

Eliminating Beliefs - The Power To Heal

Tom McCarthy interviewing **Shelly Lefkoe**



1

Tom McCarthy

I am extremely excited to introduce you to our next guest. She's somebody that I've known for quite a while now. She's a member of the Transformational Leadership Council. And so I've been in different places all over the world where she's been and wherever she is, she lights up a room. She's helped so many people over the years, hundreds of thousands of people improve their lives. And we're gonna talk about how she does that. And a lot of what she does is helping people eliminate negative beliefs, eliminating beliefs. You know, there was a statistic Shelly, on your website that I really liked. It said, 40% of people in any given year will try to change, try to improve their life and change, and yet 92% of those 40% will fail. And I think you've got some answers on how people, when they decide to make a change, they can really follow through. So welcome Shelly, Shelly Lefkoe. Great to have you on board.

Shelly Lefkoe

Thanks, Tom. It's great too, believe it. I love doing this with friends. It makes it really fun.

Tom McCarthy

Yeah, and I'm excited to be with you too. And so talk to us, that statistic is pretty staggering. Most people that try to make a change won't make it. What's going on. How come? I mean, they have intention. They've got probably even a little willpower. What's stopping them from making that change.

Shelly Lefkoe

That's a great distinction, willpower, information. So most people try to change using information and motivation. And we have friends who do amazing courses and teach



people, give them information that will help them make the changes they wanna make in their lives. How to have a better relationship, how to be more successful in business. There is a bazillion books written. And I always say on my tombstone, it's gonna say, "I've tried everything, this is the only thing that ever worked." And the reason is, it isn't that the other things don't work, they work brilliantly. You don't work because we have beliefs that underlie the patterns that keep us from utilizing the information that we get. So I know all of you have done something in your life where you've gone to a workshop or a talk and you get all motivated and juiced and you're excited and you get great information and you go home. And you know, three days later the notes are in a drawer and nothing changes. And so most of these beliefs, and by a belief I mean, a statement about reality that you think is the truth.

Tom McCarthy

Right.

Shelly Lefkoe

So when you say, I believed something, it's not, I think it, or probably. I believe it is the truth. That's what a belief is. So we have unconscious beliefs and I'm gonna tell you how to make them conscious and where they get formed and all that. But we have unconscious beliefs that determine our behavior, our emotions, and ultimately our reality.

Tom McCarthy

Yeah.

Shelly Lefkoe

And if I said to you, I have a friend who believes life is hard, but everything just goes her way. Would you believe me?

Tom McCarthy

No.



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2



Shelly Lefkoe No.

Tom McCarthy

Yeah.

Shelly Lefkoe

No, and you don't know my friend, but you wouldn't believe me. So whether it's beliefs about yourself, I'm not good enough. Money, money is scarce and hard to get. People, people can't be trusted. Life, life is hard, I'll never get what I want. And once you start uncovering these beliefs and eliminating them, it knocks down the barriers to you having, being, and doing everything you wanna do, be and have. It's the secret sauce. And I'll just give you a simple example. If you believe that water is boiling, you're not gonna put your hand in it.

Tom McCarthy

Correct.

Shelly Lefkoe

So we live consistently with our beliefs, and they're insidious because we don't even know we have them. And once you start diving in and looking at them and you figure, and I'll show you how to disappear them, life changes instantly.

Tom McCarthy

Yeah, and what is interesting in so many people have these limiting beliefs and the challenges, most of them didn't even create them themselves, they inherited them from their parents or people around them. And then they continue to live with them unconsciously. It's in their subconscious. So I love your work. And I'm a big believer that when there's a discrepancy between your beliefs and what you want, your beliefs will always want out. They'll always hold you back to that level. So what are some of the more common beliefs? Yeah, go ahead.



I'm gonna tell you, but I wanna take exception with what you just said. First of all, you said some people have beliefs, everybody has beliefs. I don't care who they are.

Tom McCarthy

I agree. Yeah, I agree with you on that. Everyone else beliefs, yeah.

Shelly Lefkoe

And the second thing is it feels like Tom, we inherit them, but we do create them, because you can be in the same family with the same parents and parent does something, and one kid says, "Oh, that's the to do it. Mistakes and failures are bad." And you know, and then the other kid goes, "Wow, I have never been that way." Now, most people conclude the same things in a given situation, but there are those people who don't buy in. We do always create our beliefs.

