

Interview with Matt Jones March 5, 2012

Success Profiles Radio

with Brian K Wright



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My guest this week on Success Profiles Radio is Matt Jones who visualized himself running a marathon while lying in a hospital bed battling cancer. He had to learn to walk all over again. We discuss this incredible journey, and how he turned this difficult situation into a career writing books and speaking to audiences.

Brian: Hello and welcome to Success Profiles radio. I am your host Brian K. Wright and it is a pleasure to be with you here today. I'm honored that you chose to spend part of your day with me here and this is going to be a really fantastic show. I'll be introducing my guest shortly and I promise this will be a fun and informative hour. It's going to be great. I just want to take a minute or two to share some things I've been learning and thinking about lately and I'll do this every week.

I'm continuing to read a great book called *The Compound Effect* by Darren Hardy. He's the publisher of *Success* magazine. You really should check this book out. He states that when people set goals they ask themselves what they need to do to achieve it. That's not really a bad place to start. However, a better question is, who do I need to become to achieve this goal? Now, let's just say for the sake of example, you want to attract a really important client in business or you want to attract an ideal romantic partner. You need to identify what your ideal profile is for who you want that party to be. In other words, what do you want out of it? More importantly though, you need to ask yourself: what type of person do you have to be for them to want to be associated with you? That's a question that very few people bother to ask and it's really important. If you think that partner or that client will never be interested in you, then who do you need to become to make that happen? Once you answer that question and begin doing something about it, that's when great things can happen for you.

With all of this in mind, I do want to introduce my guest who has had an incredible journey that I want to explore today. My guest this week is Matt Jones. He is a world-class professional speaker and author. He's committed to inspiring audiences and delivering strategies to help organizations thrive in the midst of adversity and excel to new heights of performance. Matt's story has been featured in both international magazines and TV shows. He holds a Bachelor's in Communications, an MLS in Liberal Studies with an emphasis in Organizational Leadership and is currently pursuing his doctorate in organizational leadership. Matt is currently the author of five books with more to come in the future. The first is called *Going Through Hell; Don't Stop*, the second is *How to Survive Your Darkest Days and Create a Bright Future*, the third one is *101 Timeless Truths: Proverbs from Around the World*, the

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fourth is *Life's a Marathon: 26.2 Winning Strategies for Personal and Professional Success*, and number five is *Sales is a Marathon: 26.2 Winning Strategies to Stay Motivated in Sales*. His newest one is *Leadership is a Marathon: 26.2 Winning Strategies to Stay Motivated as a Leader*. As you can see there's a theme and we're going to be exploring that greatly. I personally have one of these books, *Life is a Marathon: 26.2 Winning Strategies for Personal and Professional Success*. Matt, are you there?

Matt: I am here. How are you doing Brian?

Brian: I'm doing fantastic. Welcome to Success Profiles Radio. It's great to have you here.

Matt: It's a pleasure to be here.

Brian: Fantastic. Well let's just start at the very beginning. Tell us a little bit about your background and how this got started. Your story is very unique and really inspirational.

Matt: We all have our story. We all have those defining moments, those turning points in life. For mine, it was September 11, 2002. I was a senior in college, about to graduate and go out into the real world to find my place. In my senior year, something wasn't right. I had this sore throat that would not go away and I was sleeping up to 16 hours a day. I got to one point where I slept for 23 hours in a 24-hour time period. I was missing all my classes and figured I had mono. It was going around campus, some of my friends had it, and so I went to the doctor. I got tested and the results came back negative. The doctor said we'll run some more tests; you are free to go home. If this persists it might be something else. I'll give you a call. A little after 1:00 September 11, 2002 my doctor called me back. That's when he said the white blood count was five times greater than normal and you probably have leukemia. I went to the hospital and sure enough at the age of 23 I was diagnosed with cancer.

Brian: Wow! That's absolutely amazing. What was running through your mind when you found that out?

