

The Personal Assistant

“It is wrong to think that the misfortunes come from the east or from the west; they originate within one’s own mind. Therefore, it is foolish to guard against misfortunes from the external world and leave the inner mind uncontrolled.”

– Buddha

As CEO, it is important to hire great workers. The employee that is with you all the time and determines your schedule is your Personal Assistant (PA). Your PA can be your worst nightmare or your greatest asset.

Wendy: My colleague had a dream. She was president of her own corporation. She relied on her personal assistant for all business as well as personal matters. She told me every time she thought she was moving forward and in the right direction in life, her PA would do something to sabotage her success.

We analyzed the dream and figured out it was self-sabotage. Her personal assistant said the same defeating words she told herself all day. Her self-talk was full of doubt and fear.

I called my business partner and told her about the PA dream my colleague had. She said, ‘I don’t think I have a Personal Assistant.’ I said ‘Who is that angry bitch that has been following you around, then?’ She exclaimed, ‘Oh my God, Maxine is my PA! I am going to fire her as soon as we get off the phone.’ I said, ‘I fired my negative PA several years ago, but she keeps trying to get her job back.’ She told me, “Tell the security guard at the front gate that he will lose his job if he lets her in the building again!”

Your personal assistant is your self-talk, what you tell yourself. You know it is time to fire your PA if they are sabotaging you by saying: “you don’t deserve that,” “they are too good for you,” “they have more money, beauty, cars, houses than you,” or “you couldn’t or shouldn’t do that.”

Wendy: I look in the mirror at the extra flaws I have accumulated from the day before. I start with the front view, “How did that single boob hair get so long without me noticing it?” Then I scrutinize the top of my head, “Is that a new gray hair?” If they answer is yes, I pluck it out. I

remove it even through my mother told me, “Don’t ever pull out your gray hairs, three will grow back.” I notice my chin, “When did I get a wrinkle?” I check out both sides, my back, then the front again. “Are those new wrinkles?” I need to hire a new PA, if this is how my day starts. I have fired so many personal assistants, the position always seems available. I am always looking for a new, positive, and refreshing assistant to support me.

If living a good life and running a successful personal body company is your goal, NOW is the time to hire a more positive team member. Remember to forgive yourself for hanging on to such a bad employee for so long. Hopefully, the sabotaging PA never returns.

Where do you find this incredible new Personal Assistant? This new PA is found in inspirational and motivational material focused on increasing your self-esteem. They are also found by networking with other successful CEOs and asking where they found such a courageous staff. You know you have found the right PA when you start hearing these messages: “great job,” “you are so successful,” “you look awesome today,” “great decision,” and “you can do it, you are amazing.”

Wendy: I know I am getting better with myself because sometimes I can look in the mirror and say "I am a smokin' hot goddess" and truly believe it.

Your personal assistant is also in charge of your self-esteem. With your promotion to CEO, you received the best PA matched especially for you. Constant communication with your new assistant is imperative. What if you met with your new assistant every morning, and their only job was to plan your day and tell you how successful your day will be? How do you think your day will proceed?