Tom McCarthy

Yeah. No, I believe... So I agree that we have the power to create. I think some people just accept things. And particularly when you're younger and you don't have your conscious mind built out as well, you accept it as reality, and then you don't question it. Or if you live in an environment that you know, has a belief system about health or about money or whatever, it's easy to accept that. But even in accepting it, you're creating it. You're making it real.

Shelly Lefkoe

Exactly.

Tom McCarthy

So in any way, it's mean to say that we're powerless, we can't create them. And the beautiful thing is whether you realize you created it or not in the past, you have the power to change it in the moment when you bring that belief up. So we're in agreement on that.



Yeah. Good. And you said something before I tell you the most common beliefs, and I will tell you that. Can I say how they get formed?

Tom McCarthy

Sure.

Shelly Lefkoe

Because you just said something brilliant. You said, when we're younger, we accept things. So when you come into this world, when we come into this world, we literally do not know if we're good enough or not, important or not, lovable or not. We don't know anything about life, people, the world. And we come into an environment and we look around and the reason that our beliefs stay with us through evidence to the contrary, I've worked with Harvard PhDs who still believe they're stupid. Evidence doesn't change beliefs. Here's why. You come into this world and your parents are busy and they're on their, now, on their iPhones. Oh, I'm listening, hmm, hmm. And what you think you see as a child is, "I'm not important."

Tom McCarthy

Sure.

Shelly Lefkoe

Can't you see I'm not important? No, I actually can't. I can see your parents ignoring you. Not playing with you. Not spending time with you. Ignoring is... But you see their behavior. But because you can't, double negative, but because it's impossible to not believe something you think you saw, our beliefs stay with us. So if you watch your parents struggle... Now, let me back up for a second. What is the one word question every little kid asks all day long?

Tom McCarthy

Why.

5



Why. Everybody knows that, right? Why. Why are my parents struggling? I guess life is hard. Why are they having such a hard time with money? Oh, I guess money is scarce and hard to get. Why can't I live up to their expectations? Well, I guess I'm not good enough. And those beliefs stay with us.

Tom McCarthy

Yeah.

Shelly Lefkoe

Okay, so that's how beliefs get formed. When we're a little older, 9, 10, 11, 12, something happens. So I'm not good enough, I'm not important, are the two most common beliefs that people have. I have clients now, thanks to Zoom in Kuwait, Uganda, New Zealand, Botswana. I mean, it blows my mind that I actually have a client in Kuwait. I don't know why that one, just, but all over the world. Everybody has the same beliefs from the same source. Now some beliefs I will say are cultural, but mostly it's the first six to eight years beliefs are formed, self-esteem beliefs. So everybody has a beliefs. I'm not important. I'm not good enough. Now we get acknowledged for something, achieving things, taking care of your siblings, helping with the kids in a big family. So we can include aha what makes me good enough is achieving things. That's workaholism. I'm not good enough. I'm not important, but here's a beach ball, it's like a beach ball. Now I got a survival strategy. What makes me good enough is taking care of people. So I become a nurse.

If you're listening and you're the oldest in a large family, good chance you're a nurse or a healthcare professional, 'cause you have the belief, what makes me good enough is taking care of people. So as long as you're taking care of people, this sucker stays underwater, but it's driven. And as you get older, it keeps coming up more and more and you have to keep pushing it down. Mine was what makes me good enough is having other people think well of me. That, every time I'd walk away, Oh, does Tom like me? Tom didn't say hello to me. He never had lunch with me at TLC. Oh, he doesn't like me. You know, now when I got rid of that belief, I call it my Martin Luther king Jr. Moment, because I was free at last, right? So this survival strategy beliefs keep us addicted and driven. If you don't have good survival strategy beliefs, addiction, you have to numb yourself, and whatever you do, whether it's food, alcohol, drugs, it doesn't matter. As long as I don't have to look at myself, I'm numb.



Tom McCarthy Sure.

Shelly Lefkoe

So even though survival strategy beliefs are driven, they're better than not. Than nothing.

Tom McCarthy

And so what's the cost of a limiting belief? Like how do you see it impacting people? You know, we talked earlier, you know, it could impact your health, could impact so many different things. We've people being held back by their beliefs. Look at lots of clients, why are they coming to you? And where are they being held back before you show them how to free themselves?