Matt: At first it was just this unreal moment. I was 23 years young. I was a certified personal trainer. I was into body building and health was my life and now here was the C word. The best way to describe it was like if someone had just reached down and pushed the pause button on my life. I was just in shock.

Brian: It just goes to show we're not all as invincible as we tend to think we are, especially at that age.

Matt: Exactly! I thought I was going to be the next Arnold. It changed over night.

Brian: So you're lying in the hospital and you had a really incredible goal you set for yourself. You're lying in the hospital, just laying there, sick, not sure if you're going to live. What goals were you thinking about at that time?

Matt: What happened was initially I went in for treatment. For three months I was in remission. I was like wow I faced this major thing, I beat it, and I can do anything in life. There was an 80% chance that it would never come back. It was like I had this new lease on life; I could conquer and do anything. And Brian, seven months later it came back. That was probably one of the lowest points in my life. I was devastated. I got into that old thing, why me? I started throwing a pity party. I was feeling sorry for myself. I came out of that and went back into remission a second time and that's when my doctor said, you're going to need a bone marrow transplant.

Brian: Oh my gosh!

Matt: They started looking for a donor. Like when it rains, it pours. I got back into remission and was able to graduate college. It was 2004 now. I was still waiting for a donor and feeling really good until I started having these massive headaches. It was like what's going on here. I was referred to several

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different doctors and several different specialists. That's when I discovered, I'll never forget, this was January, a Monday morning, and I'm sitting in another hospital bed waiting for these results, and I hear a knock. This doctor who I now refer to as Dr. Doom came in and sat next to me and she said, "Matt, the cancer's come back. Not only has it come back, it's spread to the fluid in your brain. And you have less than a 10% chance of living to the age of 30." And she got up and walked out. So that was quite not a fun Monday morning.

Brian: No, no! I wouldn't think so.

Matt: So what happened was because the leukemia came back and right into the fluid in the brain and into the rest of my body, they had to fight the cancer on two fronts. So they put this device in my head called Ommaya reservoir in order to administer the chemotherapy because of the blood-brain barrier. They also had me on experimental chemotherapy. Eventually this little device in my head became infected, my kidneys began to shut down and my temperature rose to over 104 degrees. Right around Valentine's Day 2004 around 2:00 in the morning, the doctors called all my family and friends because they didn't think I was going to make it. Against all odds, I recovered. That's when I formulated this decision. I could hardly speak; I couldn't concentrate. I couldn't even tie my own shoes. What I had to do, like so often in life, every day we wake up we have a choice. We all face setbacks; we all get knocked down. We all have things go unplanned. But the key is, not what happens to us, but ultimately how we perceive what happens to us.

So as I was laying there in my bed I thought I want to complete a marathon because that's the ultimate test of endurance. If I could just complete a marathon that would just be proof to myself that I was healthy again. Even though I couldn't tie my own shoes, I couldn't even walk by myself, I set that goal and intention.

Brian: That's a pretty lofty goal for lying in a hospital bed, not sure if you're going to live. It gave you something to focus on and look forward to and I think lots of times that's a great principle to abide by. When you have something to look forward to it gives you strength to keep going.

Matt: Yes and researchers have shown that if your goal is not big enough, you will not have enough motivation to do the things day in and day out, the discipline it takes, to achieve that goal. You've got to have something that makes you excited. If you've got something that makes you excited, then you're going to do the actions that will allow you to get there.

Brian: It's very important to know that so you're properly motivated. You have to have a strong enough reason why. That's something I was talking at the beginning of the show about, *The Compound Effect* by Darren Hardy. He spends a lot of time talking about having a strong enough why to do something. When you have a strong enough why, you do anything. How long did it take for you to be able to get out of the hospital?

Matt: The second time I was in the hospital a total of six weeks. That was kind of challenging being stuck in that. The last half of that I was in a bone marrow unit. I was isolated by myself because I was having to re-grow a new immune system.

