

# THE TRULY AMAZING LIFE SHOW

*with Aaron Kennard*

EPISODE # 17

## JUSTIN BURNS' JOURNEY TO A TRULY AMAZING LIFE

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Aaron Kennard: Justin, thanks for being here on The Truly Amazing Life podcast. I'm excited to have you.

Justin Burns: Yeah I'm excited to be here. Awesome for having me. Thanks a lot Aaron.

Aaron Kennard: Absolutely. So Justin, briefly... to start out why don't you just, you're from Chicago... just tell us briefly about yourself, kind of quick intro to people and then we'll jump in with the... with the first question that I got for you.

Justin Burns: Oh yeah. Absolutely. Well, obviously as Aaron said, I am from Chicago. You got to be a snowbird to be from Chicago to endure all the cold weather right? But I mean, I love living an amazing life. I grew up here in Chicago and my story is very... a unique one, I should say. Right now, I just... I have a couple of businesses online and I have never imagined that I will be where I am today if I didn't look at those areas of my life and appreciate life and love life for just all the amazing things that has unfold to me. So I am truly, truly grateful Aaron for, not only being on the show, but just being able to tell people that, you know, the journey to life is so absolutely amazing. If you realize and if you understand a certain principle, certain principles in life are not to harm you, but to do you good and to really, really help you live to your fullest potential. So I'm absolutely amazed to be here so...

Aaron Kennard: Thanks. I mean, I'm looking forward to hearing more about your perspective on that stuff. So why don't we kick this off. Just tell us right now, what makes you so thrilled to wake up each day, what

makes life truly amazing to you right now? Just describe it to us, you know, how your life is.

Justin Burns: You know, before my perspective I should say of having this jolly life, like waking up and jolly and smiling, you know, I used to wake up in a lot of depression and anxiety and suicidal thoughts and wanted to kill myself. It was just... it was like I was living in a mini hell, right?

Aaron Kennard: Well let's get to that... Hold on. Hold that. Because I wanted... I do want to go back to that but... Tell me what it is, like you describe some perspective and stuff on your life, like what it... how you are living your life right now. When people hear the word truly amazing life, I think they tend to think, Oh yeah, people think you'd just be happy and jolly and smiling all the time. We'll that's not the

reality. I personally live a truly amazing life, I believe life is truly amazing and I am not just grinning ear to ear every moment of the day. I cry sometimes, things hurt sometimes, you know? that doesn't stop me from believing that life is truly amazing. But I want to hear, like you know, describe to me your current day, your current reality on your current perspective and then I want to go back and hear about that stuff because that stuff sounded pretty intense. Describe that a little bit more. What makes you feel like life is great right now? Like what makes you feel like it's amazing.

Justin Burns: Yeah absolutely. I mean life right now is amazing because I would say one word to describe it in this potential, right? when you start to really tap in to your potential, you wake up every day and you start to just realize you get better every day and that's kind of exciting. Because, you know? it's different from just waking up from the old boring stuff. But I would say, my life is exciting because I notice every single day I get better at something, I get smarter at something, the more I ply myself, the more I push myself on my comfort zone, it's just an amazing thing, it's way different... my perspective is way different than the way I used to look at it. But I wake up, you know? It's not to say that every day is the greatest day. I mean nobody lives to greatest today, but I would say that majority of my day is even when I am in a funk or even if something happens, I'm responding knowing it's for my good so it's

makes me more happier to do it. If I'm upset about something, if something is going on personally, I know that it's helping me grow and then I wake up even more excited when I have that perspective. So I'll just say, you know, I've never experienced just a better time in my life than I have in the past couple of years as we've talked about. It's just life is just amazing right now. I'm absolutely grateful for it.

Aaron Kennard: Well, that's cool. So you say you're not... It's not like you wake up and like the most amazing things are sort of happening and you are just like I'm on the high of the rollercoaster all the time per se, but you hit things that happen that may be challenging and you said something, hey I'm in the frame of responding that it happens... it's happening for my good. So...

Justin Burns: Absolutely. And you have to... I think the more... I do an exercise that has really helped me tremendously every single day.

Aaron Kennard: What is it?