Shelly Lefkoe

Yeah. So it's a great question. So we talk and we call them patterns, and your pattern is like an issue. And a pattern is observable, a belief is not. So patterns would be procrastinate. I can see you going on Facebook, not working, not doing what you said you're gonna do. I can observe you procrastinating. I could see you not speaking up for yourself. I could see you have a fear of public speaking, right? You get very nervous before you're gonna speak in public. I could see you picking people and staying in bad relationships, not bad, but unhealthy relationships. I could see you not taking care of yourself. Everybody has information and motivation. You know going in, you don't wanna go into a relationship that you see the red flags. You know that if you eat junk food and you don't exercise, you're gonna pay the Piper. You know that you need to take care of yourself to be healthy. Everybody's talking about, you know, eating and sleep now, the new thing is sleep. But if you have beliefs, like I'm not important. So everybody just take a deep breath I wanna show you something. So I want you to say this out loud, I'm not important. Now say, I'm not good enough. Now say, I'm a monkey. So when you say I'm a monkey, obviously that either feels silly or it just felt flat.

Tom McCarthy

Right.



When you said I'm not good enough, or I'm not important. If it felt bad to say, like some people say, "Well, I didn't wanna say that." Guess what? Those beliefs are just words. If you didn't believe them, it would feel like just words. Like I'm a monkey. It would feel flat, nothing. So the first way we know we have beliefs is it doesn't feel good to say them. Now, if you believe I'm not good enough and I'm not important, speaking up is not gonna be easy. Now you may believe what makes me, sorry. What I have to say is not important, or people are not interested in what I have to say.

Tom McCarthy

Right.

Shelly Lefkoe

So that would totally squelched you. If you believe what makes me good enough is having other people think well of me, like I did, I couldn't dress the way I wanted, express myself the way I wanted. It was always a big personality, but I questioned things. I held back. I always thought about it. It was, oh, I can't wear this cause what if somebody doesn't like it? You know, we throw our children under the bus, worried about what a stranger that we'll never see again thinks about us.

Tom McCarthy

Yeah, yeah, true. So true.

Shelly Lefkoe

Fear of public speaking is the only pattern that has the same exact beliefs for every person. And I can tell you what they are, because they're also the beliefs that underlie procrastination, fear of making cold calls, selling. You know, if you're in a business where you have to sell your services, beliefs will stop you. If you're getting on the phone and you know, your mother told you when you were little, you know, don't be a burden for other people. I just worked with somebody who had those beliefs. It's not okay to bother people. And I'm a burden and couldn't make cold calls. You know, he got rid of those beliefs and was able to make cold calls. So beliefs-



What is the belief underlying public speaking?

Shelly Lefkoe

So I'm not good enough. I'm not important. What I have to say is not important. People are not interested in what I have to say. Mistakes and failures are bad. If I make a mistake or fail, I'll be rejected. What makes me good enough is having other people think well of me. So those are the fear of public speaking beliefs.

Tom McCarthy

And the interesting thing is they're just beliefs, right? They're not truths, they're what you believe. They're your feelings of certainty about something, but ultimately they decide who you are. Your beliefs decide who you are and what you can do. So I love your work because you're helping people understand that they can separate their potential from the belief they have and then be able to eliminate those beliefs and now choose better beliefs, which is really cool.

Shelly Lefkoe

Yes, but you don't even have to. A lot of people, everybody says that, but here's the thing, when you do this work, what you get, Tom, which is so cool is we think we are our beliefs.

Tom McCarthy

Right.

Shelly Lefkoe

Who I am is not good enough. Who I am is not talented. Who I am will always be fat or who I am is not... I can't think of the word I wanted say, not, inadequate. Who I am is inadequate. So we have all these beliefs that again are unconscious.

Tom McCarthy

Right. Right.



I lost my thought when I forgot the word inadequate.

Tom McCarthy

Well, the interesting thing is, and I'll let you think of that, but when someone freaks out about speaking, they're not thinking, oh, I've got this belief that is making me nervous. They're just thinking, I can't speak. I've never been able to speak. You help them uncover what's underneath there.