Brian: Matt, you've done some wonderful things. I want to talk a little bit about success and leadership. Those are themes you've been sharing with audiences in your speaking career. What do you think it means to be successful?

Matt: That's a great question Brian. I think it's an important thing for a person to define that for themselves. If you don't know what you're going after, it's hard to get there. One of my favorite definitions of success is Earl Nightingale. For those of you not familiar with him, he was a great broadcaster, really the dean of professional development. He said, and I love this definition, "success is the worthwhile pursuit of a worthy goal".

Brian: I love that.

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Matt: For me, I ask myself every single day two things. How can I get better? How can I make a difference? For me, that's what success is: making yourself better; but also giving back and helping others. I think it has to have those two components.

Brian: How can I get better? And how can I make a difference?

Matt: And it can be a little thing. How many people do we meet on a daily basis and they just need a smile? A smile can make a huge impact and we don't even realize. It can be as simple as that. I think sometimes we forget that it's the little things that sometimes make the biggest difference.

Brian: Yes, I totally agree with that. Sometimes that's really all it takes. You don't know what battle that other person is going through that day. And sometimes a simple smile is all it takes. Sometimes it takes more than that. But the little things sure do add up. Let's talk a little bit about leadership. That's the theme of your newest book. I know you're studying Organizational Leadership in school. What do you think it takes to make a great leader? What's your philosophy of leadership?

Matt: My overall, fundamental, foundational thing about leadership is realizing it's about other people. I think unfortunately we have too many leaders today and they are all focused on their own agenda, focused on themselves, and not those they lead. A couple of months ago I was in Nebraska, the Lincoln airport. I was talking to this elderly gentleman and telling him I was working on my PhD in Organizational Leadership. We started talking about leadership and he said something that's really stuck with me Brian. He said, "You know we used to call the people we elect to office 'public servants'. Today we now call them 'public officials'."

You think about it, the recent stuff, the budget crisis, all the stuff that goes on and it seems like that so often people in leadership, it's all about what they can get out of it. The essence of that is how you can serve others. There's actually a new leadership theory called servant leadership. It's based on that whole principle of leadership being about a relationship, about others and how we can serve those. You know that good old quote Zig Ziglar used to say? He said something along the lines of you get everything you want in life as long as you help others do what they want.

Brian: Exactly. And he says that in just about every book he's ever written. I think that's incredibly profound. You have to be focused on other people because people will remember you if you are focused on what they want. If you are there to take rather than give, people see all the way through it.

Matt: So true. I think that's a fundamental key at the start of real leadership.

Brian: I want to switch gears a little bit. We've met at conferences and events before and I've heard you speak. Anyone out there who's a meeting planner, you need to hire Matt Jones to speak for you. It's an amazing experience that you will not soon forget and I absolutely mean that.

Matt: Thank you Brian. Too kind.

Brian: You're welcome. It's the truth as I know it. At the event I heard you speak at you had your book, *Life's a Marathon: 26.2 Winning Strategies for Personal and Professional Success* and you were gracious enough to give me a copy of your book and I gave you a copy of mine. I want to explore some of the themes you wrote about in that book. One of the things you talk about is visualizing your victory. Tell us what you mean by that.

Matt: Where there is no vision, the people perish. It's like the old analogy you might have heard. If you're going on vacation and don't know where you're going, how are you going to get there? I think unfortunately so many people go through life and they have no vision. They don't know what they want to accomplish. They don't know what they want to do. So they grasp on to the first thing they come across. A lot of college graduates, especially in this economy, they just want to get a job. If they're not careful, they're stuck in this job not even relating to what they want to do and they're just going with

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the flow. I think it's like when you see on a windy day a leaf or plastic bag blowing through the parking lot. If you don't have a vision, that's what you're going to end up.

