucket list and how you going to feel; how, you know, how you want to be as a family; nurturing the relationships that you have in your life, you know, for as long as you get to have them really, I think, really helps to keep you in a positive vibration.

It helps to keep you focused on, you know, the positive thing. Because it's difficult, like ... you can imagine, when you're in pain and everything in reality is saying something different, to be able to have a tool like this that can really help to shift from **what is**, to **what can be**, I think, is very powerful.



**Laura:** What happened also with us is I did one for Celeste, and I did one for another girl, Haley, who was a wonderful, dear friend; now a wonderful, dear family to us. And then my other kids were like, well, what about me? And so, then this is something that became for our whole family – that I did one for each child about them, and what was important to them. And it just became about thriving for the whole family. And not just for our one daughter who was sick, but for each of the children and showing them, they were important, because I think that's one of the struggles that I experienced as a parent with a child with cancer - that you still have other children. And your life is still going on while you're in the middle of this. And so, it was important for me to be able to do things for my other children as well, to love and support them, because a lot of times they felt like they were second fiddle.

**Natalie:** That's a really important point that you're making because I think that with Celeste's situation and, I'm sure there's many positives that you can draw from that, but one of those things is, you know, showing your other children that if you really set an intention or really focus on something that you want that you can make it happen. And then being able to help them articulate that in something like a movie. It doesn't necessarily have to be a **Mind Movie**, it could be a vision board. It could be, you know, just a set of affirmations. It could be something they stick on their mirrors that every morning they're looking at it and having that belief that they can do it, you know. I know you alluded before about this children's PD for Kids Program that we put together. And it's actually personally development for children. And it's a school curriculum, you know. And I pilot tested this in Detroit. I think there's no city that we could have chosen that would have been better for this pilot test because, you know, there are a lot of children that have no hope. That are born into, you know, not necessarily deep poverty, but you know, maybe have a single parent, or you know, in an economic situation where they don't feel like they have a lot of options, when it doesn't necessarily need to be the case. And especially if you're working with your children, whether they have cancer or not, and help them to, you know, identify some mentors or some people in life that they really look up to, that they could emulate.

I don't know whether children this young really want to know what they're going to be when they grow up, but they can definitely know who to want to be now and how they want to show up in that way. And build their self esteem, so they go "OK, this is who I want to be. I want to be portraying things like kindness, and compassion, and empathy, and what does that look like?" Because when you can instill these virtues in children at a younger age, then that will help to permeate throughout their whole life and set up a foundation for them.

**Laura:** One of the things that I found with working with my own children in this was I got to highlight what was their strengths. And it gives you a chance to sit down with your child and say, what are your strengths? And what do we want to build on? And acknowledge that because a lot of times they might feel like we only talk about the things that they do wrong. Pick up your clothes, and remember to take your stuff to school, and you forgot your homework again, and eat your meal. But if we can actually sit down and say hey, you know what I know that you have a strength here. And focus on those strengths.



**Natalie:** Absolutely. One of the targets I had with the program, well that I was asked to address was, you know, the bullying situation. So, whether your child is healthy or they're going through an illness, bullying is a situation that they can be faced with. And for me, you know, I believe in law of attraction, so I don't like to use the word bullying anywhere in the program because you know, I don't want to name something that maybe kids don't have a name for yet. But I'm like, Okay, well, if I'm not talking about bullying or anti-bullying, you know, how do we address the situation? So, you know, we looked at a couple of things. We looked at building self esteem and that was through collecting compliments and giving compliments to other classmates. You know, there's a little exercise that they do that helps them to identify what makes them unique and different and it's a point of celebration. And the exercise that we get them to do they're actually applying for the role of, the job of principal of the school. And of course, because there's maybe fifteen kids in the class, we'll go OK, well seeing that you all have pretty similar, what makes you unique and different? and then making that a point of celebration rather than a point of pain.

And the other thing was really getting kids in the habit of paying compliments and collecting smiles. You know, I did an interview yesterday with Robert Clancy, who's also a member of the EBC, which is where you and I met, and he was saying that, you know, one of the easiest things we can do everyday is just to smile and collect smiles because what we're doing is we're not only helping someone else feel better, but we're feeling better ourselves. And it's not just the act of doing the smile. It's acknowledgement. You know, how it makes you and them feel. And how it's really just raising your vibration and making you feel good. And it's something that's so simple to do.

**Laura:** I recently read Simon Sinek's book "Leaders Eat Last", and he talks about the hormone that's released when we do that; when we pay a compliment to someone that they receive serotonin and you receive serotonin, just from that act. That's incredible, that it literally boosts us and makes us feel better.

**Natalie:** And I think it's also acknowledging another human being's presence. Like, like I see you, you know. And you know how important that is if a child is sick or, you know, other siblings in the family ... you know, just to have that moment where you're smiling and going, I see you and acknowledge you. You know, you are important, and your life has meaning. And I think that you're an amazing human being. You know, that in itself is ... a lot of children never get to hear that.