Justin Burns: Every day I wake up and I'll write down three things that I am grateful for in the last twenty four hour time span. So I wake up in the morning and the first thing typically that I'd do is I try to meditate and I try to pray. That gets me really centered, really focused and it kind of centers me for my day. But I would say, one of the biggest things that has get me really, really helped me get to that level, is really getting to the point of writing down every single day again, like what I am grateful for, about the different things that I am grateful for. The different things that has really, really catapulted me to really truly appreciate just the small things. We're so focused on all these big things that go wrong within the day that if you're really truly looked at different perspectives, you will really realized that there's more awesome things in your life going on than you give yourself credit for. (Absolutely) you know? And I think when I started to... It wasn't just me writing down a bunch of things that I am grateful for, it's just the clarity that I got over doing that exercise for six months Aaron, and I mean, I started to look at so many things in my life. I started to realize, my life is really not all that bad and it makes you really appreciate just the smallest things. you know? So you buy a cup of coffee, you are grateful, you know, just little thing, I'm like man I am more blessed and I truly, truly realized that I am.

Aaron Kennard: That's cool. That's awesome. I love it. I love that description. Okay. So take us back, you said it wasn't always like this. I mean you've discovered a way to get this... to live throughout a life and find joy in such a small things to where you feel that life is truly amazing. When you describe that, I mean I just couldn't... I love hearing that description from somebody else because that is... I mean, literally, if somebody asked me a question I probably wouldn't described it exactly how you just said it. That's... I couldn't said it better myself. But take me back, you know, obviously it wasn't always like this, you described suicidal thoughts, depression, I mean, clearly at some point you weren't thinking like this. So what's...you know, what happened? take us back.

Justin Burns: Absolutely. So, obviously my life didn't start as the peach and lollipops that I've tried to convey, right? But I mean, the biggest thing is that, you know, I started off with watching, you know, as a young kid, my father be addicted to drugs. I watched how he ripped my family apart. I watched what he did to my mom, you know, and we had a family. I watched when they got divorced. Just how

everything started to kind of go downhill from there. My mom started to work two or three jobs just to try to take care of us...

Aaron Kennard: How old were you?

Justin Burns: It was very, very tough for her. So I got to... I really, really hadn't the chance to see mom a lot.

Aaron Kennard: How old were you when this was going on when your mom... when that was happening?

Justin Burns: I just had to be around seven years old, when my mom and my father... my father was a great man. I mean he did everything he can, he took care of our family, so he wasn't ever deadly but he got with the wrong crowd and he got addicted to drugs and it really affected our family and really in a negative way obviously and he never really recovered from there. And so throughout the years, I've got in to a lot of... I started hanging with the wrong crowd, things just started going downhill fast forward to I'm about in my early 20's and I started to work a nice job and get my life together, I definitely didn't want to graduate from high school, I didn't know what I wanted to do, going through all these

things in life. And I remember, when they started to happen, I went to the doctor one day because I have a really low self esteem and I was diagnosed with a really, really high depression when then the doctor was trying to put me on medication. So I often hear people say, you know, I'm depressed and then those people say I snapped out of depression, they obviously haven't talked to people who have been in depression. Depression is not something that you just snapped out of no matter how positive you think. It's not just that easy. You have to go to a process of healing, and to really go through depression. So I didn't realized how bad my anxiety and depression was until they diagnosed me with it. It was like, I like to see like this moment, I call it the Moment, when you are ready, right? the Universe or God or whatever you believe in, throws a curve ball your way to kind of start you on that journey. All of us have been there. I called it a 'down moment' but it's of like the enlighten moment.

Aaron Kennard: You call it like the Dull Moment?

Justin Burns: it's the DOWN Moment. Everything is... your back is against the wall, everything is going bad for you, everything is terrible, you have no other options but to go up or stay where you are and that's going to be more painful.

Aaron Kennard: So when you were at that point, I mean, you mentioned, you were depressed but what was... described that a little bit more. What was so, what's going on?

Justin Burns: Well, the turning point for me was, I had already have all these anxiety but suddenly everything started, you know, everything bad that can happen, it all happen to me within a one month period of a time. You know, me and my mom, our relationship fell out, to top that off, one of... I started to invest in real estate and all of my investments went belly up. I lost \$25,000, a partner of mine at that time stole \$25,000 from me at that time, and I had a side job too. So I was working in a company and making up some really decent money and then the same week, all of that, I lost \$25,000 in my bank account, almost leaving me broke. The same week, they fired me after three years, no write-ups, no anything, just all of a sudden they fired me.

Aaron Kennard: This is all during your clinic... I mean you were diagnosed with depression...

Justin Burns: This was a couple of weeks after the diagnosis. So this is a... this will only make me worst, right? Now I'm starting to psychologically believe that something is wrong with me right? They diagnosed me right? They have given me this title. So now I'm starting to believe it. So now it's getting worse. And as you can imagine, being unemployed, losing most of your savings account, about to be in put out of your apartment, everything...