One of the stories I share is what Dr. Doom told me, that I had less than 10% chance of living. If I would have bought into her vision for my life, I wouldn't be here. One of the most profound things that my speaking mentor, Les Brown, said is "someone else's opinion of you does not have to become your reality". One of the things I tell my audiences is that everyone has a Dr. Doom in their life. Dr. Doom tries to tell you what you can and cannot do. That's why you've got to have your own vision and visualize it on a daily basis. If you don't have that vision in front of you, if you're not visualizing it, life's going to get in the way and distract you. For example, just recently I ran my third marathon in Tokyo. One of the things I did to visualize the victory and do the training day in and day out, was I had a picture of Tokyo on my phone. Every time I looked at that I knew that was what I was going for. It helped me to stay motivated when I'd rather just sit on the couch and watch some TV instead of getting my running shoes and go out and there and run some miles.

Brian: I love the fact that you had a picture of Tokyo and that you visualized it. There's a book you've probably read, as well as I have, by Jack Canfield called *The Success Principles: How to Get From Where You Are to Where You Want to Be*.

Matt: Yes, a wonderful, wonderful, wonderful book.

Brian: It's one of my favorite books. One thing that I will say that he talked about was when he was making it a goal to be an international speaker he had a picture of the Sydney Opera House in Sydney, Australia. It was a poster on his office wall. He also got a passport before he ever got a speaking gig anywhere outside the U.S. Those two actions came together and he focused on it every single day and within less than a year he had a speaking engagement in Sydney, Australia. It was an amazing story.

Matt: Yes, it's so powerful. Say you want to buy a new car and you go out and buy a new car. After you do that you see that everywhere. It's really true that what the mind focuses on, it attracts. That's why it's so important to focus on positive things. So many people focus on the negative. One of my sayings is 'be solution oriented, not problem focused'.

Brian: I love that!

Matt: That goes right along with visualizing your victory. Focus on the solution. We understand the problems. When I talk about attitude I'm not talking about a Pollyanna, everything's perfect attitude, but a realistic optimist. I was diagnosed with cancer in my twenties and told I was not going to live. I understand challenges and tragedy. But why focus on that? Always focus on something good. In *Life's a Marathon* in Mile 5, page 10, one of my favorite quotes is from Napoleon Hill. This really became my mantra when I was diagnosed. He writes, "Every adversity, every heartache, and every failure carries with it a seed of an equivalent or greater benefit".

I remember laying in the hospital having just gone through an intense, high-dose chemotherapy, full-body radiation before my bone marrow transplant to wipe that all out so I could have a new immune system. I was sicker than I've ever been and lying in that hospital bed. I remember saying to the nurse, "One day I'm going to share this story. I'm going to write a book and encourage and inspire other people." Every time I share that story, talking on this radio program, to my live audiences, that's that seed that's making a difference in the lives of other people. It never would have happened if I didn't go through some challenges. That really makes everything I went through worth it.

Brian: Let's just talk quickly about conquering your challenges. You obviously had an incredible challenge of conquering cancer. Can you think of other areas where that's applied to you?

Matt: Oh yeah. It's not always the big challenges that cause us stress. Sometimes it's the little challenges. For example, two weeks ago I'm driving to the gym to work out and I see what looks like a

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paper bag in the middle of the road. But no! It's a concrete block. Pow! I run over that and hear this big clunk. I'm thinking, oh no! Automatically I'm imagining the worst: a big, gaping hole in the bottom of my car, all this oil or gas is leaking out. I was having this great day Brian and just like that I was having all these thoughts of negativity and just down. I had to stop myself and say you know what, even at the worst it's nothing to be diagnosed with cancer.

Brian: Going through cancer, that's really your anchor moment. If you can get through that, you can get through anything. I'd like to talk a little about having a plan and taking action on it. Obviously you're a very goal-oriented guy. Surviving cancer, running marathons, and being a speaker certainly involved a lot of goals. Tell us about the importance of all of that.