Shelly Lefkoe

Right, and once the beliefs go away, you don't have to create new beliefs because what you get when you do this is, who you really, I was saying, you're not your beliefs. You are the creator of your beliefs. You existed before your belief did. Now watch this, if you create your belief and your belief creates your life, who does that make you?

Tom McCarthy

The creator of your life.

Shelly Lefkoe

And what we do is we take people into what Morty, my late husband used to call an altered state of consciousness, where you get, when you come into this world, everybody do this with me, close your eyes. You come into this world as a little ball of consciousness before you create any distinctions about yourself, life, or people, do any exist? In that space, what's possible?

Tom McCarthy

Everything.

Shelly Lefkoe

What limitations do you have in that space?



None.

Shelly Lefkoe

You know how you live as if something's missing. Like if only this, we all live like if only this, if only that. In this space that you're in right now as the creator of your life, is there anything missing in that space?

Tom McCarthy

Like right now?

Shelly Lefkoe

Well, when you close your eyes, I asked you to-

Tom McCarthy

Yeah, no there's nothing missing.

Shelly Lefkoe There's nothing missing?

Tom McCarthy

Yeah, yeah.

Shelly Lefkoe

so then we say, what does that feel like? To actually distinguish yourself, to bring into being that who I am is the creator of my life. So where we leave people is not creating new beliefs, because the new beliefs aren't any more true. You're not good enough or not good enough, who you are is the consciousness that creates those beliefs. That's very empowering.



Yeah. That's awesome, Shelly. That's really cool. So how can people permanently eliminate some of these beliefs that are holding them back?

Shelly Lefkoe

So when we take you through the process we'll ask, first we'll get you in touch with the belief.

Tom McCarthy

Sure.

Shelly Lefkoe

And then we ask what's the source of the belief? Where did it come from? I'm not good enough came from nothing I ever did was good enough. You know, my parents would criticize me or they'd say, well, you did that, but why didn't you do this? Or they compared me. Right? And we all have in best case scenarios, I had the best parents in the world. My father used to say things like, "Ah, you don't use your head. You don't think." So I concluded, used to say... And my father was so loving, Oh my God. Today's is the anniversary of his death. So I feel bad saying this, but he loved me so much, but he would say, "Ah, you're an idiot." And I thought the word was nidiot, N-I-D-I-O-T. You're an idiot. And he didn't mean it. When I talked to him later he was like, oh, I'm so sorry, sweetheart. But I concluded I'm an idiot. And when I say that word.. I mean, you know Morty was working with me, and it was something I was stuck and I couldn't, you know, cause things come easily to me. So when I would get stuck, instead of just doing it, I would stay stuck. And I had the belief, you know, I'm an idiot and I'm not capable. And so that's the source. My dad saying that to me was the source. And then we look at what are some other interpretations that you couldn't see as a child that you could see now that would explain the fact that my dad said that. So one interpretation is, he had no parenting skills. He didn't know how to empower me. So he said whatever stupid thing came into his head. And another interpretation is, maybe I was an idiot when I was a kid, it doesn't mean I'd always be an idiot. And maybe, you know, my dad just talk to me the way his father talked to him, he didn't know any better. But even if my dad thought I was an idiot, that doesn't mean it's true.



Exactly.

Shelly Lefkoe

So if there are other valid interpretations is what you said the truth was simply one interpretation.

Tom McCarthy

Yeah.

Shelly Lefkoe

Now here's where the belief generally goes away. Doesn't it seem like as a child you saw I'm not good enough or I'm stupid or I'm an idiot or whatever belief you're thinking about? And everybody says, I did see it. Did you really see I'm not good enough? So anything you could see has a color, shape and location, you can't see, I'm not good enough. What you did see was-

Tom McCarthy

Whatever it was.

Shelly Lefkoe

Exactly your parents criticizing you or them not paying attention to you, or them struggling. So you saw events. Where was, I'm not good enough?? Where was the belief?

Tom McCarthy

In your head.

Shelly Lefkoe

In your head. So when you get just like for eight years, you believed in Santa Claus or the tooth fairy or the Easter Bunny, and one day you go, that's my dad. The belief in Santa Claus



goes away and never comes back.

Tom McCarthy

Sure.