Aaron Kennard: And your relationships... even your relationship with your mom, something happened there?

Justin Burns: Yeah. My relationship with my mom, we didn't talk for about two months because I was really upset because I started to sort of blame her for my father leaving and we got... our relationship kind of started to become really, really apart. And then, to top that off, all of the money I've lost, a lot of my friends started to leave as you can imagine. When you don't have real friends they leave when you're out of money. So that's the way it works, you don't have a job. I'm at this

place where I'm sitting in my apartment and about... and I get this notice on my door that pretty much where my landlord says that if you don't move in a month, your rent is going to pretty much double and we're going to pretty much evict you. I'm at this point where I'm making this decision, I've fallen deeper in to depression and I'll never forget what happened. I went in to the kitchen and I thought I am going to end my life because I don't deserve to live and this is one of the worst experiences that I've ever had in my life. And at that time because I was really in too deep with depression, I couldn't see any light, I couldn't see any promise of anything. And I went in to the kitchen, I grab a knife, and I drag down to my knees and I put the knife to my wrists, I mean this is, this literally happened. And I said, you know what? I'm going to quit because I'm alone, I have no money, I have no job, I'm just going to end it right here. It's just... I just want to end my life and I saw it. I had literally had planned my way out, I planned everything so I just slit my wrists and I'll just bleed to death, right? I mean, this is what depressed people sometimes go through, suicidal people go through. And so, I will never

forget it, as soon as I get the knife to my wrist what happened, all of a sudden my heart stopped and everything just stopped beating. And it was like for a moment, that reality kind of stopped for a second. And I'll never forget, I heard this voice because I know, I didn't have enough positivity to counter up something like this statement (Yeah) But I'll never forget I heard this voice say, 'Life is beautiful once understood.' and it kept echoing. Then it got louder and louder to make sure that I understood. And I know that it wasn't something from my being that was trying to get to me. And it kept getting louder to the point where I had to fall over and all of a sudden I start crying and for a fraction of a moment there, I realized that up until that point in my life, I had not appreciated who I was and that I had accepted the labels that everybody had told me, that I was stupid, that I was dumb, that I wasn't good enough, that I wasn't important. And that was the real cause that I've found out, that was the real cause of my depression, and that's the real cause of depression is negative beliefs about a person self, about their self. And I really was... I was crying because I personally believe in God and I felt like, I have been a disgrace to God and myself because I didn't really value who I was as a person. And from that moment forward, I stood up, you know, I wiped my tears, I was down. I knew my situation was there for I didn't have any money, no job, no anything, my situation was there and I made a decision. I said, you know, God I will make a deal. You know what I mea... you know people say Make a deal with the devil, I've made a

deal with God and I said, If I live fully, If I play full out, if I go to the next level, if I go to walls, if I push past my comfort zone, if I do whatever it takes, you have to promise me something, that you at least show me who I am and what I am capable of. That you at least show me those little miracles right? of me growing, of me... you know, of me... little shifts in my thinking... If you do that for me, then I will promise you from this moment forward, I made a commitment, which I think a lot of people don't do, is make that commitment that I'm going to play full out no matter what happens, I'm going to break full walls, I am going to if I have to, you know whatever it is I have to do, I am going to do it. And I'm telling you Aaron that, that day, I went on a... and just whatever I can get my hands on, I started reading any personal development books I can get my hands on, psycho- cybernetics, so many books, Zig Ziglar, [inaudible]. I started... I didn't have any money so I had to go to the

library and I had to read as many books as I can. Up until that point I thought I was stupid, right? I still have this belief I was stupid and so I didn't really read books. So I started to force myself to read books and it took me almost probably three months to read one book, because I thought I was stupid. (Whoah.) So I started to go on this crazy journey and each journey led me to a different one. I end up being on a... I don't know if you've.. if you've ever heard of The Go-Giver Tour with Bob Proctor, I mean not Bob Proctor but Bob Burg. As in Bob Proctor. He's kind of like of Bob Proctor too. But Bob Burg and I ended up being accepted on that tour so that changed my life. I was able to get free tickets to go down to Orlando. Something that I had never even imagined, I went in to the seminar of this titans, I saw Zig Ziglar's speech and the Guys that I was just reading his books was now right in front of me and manifestation started to really happen in my life. And was something... You don't even know Aaron, the things that had started to manifest, and from that moment forward I went to probably every personal development... I started to get money, my income started to rise and I will say that I was so deep in to it, and I would say and in kind of the English story, I would say that I got so deep in to reading all the books and to getting coaches and getting mentors and go on every personal development books and everything I could that I had... I forgot where I came from. I didn't go off, I didn't veer off the road, I mean I was so focused in becoming the best person I can become that I forgot who I used to be.