Matt: I recently had the opportunity to complete the 2012 Tokyo Marathon. This is something I'd been working on for several months. If I just said I think I'm going to go run the Tokyo marathon tomorrow and didn't have a plan for that, obviously that's not going to happen. First of all, they only have it once a year. Secondly, to run a marathon requires months of training. It requires simple things like having a passport, going there and making my booking arrangements. So all these things are necessary in fulfilling our goals. If you don't have a plan, it's like you're driving somewhere without knowing where you're going. It's essential to have a plan. A lot of people I think suffer from paralysis by analysis. They are constantly in that planning stage, always coming up with the newest, greatest plan. They find the perfect workout or the perfect business model. But at some point you've got to take action.

Brian: Exactly. You can only gather information for so long. Ultimately, if you're going to make it happen, you actually have to do something about it.

Matt: Yes. Many times you realize from taking action the type of action you really need to take. You don't really know until you go out there and try some stuff what's really going to work for you. It's different for everybody. Just because it works for me or for you Brian doesn't necessarily mean it's going to work for someone else. That's why I'm a big believer of going out there and taking action. Do the course corrections. But you've got to take the action.

For example, when I was planning my trip to Tokyo I really didn't know if I should stay here or stay there. I've learned some stuff. But ultimately I had to take the action.

Brian: It's also very important that while you're making your plans and taking action, you do so with passion. You talk about the importance of passion in all of this as well.

Matt: One of the quotes I like to share is Ralph Waldo Emerson said, "Nothing great is ever achieved without enthusiasm." A couple of months ago I went to the post office to mail something. The lady behind the counter gave me a strange look and said, "Is there something wrong with you?" I wondered what she was talking about. Was there something wrong with my face? Did I shave wrong? What's going on? She said, "You're just so full of life. You're so enthusiastic and most people aren't like that."

Brian: That's a good problem to have.

Matt: Yeah. I thought it was kind of sad though that she had to say that. But she said, "Keep doing it! It's a breath of fresh air." One thing I share is called a Tin Man Syndrome. I'm originally from Kansas so I've got to throw in *The Wizard of Oz* whenever I can. Unfortunately so many people are like the Tin Man. When Dorothy and the Scarecrow found the Tin Man he was rusted and stuck in a rut. He got caught out in the storm and didn't have his oil can. That's what passion does for us. We all have our challenges. For me, yes, it was cancer. For other people it's relationships, the economy, it's just life. We all have challenges. I had this big challenge of cancer and I think I should have this big "get out of jail card" – no more challenges in life, right? But it doesn't happen. You still have more challenges. If you're not careful, they will rob you of that passion. That's why it's so important, Brian, you and I, we work on ourselves, professional development, listen to shows like this, read the books. You've got to have those little shots of inspiration on a daily basis to keep that passion going.

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Brian: That's a great jumping off point. I also want to talk about empowering yourself and the thing that gives you your energy in the morning. You talk about the Daily Power 3: meditation, visualization and affirmations.

Matt: Even as I was preparing for this interview, reading back from my book, it's funny how often we know what we're supposed to do but we don't always do it. It's the days I do my Daily Power 3 and take the time to center myself and connect myself to the universe, to my higher self, it's just the days are amazing. Yet sometimes I have one of those days whenever everything seems to be chaotic and out of sync. I reflect back and say wait a second. I didn't take time in the morning to center myself. When I was a kid one of the famous cartoons was He-Man. There was this prince called Adam in the show and he was kind of a scary cat. Whenever the bad guy came, Skeletor, he would go to Castle Gray School and hold up this sword and Adam the Prince would say I have the power and he'd be transformed into He-Man. He was able to defeat Skeletor. That's the way I look on the Daily Power 3. It allows that greater self to come out.

One of the books that got me in this whole field was Tony Robbins' *Awaken the Giant Within*. What happens when I read a good book, visualize, say those affirmations, it awakens that giant within; it allows me to go out and overcome the challenges, and keep the passion to continue on and achieve the goals I've set for the day.