Shelly Lefkoe

So did you ever see I'm not good enough? No. I saw certain people doing certain things at a certain time. Now, that's the cake. Here's the icing. What happened to you? And I work with people who are sexual abuse survivors, my favorite population to work with. What happened to you? Whether you were criticized by your parents, sexually abused, whatever it was was not fun, was not pleasant. I'm sorry it happened to you, but I'm gonna ask you a question. I want everybody to do this with me 'cause this is the part I can teach. I can't get rid of your beliefs, but I can do this. What does it really mean? Not did it matter? And I'll give you an example in a minute. What meaning does it have? Another way of saying that is, what do I know for sure, because that happened? Now, put that aside for a second. If you're in a room and somebody you know comes in and doesn't speak to you, what might you automatically think?

Tom McCarthy

They don't like me.

Shelly Lefkoe

Good. Everybody answer that question. So some of you might have said, they're rude. They don't like me. I did something wrong. They didn't see me. whatever you said that's meaning. Okay? Where did that meaning that you came up with, come from?

Tom McCarthy

From your interpretation of what you saw.

Shelly Lefkoe

And your interpretation comes from your mind.



Tom McCarthy Sure.

Shelly Lefkoe All meaning is in your mind.

Tom McCarthy

Yeah.

Shelly Lefkoe

Everybody gets that. Meaning is inside your head. Now this is going to be like for some of you, for some of you. If meaning is in your mind, in your head, do events have inherent meaning?

Tom McCarthy

No.

Shelly Lefkoe

No, so events don't have meaning before, period.

Tom McCarthy

Yeah.

Shelly Lefkoe

They don't have meaning. My husband died and Tom knew my husband. He was extraordinary human being. He cared more about people than anybody I've ever met in my life. I miss him every minute of the day. I'll do anything to have him back. But the fact that he died doesn't mean I'll never be happy again, I'll never love again. I can enjoy life. My business is gonna go under. I'm gonna starve to death.



Right.

Shelly Lefkoe

Another way of saying so, it's not that it doesn't matter. It doesn't mean anything. We don't know anything for sure, because that happened.

Tom McCarthy

Right.

Shelly Lefkoe

So the next question we would ask is, what is it mean that your father or mother criticized you? What does it mean that you failed every course in school? What does it mean that you were sexually abused? Again, I'm not minimizing what happened to you, but it doesn't have any meaning. Now here's the last step. Doesn't it seem like what happened to you made you feel whatever your belief was? I'm not good enough. Watching my parents ignore me made me feel not important. Now here's the thing, ask yourself this question and then I'll make it real. Can events that have no meaning make you feel anything?

Tom McCarthy

No.

Shelly Lefkoe

You're walking down the street, a man walks past you, it has no meaning. What are you gonna feel? You'll feel nothing.

Tom McCarthy

Yeah, Oh yeah, yeah.



If it has no meaning you will feel nothing. If you give it the meaning he's dangerous, what are you gonna feel?

Tom McCarthy

Afraid.

Shelly Lefkoe

If you give it to meaning he'll protect me, what are you gonna feel?

Tom McCarthy

Safe.

Shelly Lefkoe

So events that have no meaning can't make you feel anything.

Tom McCarthy

Yeah.

Shelly Lefkoe

So what made you feel not good enough?

Tom McCarthy

The meaning that you gave whatever you saw.

Shelly Lefkoe

Exactly, the meaning you gave whatever you saw. Now, everybody close your eyes and imagine giving the same event different meaning. My dad is a lousy teacher. He criticizes because that's his way of teaching. Or my father or mother have unrealistic expectations for



a child. Parents expect children to sit still in restaurants, children don't sit still in restaurants. People expect kids to get straight A's, I always say, did your parents excel at everything? The answer is no. No one excels at everything. So imagine thinking as a little kid, my parents have unrealistic expectations, that's what auntie Shelly says. And as you're giving the same event that meaning, do you still feel not good enough?

Tom McCarthy

No. Yeah. So change your meaning you change how you feel.

Shelly Lefkoe

Right, so again, I can't tell you in an hour how to eliminate beliefs. So I mean, I told you how to do it. You now know what beliefs underlie what patterns and you know. But here's the thing, I can teach you this, any time you have a negative emotion, stop and ask yourself, what just happened? And I'll give you two ways to do it. My Morty simple way, and my one step way. What just happened? My wife didn't kiss me hello when she came in the door. What meaning did I give it? She doesn't love me anymore. She's having an affair. That meaning is in your head it's not in the events.