Aaron Kennard: You mean, you used to be like the depressed person or the person who thought he was stupid or what'd he do wasn't good enough?

Justin Burns: Yeah. Because there are so much work I did. Like I told you, everything I can get my hands on, I mean from Hypnosis to Neuro-linguistic programming to Belief work, to everything I can reprogram my mind with, I did it. I attempted it because I didn't want to leave anything to chance... I wanted to change that. And I'll never forget that I was speaking on stage, right? And speaking is number one debts that people say they'd rather die, you know, they rather not speak...

Aaron Kennard: The number one fears you're saying?



Justin Burns: Yeah, the number one fear I mean. Speaking of just number one fear, people say they rather just die, But I will never forget... I did a couple of speaking engagements and I was really scared and afraid and I will never forget and I think I was telling this you that before, But I will never forget that I was on stage, I've spoken to this event called "Success Fest" and I was one of the keynote speakers there. And I remember I was talking about this story, exactly like the way am telling it right now, in which I wanted to commit suicide and then I realized that my life has so much meaning and purpose. What I'll never forget, after the speech, there was a couple of hundred people there, and after the speech, I had one little girl, she was such a cute little girl who came out to me and she hugged me. And she was crying. And she embraced me and I'm looking at her and I am like, what's going on? maybe she was touched by the speech, I don't know. She said "I want to thank you because I have had my suicide planned out tonight. I was going to kill myself tonight. And I have a note written on everything and somebody invited me to this event and I wasn't sure about coming but you gave me some hope. And now I realized that I don't have to kill myself." And when I got back in to my car, and so I drove, I drove back home. I started crying, right? I like being authentic. I am an authentic human being. I like letting people know that I'm crying...

Aaron Kennard: Well this is a 'cry on' show so you don't have to worry about that.

Justin Burns: Wow. Cool. I'm good now. I feel more comfortable now totally about my crying stories. So, I will never forget that I was crying but it was really tears of joy. And as I was driving home, I suddenly started to get all these visions of who I used to be. The old, the pre me - developed myself Justin. Then I started to... I remember when I was just like her. And I remember when I was just seeking. And I remember when I thought I was stupid. I remember and I started to just become

overwhelmed just being grateful. And I think at that moment and this was probably around two years later, no I'm sorry, three years later, for me that I had been going to all of these events, And I'd never forget three years later, started my business, so many things that had happened that was great and I'd never forget I was so grateful and I realized my life purpose, that I was on my life purpose I was so grateful

because at that point, I had knew where I came from. I don't think it was up to that point when I was touched like that, with that little girl when I really realized that I went to all of those things for someone else. And if I can just touch a few more lives, before I leave this Earth, then I know that my life's purpose had been fulfilled.

Aaron Kennard: That's amazing my friend. Wow. That's a power-pack story. Seriously, that's incredible. Thank you so much for sharing that.

Justin Burns: Yeah. No worries. You know, it's awesome. It's always an awesome journey and you know and you just have to get over that original hump. You know, if you are stuck in the pain, you can't see the beautiful that's after the pain, but I'm telling you and this is obviously for your listeners, if you just stick it, if you just hang in there and you persist to get past the pain, I am telling you there is a joy... It's not to say that you're not going to experience because you are, but you're going to experience... [inaudible]

Aaron Kennard: Yeah, like if you are here on the Earth, good luck getting out on that one.

Justin Burns: Haha.. Yeah. It's still going to be there but it's going to be a different type of pain. When you know that it's the pain that is helping you grow to into the person that you are destined to become.

Aaron Kennard: That's amazing. I like that thought about pain and finding that joy beyond. Have you ever... Just as.. On that note... What's your thought on finding joy in pain?

Justin Burns: Finding joy in pain...That's obviously a hard one, right? It's always a hard one because you're in the pain, these chemicals are going in to your body, negative... you know thoughts are really, really (you know) running crazy. But I will just say...

Aaron Kennard: I was just curious. Because I've had some experience with that. I'm just curious if you've had any, like there's a lot of... there's a lot of I mean it's definitely true that there is... things to be learned from pain and there's a lot of joy to be found afterward. I'm just curious if other people have experienced the finding of joy in the midst of pain and anyway, your thoughts on that. Go ahead.