Brian: Do you find there is a significant difference in your day when you've done your Daily Power 3 versus days when you didn't have a chance to do it?

Matt: Oh yeah! It's all the difference in the world. It really allows me to set my focus and attention for the day. It's going out there and instead of focusing on all the negative and bad things, focusing on all the possibilities, all the solutions, because my mind is right. It's like your physical body. If you eat a bunch of junk food or like at Thanksgiving when we stuff ourselves. How do we feel afterwards? We can hardly move. Versus if you have a really great, nutritious meal and now you have that energy and vibrancy afterwards. The same kind of effect. As within, so without.

Brian: So we're talking about meditations, visualizations and affirmations. Basically reassuring yourself that you have the talent, skills, vision, to accomplish what you need to do and not let anything stop you. Is that correct?

Matt: That is correct. I want to share what I feel is one of the most powerful affirmations, written by a gentleman named Christian Larson in the early 20th century and has now been adopted by Optimist International and called The Optimist's Creed. That's one of my favorite affirmations to say.

<http://www.optimist.org/e/creed.cfm>

That's something I like to read and really integrate into my life and my focus and want to live by. It's powerful stuff.

Brian: Let's switch gears a little bit. You also talk about getting coaching and having a mentor. A lot of the great champions in life have a coach, a mentor, they have people to help them see their blind spot. Tell us a little bit about that and how that's worked out for you.

Matt: One of my mentors in the speaking industry is Les Brown and he says, "You can't see the picture when you're in the frame." What's great about the coach, number one is, you pay for their experience. So you don't have to go through all the stuff they went through. You get the benefit of their experience. Also it cuts the learning curve. For example, when I ran my first marathon I had no idea how to run a marathon. I didn't know how to train, what kinds of foods to eat, or how you went about it. I went out and found some experts who had done what I wanted to do. I think that's the key.

Find a coach, find a mentor, find someone who's doing what you want to do, who's accomplished what you want to do. I was trying to find this coach who had all the areas of their life right and had

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everything figured out. I got some very wise advice from someone. He said don't look for a coach who has a perfect life. Everyone has their issues. Find a mentor in the specific area you want to be mentored in. You don't go to your financial advisor to get advice about physical health. It's okay and good to have several mentors, several coaches, in different areas in your life. I thought that was really profound. That made the whole difference for me. I had a mentor for running, a mentor for speaking.

Brian: You don't go to a steak restaurant to have sushi, generally speaking. You have to find someone who is an expert in the thing that you want to get better at. One of the things I want to visit next is when you have a goal and you're working toward it, there's going to be resistance. Tell us a little bit about how you dealt with that.

Matt: I have a great recent example. Here I am last week in this Tokyo marathon. This was just an amazing experience. They estimate close to 2 million spectators came and lined the streets of Tokyo. When I started out I was just so pumped up, they're cheering and I just felt awesome. About mile 16 you hit the wall. I wanted to cry. I just thought man why did I ever do this. I hurt and I just want to stop. The crazy thing was the way the course was there were two streets and so you saw the runners ahead of you running who were faster because you crossed each other. I'm seeing them and they're running toward mile 24 or something and I'm trying to get to mile 19 and thinking I wish I was on that side of the road. In the back of my mind I'm like just skip over. There's actually a guy who did that one day. They caught him. I don't recommend that. But he had that temptation. I just told myself, just one step more. Keep going. What happens eventually as you keep pushing forward you push through that wall. You get your second wind. I really believe the universe tests us. I believe going after your dream you're going to face that wall. That's the test – how bad do you really want it? Are you willing to pay the price? Are you willing to do the things others won't do in order to get it?