And if you can make a practice of doing that not just with your children, but with the family and everyone that you work with, it's just .... you walk around on cloud nine all the time.

**Laura:** That's such wonderful advice. So, tell me what, what are the different areas ... you talked about the self esteem. What are the other areas that you cover in that program?

**Natalie:** Yeah, so we talk about, obviously we start with gratitude. Because that is the foundation of everything. You know, and the thing is the more we can be a higher vibrational emotion, so something like happiness or joy, or peace or accomplishment, or any of those



kind of, you know, more positive emotions, that means that we're vibrating at a higher level and that the more that we can maintain that - I mean it's impossible to maintain it 100% all the time - but the more often we can maintain that, then the easier things are for us. We feel like we're in flow. We feel like things seem to, you know, everything falls into place for me pretty easily. So, you know, we start with gratitude.

We also talk about stillness, and you know, it could be meditation or prayer, or, you know, whatever you want to call that, but having time every day to be able to just sit down and just calm yourself, and just be really quiet within your own mind. There's actually a lot of work on the west coast here with David Lynch, the David Lynch Foundation, he's teaching a lot of transcendental meditation in schools, especially in San Francisco and the results that they're getting are just incredible.

We also talk about the power of our thoughts and the power of our words, and how detrimental words can be when they're not used well but how incredibly uplifting, they can be when we use them in the right way. You know, how the thoughts that we think about ourselves and about others, how important that is, you know, setting goals, you know, creating little mind movies, or we call them *dream design movies* for the children, and then also figuring out how to work through challenges, how break down a goal into actionable steps. The thing is, for most of us, and this is a great example for adults as well, you know, there is always multiple ways to solve a challenge. Getting them into the default thinking of going OK, well this didn't work, what else can I try? What else can I do? You know, which one of these other solutions am I going to choose rather than oh, it didn't work? Hands on heads, it's all over. You know, nothing ever works for me but getting them to think differently about that. And how to put that all together in a daily practice so that we can keep on top of everything, as well.

**Laura:** Well, that's awesome. I had a thought that I can imagine a child who's in treatment or home finished treatment that you ... when you go through cancer, when you watch your child go through cancer, and you have these heartbreaking moments where the day is difficult; that it's just little things can be a big struggle. But if you can put on something positive, like a mind movie that gives you a chance to regroup, feel that gratitude again, have that moment of positive and strength, and, like you said, learning the skills of meditation and just being able to quiet yourself. I can see how that would be such a phenomenal gift to bring that into each day.

**Natalie:** Yeah, and another thing you just made me think of as well, like when we talk about gratitude, I mean, it's easy to be grateful in the moment but then to keep something like a gratitude journal, you know, where you actually write down things that you're grateful for which can be really important when you're going through a challenge, like you know, your health or for cancer.

But the other thing that I like to add into that is what I call an evidence journal. So, this is, you know, like you said, you can have days, you can have weeks that are just really challenging. But you know what? For everything that has gone wrong, I'm sure that there is something



that's going right in that day. And so, when you focus more on the things that actually went right on that day, and write them down as evidence that you know, things are going okay, like you know, there are good things happening in the day. The more you focus on the good the more that expands. So, it's a really good way to kind of, again, shift that focus. It's very easy, and I'm sure you can appreciate this, that when you're faced with a situation like cancer and ill health, how it's very easy to get caught up in that negative spiral and just be only focusing on what is right in front of you. And it takes a little bit of effort, you know, to be able to get into that higher vibration. But with something simple like, you know, collecting smiles, or gratitude journal, evidence journal, these tiny little things, and you know, watching a mind movie that can really help to shift that perspective.

**Laura:** I thought of something that happened when Celeste was in her treatment. We had a day where I had just left the hospital and gone over to Ronald McDonald House, and her step-mom was with her and she called me because she was hungry, which she had gone for weeks where she had no appetite whatsoever. She was of course receiving fluids. And so, she's like, Mommy, can I have – and I think it was roast beef and Yorkshire puddings that she wanted. I'm like, whatever you want, I'll make anything. And that became our celebration. We were just so excited for that little thing, that she had something that she wanted to eat, and I was willing to go whatever lengths. Like whatever you want, I'll go in and make it. I remember finding - before we got into Ronald McDonald House, I had to find people who lived in the city that we were in, in Toronto, who could give me access to their kitchen so I could make homemade food for her so that she would eat. So just having - celebrating those little successes.