Justin Burns: Yeah. I mean when you have the main thought that, you know, that the Universe is doing everything at this exact moment is for your good and not your bad and suddenly a lot of things start to changed your perspective. It's not to say you're not going to have a bad day because you are, It's not to say you're going to have, you know, you're not going to have those moments when you want to give up, it just every human being even if, you know, are greatest... the people we've known that are the greatest in human history have experienced the same moments even while they were great. Like what everybody was talking about, but I think the way you experienced... they way I experienced joy, because I have this perspective at the back of my mind that there's something that I have to pay attention to. Whether it's something inside of me, whether it is something... whatever is the event that is happening, this is here to help me grow. It's not here to help me to try to put me down and try to get me look at things. And when I you know, to be honest with you, now that I have that perspective, I always end up looking at an area, and looking at it from a... I call it looking at a 3D point of view... Like if I'm reacting to an event, and I'm getting upset with that event, I always ask myself 'What is causing me to have a reaction to this event?' There's obviously be some type of insecurity or a belief or whatever it is that is causing me to have a negative reaction to this, so it's always a growing opportunity and when I do that I end up not only I'm becoming happier but I end up growing as a result of looking at the joy in the pain.

Aaron Kennard: That's cool. I like it. Thanks for sharing that. And when you... If you compare that to what it was before, when you had those years of suffering, this false, negative beliefs where you... you'd have a hard time growing when you don't look at that, that way because you are not allowing yourself to see any good on any of it. You are just thinking to destroy you or to put you down and you think that everything is against you somehow.

Justin Burns: Yeah.. Yeah.. Exactly.

Aaron Kennard: And then when you are in that mode, it's like this perpetual thing that holds you down, the minute you switch over, when you are able to... What.. So what was it that gave you that switch in belief that everything... This is the way I say it, this is my... I completely

agree with you, the whole subject of the book that I wrote last year, The Positive Thinking Secret is to believe that everything is conspiring for your benefit. I believe that is the secret to a positive attitude, to a positive outlook is to believe that and so, you're speaking my language when you said that, what was it that made that shift that belief for you? Was it that day with the knife against your wrist?

Justin Burns: Yeah. It was that day. Because I had... I mean, think about that for moment, you know, you're thinking about ending your life over external events and that's what caused me to really wake up and I think the commitment... When you really fully commit, I think that one of my biggest thing, because a lot of people are saying "Justin, you are so driven.." You're so... you know, no matter what happens, you're always waking up in a consistent, doing the same thing, even if bad things are happening around you. And I think that... I made a full-blown commitment to myself that I would never ever, ever give up and stop trying to become the best possible human being and another thing I think that really comes to mind, is when you're in the pain and the suffering, you have to ultimately have vision, right? you have to... I learned this from Psycho Cybernetics, that you can become whoever you want to become. It's all about changing yourself image. And for me, I picture myself and this may sound, you know, weird or whatever but, this is one of the things... this was the only hope that I had when I was really filled with a lot of anxiety and depression. My only hope was picturing myself as another person. You know, that was every single day, I would actually get up in the morning and after I've meditated, I do a 30-minute visualization of the person I truly wanted to become. And it's a very hard habit but you know, it's definitely a hard habit to keep up with, but I will say that it will work so many wonders in your life.

Aaron Kennard: So that was immediately after the suicide attempt when you are making the shift... that was one of first things you did?

Justin Burns: Well, I would say that was about, I would say about a year and a half later. Because I didn't have... at that point in time, I didn't know anything at all about visualization.

Aaron Kennard: Yeah.. it took you three months just to read your first book, so it was not like it's an immediate, it was not immediately... the

next day you just have the vision, the statement from God and you are all of the sudden healed. It took time for you to... I mean there was a year of progress basically, since after you've had that commitment...

Justin Burns: Yeah but you have to make a commitment, because I didn't talk about the period of time, and without going deep in to it, the shortened level is that, the next two years of really, really after I've made that decision was even tougher before I made the decision.

Aaron Kennard: Yeah.

Justin Burns: It was tougher because, I mean, imagine being out of your, you know, your environment, your comfort zone, all the things that you didn't do, it was tough. And like I said, I always picture and I said 'Justin, what is it that you really want?' You need to decide on what you really, really want and I'm not talking about like just like different things, who do you really want to become? And I decided that my love to people, right? And I wanted to... I had social anxiety problem at that time, I didn't know how to talk to people, so I started to... I said the biggest thing was, I wanted to become a speaker. Okay? And this is why I became freaky and...