I have three core strategies: visualize your victory; take action; and check your attitude. Here I was hitting the wall. I visualized in my mind what it was going to feel like to get that medal. There was no way I was going home without that medal. Just take action. Running a marathon just like success is simple; but not always easy. You've got to take action. I just kept taking action, one step in front of the other. Just keep going, day by day. The feelings we feel, the thoughts we think, and the words we speak determine the life we live. That's where it's at.

Brian: I would imagine at some point along that line there's a real temptation to lose the great attitude.

Matt: The thing about attitude is it's a daily thing. I beat cancer. I won the lottery. Like I shared earlier, when I hit that big concrete block with my car, all these negative thoughts automatically are there. That's why on a daily basis we've got to check out attitude because society is so negative. That's why I stopped watching the news. It's crazy, the negativity. We watch negative shows and it rubs off on us. If you're not constantly checking your attitude, it takes over your mind. It's a daily thing we have to do, constantly, constantly, constantly, check your attitude.

Brian: You also talk about the principle of stop and smell the roses. Appreciate what you have while you have it.

Matt: This is so important. Above my bed I have this painting that says, "The magic is in the moment." If you think about it, all we have is right here and right now. Yesterday is gone; tomorrow never comes. All we have is today. But so often, it's so easy to get caught up in I can't wait till I get that job promotion, I can't wait till I get that new car, I can't wait till I graduate, I can't wait till I get married, I can't wait until I have kids. We're always waiting for something to happen or the reverse is the good old days. When I was in high school, or that past relationship, or we have regrets. I think it's so hard for us so many times just to experience the moment.

Here I was my very first marathon, San Diego Rock N Roll. I had to relearn how to walk and I was so excited to be there. I wanted to just get to the finish and get the medal. I was missing out on this wonderful experience of all the spectators cheering for me. I was running in beautiful downtown San Diego. I'm only running for a while so I might as well enjoy it.

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Brian: Do you find it gets easier to do that the more marathons you run?

Matt: No. You've got to constantly remind yourself. I have to constantly remind myself and remember that. It's funny. You know these things but you also have to remind yourself. That's one of the wonderful things about being human. I really believe the perfection is found in the imperfection. Being able just to be a human; being able to fall and get back up. One of the things I talk about is authentic leadership; just being real. Sometimes what's happening in leadership is we put people on a pedestal. Then that's why we hear these scandals that come out and are shocked. We're all people and all have our imperfections and stuff we're working on. That's what makes life so interesting. It's important to really savor those moments in life. At the end of the day that's all we have, just those moments.

Brian: You also talk about play your music. Tell us about that.

Matt: Calvin Roberts was the founder of the National Speakers Association. One of the quotes he said was, "One of the greatest tragedies today is the waste of human resources. Too many people die today with their music still within them, never having released their imprisoned splendor."

We all have this music inside of us. For me, I cannot sing. My gift is to go out there and speak. Your gift is this show. We all have these gifts and talents that nobody else has.

Brian: Why do you think people don't play their music?

Matt: I think sometimes they're afraid to let their light shine.

Brian: Because they're afraid they'll lose their friends or because they don't have it in them or they're not worthy of it?

Matt: All of the above. I think that's why personal development is so important so you realize your worth. Realize that each and every one of us ultimately our purpose is to serve. We serve through our unique talents and gifts.

Brian: Obviously in order to write a good book you have to read a lot of good books first. What are you reading right now? What inspires you?

Matt: I am reading a lot of articles for my PhD. One of the absolutely favorite books of mine that I always read no matter what is a little book called *As a Man Thinketh* by James Allen. If you don't have this book you need to go out and order it right now from Amazon. This \$10 book is priceless. It's in my laptop bag and I carry it everywhere I go. It's my number one book. Another book I read recently is by Dr. Martin Seligman called *Flourish*. I really enjoy that book too.

Brian: So as we wrap this up, Matt, how do we get a hold of you?

Matt: Go to my website:

<http://www.matthewdjones.com/>

Brian: Thank you so much for joining us Matt and thank you all for listening to Success Profiles Radio.