

Jillian Flodstrom ([00:06](#)):

I am so excited for today's guest, Mindy Linne. Mindy is the Mind Surgery Method practitioner. She's a business coach who helps successful entrepreneurs up-level their lifestyles and businesses by guiding them on a destination to new perspectives and experiences. Mindy's expertise lies in her understanding of the mind and dynamic experience of entrepreneurship, from doctors to health coaches, to network marketers, realtors, insurance and investment agents, even seven figure sales and marketing teams. Mindy has helped so many of them. Please welcome Mindy to the show. How are you?

Mindy Lanae ([00:42](#)):

So good. How are you doing?

Jillian Flodstrom ([00:44](#)):

Good. I'm so excited to talk about this because I think this stuff is so fascinating. So let's kick it off with how did you end up in this line of work?

Mindy Lanae ([00:55](#)):

Yes. So like most of us that end up in what we're doing, it's because we went through it and then we're like, this is awesome. Now that I am on the other side of it, it's my passion to help other people learn what I learned. Absolutely. And yeah, kind of like with what you you know, we've been entrepreneurs for 20 years and with me I've been in various sales careers and did about 12 years of door-to-door sales and business to business sales. And so then it gave me this, you know, multifaceted experience of helping the successful female entrepreneurs. You know, you know, now that I have that understanding of like the mindset and like what it takes to run a successful business and, and get more sales and have fun while you're doing it.

Jillian Flodstrom ([01:55](#)):

I love that. So let's talk about what is the mind surgery method? Because what business owner or entrepreneur, entrepreneur doesn't want more sales, we all want that.

Mindy Lanae ([02:08](#)):

Exactly. That is the life force of business. So the mind surgery method is actually a combination of neurolinguistic programming and mental and emotional release. And to distill that down out of, you know, the, the scientific language it is clearing what is stopping you. Cuz we all in our mind have what's called the gestalt, which I like to refer to as like, you know, a glass of water of your emotions and it just fills up and fills up over the years with experiences and events. And you know, we clear out these events and negative experiences and decisions that were made before the age of seven. And so we clear those out, we clear any limiting beliefs of, you know, like the common like, oh, I'm not good enough to do this situation. And then we create these new supportive beliefs that are actually getting your subconscious mind on board with your conscious mind. So it, it makes it so it's, you're working smarter, not harder towards your desired destination with what I like to call it.

Jillian Flodstrom ([03:35](#)):

Wow. And there's probably so many things that you probably run into with us as entrepreneurs that I'm sure they're different situations, but there's probably a common through line with that. What do you

think are the most important factors that affect us in or maybe are holding us back from making more sales as entrepreneurs?

Mindy Lanae ([03:56](#)):

Mm-Hmm. <affirmative>. Yes, you're totally right with the through line. And what I find is that that through line is fear. And there's, you guys have probably heard this before, but fear the acronym of it is false evidence appearing real. Cuz your brain actually doesn't know the difference between, you know, like a lion chasing you down the street versus like an email that came up that kind of like jars your system. And so it's like the same response. And so then you have this fear response and instead of you being like, oh, like that's not a lion <laugh>, that's just a little contrast, it stops you from actually going to get that sale in a confident way.

Jillian Flodstrom ([04:46](#)):

That is just like, I just think about all those times that I have gotten that email and I'm like, it really wasn't as big of a deal as I thought it was, but obviously there's something <laugh> that's mm-hmm. <Affirmative> underlying and that's probably true for so many people that you work with. There's probably so many things that come up that you're like, oh, I've seen that before.

Mindy Lanae ([05:06](#)):

Yes,

Jillian Flodstrom ([05:08](#)):

Yes. What are some strategies that we can use to help identify that and make it easier for us to not have that? Because I guess I could probably look like procrastination of like, not even opening the email when you get it. Right. What are some different strategies that we could use?

Mindy Lanae ([05:24](#)):

Yeah, I mean, the most simple one would be, you know, to kind of, instead of be so in your mind is try to get back into your body. And the easiest way to do that is to use your breath. So like, take a deep breath and like not from your chest like from your belly to actually shift your nervous system out of fight or flight into rest and digest. So you can actually think clearly is a big way to, you know, realize, oh, the fear isn't real. It's just in my mind, in my inbox.