Aaron Kennard: It's almost always hard to believe you because you speak so fluidly, you are I mean... It's funny that... you know.. it's hard to picture people in so many ways. But it's just a testament that people change and we can change and we can go from being shy, and we can go from...we can become whatever we want to become and you're a living testament of that right now...

Justin Burns: Yeah and it's freaky because you hear about all this stuff from a book, you read about the stories but it's very at least for me I should say, It was very rare that I've seen people who said 'hey you know, from the last a year and a half, I've been visualizing myself going from this to this and I actually did it.' I rarely came across those people and so for me it was kind of like act of faith. And so for me I

was just like 'you know what... I feel in my gut this is true, am just going to do it.' And I remember sitting there, it was really weird, because my mind will always go all over the place, and I always picture me in a suit, it's a really weird picture, but it was me and the suit, walking back and

forth from a stage, being very confident, speaking kind of like what I'm speaking right now, with a lot of you know (energy) [inaudible] energy yeah and excitement and I picture that person. And it was so weird because, it was so weird because when it actually happened, it was freaky. Like when I was actually on the stage in a suit, and the vision was exactly the way that I've pictured it two years prior to that, I don't understand how freaky that was for me. And I heard this, I heard kind of like this... this.. sort of like inner voice, if you will, say 'this is only a fraction of what will come.'

Aaron Kennard: You really freaked out.

Justin Burns: Now, am really visualizing.

Aaron Kennard: No, now you are really excited because it's just... you know how real it is, of what you do when you decide, commit, and when you decide to take control of your thoughts and take control of your life.

Justin Burns: Yeah, yeah exactly and you don't really have to... the thing is you don't... it doesn't matter where you start from. It doesn't matter. Because I didn't have any people in my family who were business owners, I didn't know anybody around me that have even read any personal development book, my mom never really made let us listen to anything like Tony Robbins or we never... we weren't required to read other than going to school. My grades were terrible, you know... so it doesn't matter where you start from. What matters is that you just get enough, you know, I call it guts, but I should say enough strength that you have within you to just want to go at it, and just want to just commit 100% and that's what really, really what I've decided to do.

Aaron Kennard: That's awesome. When you talked about... I liked how you brought that point up, that you went those two years, you gave just the short version but it wasn't easy, it was actually harder in so many ways. And I just want to make sure that people hear that point loud and clear, because to live a truly amazing life, does not mean you sit on a beach in a beach chair for the rest of your life sipping on Margaritas or whatever. It's not like... living a truly amazing life is a

life of comfort and ease. That's not even close right? I mean from what you are describing... You're describing how you live and it's sometimes

hard even now, because you're stretching yourself, because you have this visions of greatness, and to move from where you are right now, you've come a long ways but even now, you see a much bigger vision of yourself and it's not going to be easy to become that, right?

Justin Burns: Yeah, exactly. And when I say it's... It is harder because when you start to talk a certain way, when you start to carry yourself in a different way, you know, you start to more or less, you start to really, really get in to a point where your family is kind of looking at you off from a different perspective. Now you don't talk, you don't gossip, or you start to... even your friends, right? your friends start to say 'who in the heck this is guy think that he is?' and then you know, so you start to lose friends...

Aaron Kennard: So you're friends have probably changed a lot, I imagined.

Justin Burns: Yeah.. yeah. I mean, I manifested them as well. I always wish for the most loving and caring friends in the world. I'm lucky to say that I have some of the most loving and caring friends that I could ever... I mean, If I just down on my luck, I know that they would actually be the greatest friends [inaudible]

Aaron Kennard: Yeah, because they wouldn't disappear.

Justin Burns: It wasn't like that. I have friends who, when they got mad at me, they don't talk to me for a year. you know? that's just...

Aaron Kennard: I guess you could say that you had people in your life that would do that. They weren't... they shouldn't be called friends at that point because that's not real like true friendship, right?

Justin Burns: Yeah, yeah and you have to become you know.. and it was also a growing lesson for me, because I said you know, what did I do to attract these types of friends? Maybe am just like the people I have in my life, maybe am not a committed friend, and I started to kind of discover those areas from myself to grow in. So then I said 'you know what... it was tough but I had to learn how to become a great friend...' how to get to a point where you know learning... how is a great friend supposed to be? how am I supposed to be a loving friend and different

things like that, am telling you, it was one of the most tough, it was a very, very tough season when I was learning . because when I think, like I said, when you're really, when you're... when you have depression not like when you just say 'I have depression.' but when you're in deep depression, what I also went through was, my depression got worst over those two years after I've made that decision. And the reason why it was is because, I had gotten to a point where the positive thoughts were conflicting with the negative thoughts. So now I'm telling myself 'I'm confident.' and my subconscious, you know, what's really in my deep subconscious is going 'No. you're not. You're not confident.'