Tom McCarthy

Yeah, yeah.

Shelly Lefkoe

When you get that, the emotion goes away. The second way, the way I do it, and the way we teach. We have a course that we teach you how to do this, so you become a master guru like my husband was what happened? My wife didn't kiss me or my husband didn't kiss me hello. What meaning did I give it? He or she doesn't love me anymore. What else could it mean? They had a hard day. Come up with one other possible meaning and then get, what is the inherent meaning in that event? What do I know for sure because that happened? Nothing. Once the meaning goes away, the emotion goes away. Now deal with it. Don't deal with it. Ask her, honey, did you have a hard day? Or you know, what's going on? Or why didn't you kiss me or ignore, whatever you want, but you're not coming out of anger, fear, frustration, disappointment, resentment. You're coming out of a clean space.



That's awesome. Hey shell, you're giving people a coaching session here today, great job. So Shelly, where can people find your work? Where would you suggest that they go if they wanna learn more or work with you?

Shelly Lefkoe

Well, I'd love to give a gift for your-

Tom McCarthy

Awesome.

Shelly Lefkoe

Your peeps. If you go to re, R-E recreateyourlife.com, you can actually eliminate a belief for free.

Tom McCarthy

Okay, cool.

Shelly Lefkoe

And there's three of the most common beliefs. So you could just choose one and eliminate it. And then if you feel like, wow, that was amazing, we have a package called natural confidence and it's 19 of the most common self-esteem beliefs, including mistakes and failures are bad. If I make a mistake or fail, I'll be rejected. I'm not worthy. I'm inadequate. I'm not good enough. What makes me good enough is having other people think well of me. What makes me good enough are my achievements. And the boat also has in it, three conditionings. So I won't go into that, but it's very simple process based on the Pavlov's dog experiment, where you'll get rid of fear associated with criticism and judgment, fear associated with not living up to the expectations of others and fear of rejection. Gone. And so if you do the whole natural confidence program and you can do it on your own at your own time, your own case, it's a great way to do it if you actually wanna work with me. I have sessions if you want. Shelly@lefkoeinstitute.com is my email if you actually wanna work with me. But natural confidence is such a great way to go. And the beliefs underlie fear of public



speaking, procrastination, any area, any issues where confidence is involved, which is everything staying in real life. I have somebody recently do natural confidence and she said that, she sent me an email and she said she was in a lousy relationship for 15 years. After the program she walked out. She said, I'm done. I'm out of here. And left just like...

Tom McCarthy

Awesome. I love your website, recreateyourlife. What a beautiful website. And you are such a great person to help people do that. Shelly, give us any final parting words of wisdom that you wanna leave people with. You've given so much already, but anything that you wanna say before we wrap things up here?

Shelly Lefkoe

Yes. Circumstances don't have to stop you. You have, you know, somebody was... I had some friends that, you know Bettie Spruill and her sister were here for dinner last night and Tricia. And we were just sitting and talking about this issue about how powerful we all are. And they brought up Marianne Williamson's quote. "It is not what scares you, it is not how powerless you are, but how powerful you are." And when you really get that you created beliefs and they create your life. And that you can change your life. I mean like no kidding, change it. Have your dreams come true. You know, people talk about the law of attraction and you sit and manifest. That's great. Your intentions manifest law of attraction, all that. But if you have beliefs in the way, I'll never get what I want, it's not gonna work.

Tom McCarthy

Sure.

Shelly Lefkoe

And you have the ability to do that. And you have the power to do that. You do not have to live as a victim. That's what I wanna say.

Tom McCarthy

I love. I love it. And just part of life is letting go of your old baggage, I believe. And to the extent you can do that, you can move on. To the extent you don't, you continue to relive it.



So I love your work. What a beautiful human being you are, Shelly. Thank you so much for being on. And everybody I know will want to, and saw this, will wanna go to recreateyourlife.com, find out how you can get more of what Shelly has to offer and get rid of those old beliefs and really move into the life you deserve. So Shelly, thank you so much for being here. We really do appreciate you.

Shelly Lefkoe

Thank you, Tom. Thanks for doing what you do, my friend

Tom McCarthy

Yeah, thank you.