Jillian Flodstrom ([06:02](#)):

<Laugh>. That's so true. Well, and I, wasn't there a study done where it said like, people that are like work from home, or I don't even know if it was just, or if it was just workers, but they were saying like, how many times we forget to breathe because we're focused or stressed or whatever it might be. Mm-Hmm. <Affirmative>. But I was, when you said that, I was like, there's probably so many times that we just forget to even like, breathe on a consistent basis.

Mindy Lanae ([06:26](#)):

Yes, yes. Or, or do it the wrong way, which is silly that we don't know how to breathe correctly. But it's a real thing.

Jillian Flodstrom ([06:35](#)):

Yeah, absolutely. Now, so we kind of talked about a little bit about some of the common mistakes, but what are some ways that we can use this method that will help us build trust and credibility with our potential customers?

Mindy Lanae ([06:52](#)):

Yes. So I would say just in, in general, you know, kind of like the DIY factors without, you know, doing the subconscious work that requires a practitioner is like, it's really getting in tune with like, what is your energy? What is your emotions? Because as you know, from living day-to-day life, it like, you can tell when someone's in a bad mood, like you don't wanna be around them. And you can tell when someone's in a good mood and they're really passionate about what they do and you gravitate towards them. So it's like getting clear on like how are you showing up? That is a big factor in business. The other thing which you've probably remember the great OGs Ziglar, right? Mm-Hmm. <affirmative>. Yeah. So he has this coined phrase with him and it's what's in it for me? So with, you know, staying in, you know, the reality of like, you're here to serve your clients and customer. So like first instead of thinking about getting the sale is like, are they being seen? Are you hearing them? Are you making them feel like they actually matter and they're not just a number or a dollar amount or another sale? But actually showing up with that human connection and service in mind. So you're, you're communicating the, the what's in it for me. So they're actually interested.

Jillian Flodstrom ([08:33](#)):

You know, I was thinking the other day, there was like so many stressful things that were happening to me at one time and I was about to get on a call with a client and I was like, okay, I need to like take a second and refocus and recenter because this person that I'm about to talk to doesn't necessarily care. <Laugh> all the chaos that I encountered before I talked to them. Like they probably have a bunch of chaos going on in their own life. They're reaching out to me because they need help with something specific. And if I'm all scattered and all over the place because of what happened, like that's not gonna be of service to them. Mm-Hmm. <Affirmative>. So really like, kind of like reframing it, giving myself a second to be like, okay, focus on what you're about to do. Whatever happened before it's time to let it go at least for a couple minutes while you talk to this new person. And I think there's so many of us that that happens to mm-hmm. <Affirmative> because we are just so like, it's like what's next? What's next? Like this world that we live in with social media and emails and the, you know, all these notifications that we get, it's like there's so much coming at us to be able to just like pause. I mean that must be so freeing for your clients, right?

Mindy Lanae ([09:42](#)):

Mm-Hmm. <affirmative>. Exactly. And you said a lot of like really powerful keywords with like reframing, pausing, like putting away the chaos to show up with a new presence with a new person is makes a huge difference.

Jillian Flodstrom ([10:01](#)):

Have you noticed too, like when you're working with clients, like the, the way that mindset plays a role in your client's success, how could someone achieve better? Like, I don't know if it would necessarily be improving their mindset that would equal better sales or better results, but, and that might even be the right way to frame it, but how would someone improve their mindset? Because when you improve your mindset, we're not only talking about improving your business, but probably other areas of your life as well, right? Mm-Hmm. <affirmative>.

Mindy Lanae ([10:34](#)):

Oh yes. It affects literally everything. So I, yes, being in the mindset business as a mindset coach and have working with so many clients know that like mindset is the difference between success and failure. Like not just in business, but like everything. Because if you have, you know, these limiting beliefs, you have these negative emotions, all of this stuff that's like literally weighing you down and holding you back from actually going for the things you want, like you're not even gonna try. And science shows, you know, we have 70,000 thoughts a day, 90,

Jillian Flodstrom ([11:23](#)):

No wonder I'm overwhelmed.