Aaron Kennard: So this is a huge point because you're saying... because people hear that but they are discouraged, and then they say 'okay just speak this positive affirmations, convince yourself of the truth, because you are amazing.' But when you say that and you don't believe it, then you've got what you've just said, all of a sudden make your depression worst because there's this massive conflict?

Justin Burns: Yeah. It's a conflict. It's a huge conflict. And I will say like I got even worst. My... talk about my self esteem going completely off the window.

Aaron Kennard: Because you're lacking Integrity. You believe one thing but you're saying another and it doesn't line up at all.

Justin Burns: Yeah exactly. And my biggest shift when you know just to...

Aaron Kennard: Yeah, how did you get out of that like... I think it would be very valuable for a lot of people to understand how that process works as far as moving beyond that?

Justin Burns: Yeah absolutely. It's... this may sound like a cliché but it's definitely a great point, you just have to... you have to realize that the only moment that matters is right now in the present moment, and you have to get to that point where... how I was able to really come out of that... the conflict? Is really healing. Being able to face... because it's not just about saying all this affirmation, saying "I'm great, I'm this, I'm that..." you have to first start at, that you have those negative beliefs about yourself. You have to first face that. A lot of people would say, I don't want any negativity in my life. I don't want to... you know, when



they get in to personal development, they are going this, they are going this kind of like tiring like, "I don't want any negativity..."

Aaron Kennard: I just want all positive. I just want to be around positive thinkers...positive everything...

Justin Burns: But in order, and I've learned this from Jim Rohn, you have to be able to face your head on. you have to be honest and real with yourself. If you have low self esteem, then you have to say 'right now, I have low self esteem.' 'right now, I have a belief that I am stupid..' and that's really hard for people to face. I mean, imagine telling yourself, 'man am really think that am stupid. this is really.. this is crazy.' But you cannot heal... You can't start the healing process, until you are totally honest with yourself, when you go on this journey of truly just loving yourself, investing in yourself, doing whatever it takes, whatever it takes, and am not just saying that to be cliché am saying what I am meant to say "Whatever it takes..." to truly become the person that you'd become. And another thing is...

Aaron Kennard: Wait a minute for a second, because... so you got to be real with yourself... but where is that turning point? Where is that turning point like... so for somebody like 'hey am going to face the fact... I do believe that I'm stupid, I do believe I'm dumb, I believe I'm fat... you know, I don't believe I'm worthy..' so you face that then what? what do you do with that? like where is the healing happening and where is the forgiveness comes from in that?

Justin Burns: Well you have to do... we obviously don't have a lot of time to go in to all the different things that I did. But it really is the one that we've talked about, one of the tactics, or should I say strategies that I used was the strategy from Psycho Cybernetics. Every single day, I thought I was kind of real to myself, every single day I started to visualize how I would act in certain situations. So if you have low - self esteem, then the greatest thing that you can do right now is just really, I mean, what is the opposite of having a low self esteem? Now you're in this kind of like proactive mode instead of the reactive mode. So now you're thinking about okay, now that I know where I am exactly, now the question is, what do I need to do to get to who I want to be...So for example for me, I have a very low self esteem, and so now people say

'Justin, you have a lot of self esteem. you know, you have a lot of energy.' and what I did was, I started to study people that have high self esteem that I look up to. So I started to model them, I started to think about them and even doing that, I started to surround myself with people with high self esteem. Because they call it neurons.

Aaron Kennard: Yeah neurons. you become... you start acting inside. just like what you see, you don't even realize doing it but you act out the way the things that people see that are acting around you, right?

Justin Burns: Exactly. And one more reason that really helped me... I'm telling you I've probably read thousands of personal development books I was really hungry. One of the biggest things... you talked about that I can think of, you know, that really helped me you which was... the biggest thing is also facing your fear. And I was also going to say that the next few things that had really, really helped me was number 1 was facing my fears. I had a really big fear speaking on stage, so I said 'You know what...I really have to put myself out there... so I volunteered. I took action, and I started to speak and surely enough, It's not to say that my fear completely left, but now people say, I can't even tell that you had any fear before like you just said or if am not a social person, I'll go to as many network events and every single time I would leave a networking event, I'll go home and just say what could've done any better? or what did I do great? you know.. what did I do good that was good? and so you start to make these little improvements and that's how you go from taking 20 years to improve to taking it a couple years. Like it only take me three or four to truly go from being really depressed-low self esteem to truly, truly experiencing just an amazing fact.