**Natalie:** Absolutely. And you know, the other thing that I thought of as well is that, especially if, you know, you're looking at creating your mind movie you know, one of the types of affirmations that I recommend that people write out, and include in their mind movies, what life is like now. So what life is like once we're healed. What life is like, you know, so that you ... it's like ... because when you visualize, you visualize as if it's happening now. But when you can describe that in movie format, about, you know, how you're going to go on holiday, or how you're going to eat roast beef and Yorkshire pudding! or, I don't know, how you're actually going to be able to walk down the street to the ice cream store, or whatever that is. So, it's actually, you know, showing not just that life will be amazing, but the rewards of what's going to happen when you get there, is pretty cool.

**Laura:** It sounds like it would be a wonderful exercise to do as a family, that each member of the family can say, "this is what life will be like", that mom can say that "this will mean I can do so and so again", and dad can say "oh and we'll be able to do this as a family", and have each member of the family participate; and all visualize it, not just the child' just for everyone to say this is how our life will be.

**Natalie:** Exactly. Because that's the thing. It's not just the one family member who's ill, but everyone in the family is affected.





**Laura:** Yep. So, if you have any advice to give, what advice would you give to parents? And I know I've sort of thrown this question at you.

**Natalie:** That's OK. You know, I can't – you know, I have empathy for your situation, especially if you have a child who's sick. You know, I haven't been in that position myself, but I do have empathy for that. All I would recommend is that you know ... everything happens for a reason. And even though it's really hard in the moment sometimes to understand what that is. You know, I have a spiritual teacher that I was speaking to last week, and one of the things he said to me is, he said "there's never a second that's wasted". Everything that we live through, and everything that we go through, there is always a greater purpose and a higher purpose for that. And even though sometimes things don't turn out the way that we want them to, or that we hoped, there is always something amazing that comes out of those situations. I wish you the best and I hope that some of the information I've been able to share today can at least help to lighten the journey that I can only imagine is very, very difficult right now.

**Laura:** Well, thank you. Thank you so much. So, unless you have any other bits of wisdom, then we'll leave it at what website and can we direct the audience to, so they can learn about you, and about your work? Where can we send them?

**Natalie:** Well, if you go to **mind movies.com**, so it's M-I-N-D-M-O-V-I-E-S – mindmovies.com, forward slash (/) Laura Lane, we've actually set up a special page there so that we've got six premade Mind Movies that you can download for free there. The children's mind movies and the program is actually specifically for schools at the moment. But I would like to offer them to anyone who's a part of, you know, Laura's Summit, who would like to get those.

With the children's mind movies, we have some pre made ones for three to six, six to nine, and nine to 12-year-olds. They're on the subjects of joy and peace and security and self esteem and healthy living. But if you send me an email to [Natalie@mindmovies.com](mailto:Natalie@mindmovies.com), it would be my pleasure to be able to send them to you. They're not actually available publicly right now, but it would be my pleasure to send them.

**Laura:** Oh, that's so kind of you. Thank you so much. I really appreciate - thank you for taking this time.

**Natalie:** It is my absolute pleasure. Thank you for everything that you're doing, Laura. You're definitely doing some very meaningful and purposeful work, and I'm grateful for it.

**Laura:** Thank you

### ***[Music begins lightly in the back ground]***

I really appreciated Natalie's honestly and down to earth explanations of how Mind Movie affirmations and other tools like gratitude can help us to stay positive everyday. I hope you will take her up on her offer for access to the free tools on her website. I know from experience how beneficial they can all be.



To learn more about Natalie Ledwell please visit her website at [MindMovies.com](http://MindMovies.com)

Please join me next week for my interview with David Ekram as we discuss how to bring self-love and self-compassion into your life.

Before we end our show today, we have one last segment. Over the last few years, I have asked other cancer moms what advice they wish they had known when their child was first diagnosed. I have compiled that information and will be sharing their advice each week. You can download the top 101 pieces of advice that I put together as a mini E-book at [www.twomothersoneprayer.com](http://www.twomothersoneprayer.com)

Today's advice comes from **Mary**:

Try to include any siblings in whatever they can be included in. Basically don't ignore them if you can help it, and it's not easy balancing but it can stay with them for a long time because young ones don't understand.

Thanks, **Mary**, for sharing that.

If you have advice you have learned along the way that you wish someone had told you weeks, months or years earlier, I invite you to fill out the contact form on our website [www.twomothersoneprayer.com](http://www.twomothersoneprayer.com) and I will be sharing your advice with our listeners on future shows.

Thank you for taking time out of your busy schedule today to listen to the Hope, Strength & Courage podcast. I look forward to sharing more experts and advice with you again next Wednesday. Please remember to take a minute to subscribe to the show. Thanks also need to go out to our Hope, Strength & Courage production team which consists of my wonderful assistant Tracey Ogilvie-McDonald, Andrew Braun at Braun Audio and Audio Geek, music by Fiz Anthony, and graphic design by Amy Hosmer. To learn more about myself, Laura Lane, and to order my book, please visit [www.lauralane.ca](http://www.lauralane.ca).