Mindy Lanae ([11:24](#)):

<Laugh>. Yeah, <laugh>. Yeah. And this, this is just in our head, this isn't even like the new information. Yeah. And 90% of them are the exact same thoughts. So like, no wonder there's so much like depression and anxiety, it's, it's literally a broken record of these thoughts and you know, you can decide like as a business owner of like, oh, like I'm gonna go after this new goal or this new launch or you know, do this new thing and it could take 66 days to actually make a new habit automatic. So like that's a lot of things, a lot of hurdles that you're, you know, gonna have to jump over <laugh> to get to the other side. And so mindset, like I said, is the key difference. So I wrote down a few questions like you said, so if someone wants to, you know, really change their inner world to reflect the new outer world that they desire, here's four questions that you can ask yourself. And I want you as you're asking yourself to do it in a non-judgmental way. So the first one starting off with, I wonder, I wonder, I wonder why do I keep stopping myself from doing the thing I know I'm supposed to do? That's number one. Number two, what am I scared of that's on the other side of success? Number three, what am I afraid I might lose or gain? Number four, in what way might I be benefiting from not getting this success?

Mindy Lanae ([13:24](#)):

And so those are very, you know, thought provoking questions that like help you get to the truth of like what's under the fear, what's under the anxiety, what's under, you know, that hurdle that's stopping you? And like once you get those answers, just like I said in the non-judgmental, just like curious way, it can help your brain like start to realize like, oh that's not real fear. This is maybe from a past event or experience. And it's like translating into that. And then you know, you get those answers, whatever's true for you and you can start to move forward with that compassion and with that understanding and start making better decisions that that serve you. And all the while like visualizing yourself as if you already have that success as if you already have that sale, you've already achieved that milestone in your business and you see yourself celebrating and you see yourself on that all, all inclusive, luxury paid vacation or whatever it is. And that can help your brain really, you know, move forward in a way that's like calm and aligned because it seems comfortable to your brain when you see yourself have already done it.

Jillian Flodstrom ([14:47](#)):

I love, so there was a couple key words that I picked up on and one of them I think is something that we as entrepreneurs, we have for other people but we don't have for ourselves. Cause I always tell people like I never realized how big of a bully I was until I like listen to the way that I talk to myself. And I think that that word that you said, compassion, like we as entrepreneurs need to give compassion that we give to others. We have to give that to ourself because mm-hmm <affirmative>, there is life experiences that

have happened or whatever the case may be, something happened to make you do something. And to be able to look at that introspectively and with compassion and be like, it's okay. Like mm-hmm <affirmative>, whatever that thing was that happened, we're gonna work through it, we're gonna fix it, we're gonna make it so it doesn't happen again. But I can imagine that your clients are just like, whoa when they do that kind of work and are like, I had no idea that that was holding me back. And probably some of those things probably feel kind of silly when you look at it, right? When you're like, that's not even that big of a deal.

Mindy Lanae ([15:52](#)):

Yes, you are so right.

Jillian Flodstrom ([15:56](#)):

Yeah, I

Mindy Lanae ([15:57](#)):

You are so right with that.

Jillian Flodstrom ([15:58](#)):

I, so we have to get those four questions cuz I'm gonna put all your links in the show notes for sure. But we've gotta get those four questions because I think that people are really gonna be able to look at those questions and focus on themselves for even a short period of time and realized that like that right there could be a reason that they need to reach out and work with you. Because those four questions I was like whoa, there's some like stuff that people could really be unpacking with just those four questions. So where's the best way or what is the best way for people to connect with you?

Mindy Lanae ([16:36](#)):

Yes, I lost you for a second. Oh, but you're back now.

Jillian Flodstrom ([16:40](#)):

Yep. What's the best way that people can connect with you?

Mindy Lanae ([16:44](#)):

Yes, so on Instagram my handle is Mindy Lenay, so m i n d y l a n a e And same thing for the website is [www.mindylinne.com](http://www.mindylinne.com) and I am also on YouTube so it's the same handle as well.

Jillian Flodstrom ([17:04](#)):

I love, those are my two favorite YouTube and Instagram, those are my two favorite social media too. Well I'll be sure to link everything in the show notes so people have quick access to it cuz we know that a lot of people are listening to this while they are driving or working out. So that will be there for all of our folks that need access to those four questions again and to be able to work through those. Thank you again so much for stopping by. I love this science-based stuff. I just, it's like we, you and I can probably talk for hours and hours but I won't do that to you. But thank you again for being here. I appreciate

Mindy Lanae ([17:38](#)):

It. Yes, thank you so much. I really loved this and I would love to talk with you offline for hours and hours too. I think we would have great conversations, so I appreciate you having me on here and I look forward to, to more

Jillian Flodstrom ([17:52](#)):

Absolutely.