Aaron Kennard: Well, you are living your truly amazing life. That's the epitome. I love. This has been amazing. I love the story you've shared it was such a fantastic example and I know the people that are listening are going to gain a lot of this little nuggets, a lot of... that's super cool. Let's wrap up then, I know you we are getting shorted out of time, just a few questions, are you familiar with the 12 Pillars of a Truly Amazing Life poster I have, just tell us real quick, which one of those stand out most to you right now and why?

Justin Burns: Yeah. Actually when you sent this to me a while ago, it was just, I look at these and I love them all. Say, the biggest this is just I love which is number two. CELEBRATE LIFE. You have to celebrate life, because if you have to celebrate life, your life, I should say nobody else will. So celebrating life and appreciating life, number two definitely stands out. Number four I'd say, Smile. That was one of the ways that I was able to get over a lot of my depression which is every day waking up and just smiling for no reason has sent a lot of chemicals to

my body and it really set my tone and then finally, the biggest thing is just, you know, number eight, remember... I really like all them, Aaron, that's why snuffling them over and am like 'I don't want to pick this one out..' and this will be better than the other... [inaudible]

Aaron Kennard: I mean you can have so many applied, I mean it's totally fine. I know every single one applied in your life. Because you live that way, because, I mean everything you've described is describing those things and it's yourself... it's awesome. I like how you just drew those out. You've mentioned a lot of really cool books and Psycho Cybernetics is a huge one. Is there one books that's like beyond them all that had helped you more than anything that you would recommend to people who would want to make a massive shift their life right now?

Justin Burns: Oh, there's so many of them...

Aaron Kennard: It's hard to say, isn't it? Or anything that is the most recently that stood out to you? Any other book that you'd recommend?

Justin Burns: Yeah, I mean I like Psycho-Cybernetics. I am more so like an audio tape type of guy so from the beginning I've read, Zig Ziglar, See you at the Top. I like the old school type of guy, I like the really, really old dusty books. I've always have this joke, I say the more dust it has on it, the better wisdom that's in it so [inaudible]

Aaron Kennard: So would you say Psycho-Cybernetics is one of the most impactful book?

Justin Burns: Yeah. I would say Psycho-Cybernetics, you know... I like Tony Robbins' See you at the Top, that really...

Aaron Kennard: Was is Zig Ziglar's See you At the Top?

Justin Burns: Yeah, See you at the top by Zig Ziglar, I'm sorry. Personal Power by Tony Robbins. That's like one of those books when you're just... when you're at a really level where you...that was when I was just starting in personal development and one of my favorite books that has really been impactful is called The Healing Code.

Aaron Kennard: My wife read that recently, actually. I think she did... Who's that by?

Justin Burns: Oh geez.. I'm having a brain...

Aaron Kennard: Ohh.. We can look it up.

Justin Burns: You can always look it up. The Healing Code, I actually just finished it and I'm actually just seeing it as a really great improvements from that book. It's actually an amazing book.

Aaron Kennard: That's cool. Alright final question or just tell people, you know... if they want to get in touch see kind of what Justin is doing, we didn't get in to what he's.. what you're doing a lot today but you've kind of ... you're doing some really cool businesses so people kind of want to see what you're really up to today, he's created this business, SupremeWebinar.com; it's not in the personal development space per se but it's one of the cooler things he's doing and Justin, I'm excited to keep in touch with you and just see what kind of cool impact you have on all of the people's lives as you go forward in a world. It's exciting to talk to you, you're energy is just really strong. Why don't you just wrap up, tell us one final piece of wisdom kind of what's the most important thing you've learned and send us up on our way in living a truly amazing life?

Justin Burns: Absolutely, Aaron again, I appreciate you. You are one of the most amazing humans that I've met and I'm grateful too to have met you specially through our buddy, Jeremy. And I appreciate you having us. and your show is impacting on some many people's lives. But the biggest wisdom that I was going to say it's just when you commit to a great life, you have everything within you to succeed and you know, without a shadow of a doubt there...you can actually make that full blown commitment to yourself that you're not only impacting your life, but all the people's lives around you. So I will just going to say Live Big.

Live Fully and Live Great. And thank you so much for having me on the show.

Aaron Kennard: Fantastic. Thanks for leaving us with that. So great to meet you and thanks again for being on the show.

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*Thank you in advance!*

*- Aaron Kennard*