

## An Interview with Scott Stratten

### ANDY O'BRYAN

Hello and welcome to another AudioMotivation.com interview. My name is Andy O'Bryan and Josh Himes and I are pleased to have you with us again today. Today we are with the man behind the Time video which just before I called for this interview, I watched it again and it never ceases to move me in many different ways and Scott Stratten is joining us today, who is the person behind that and also the person behind [www.WorkYourLife.com](http://www.WorkYourLife.com). Scott, welcome to Audio Motivation.

### SCOTT STRATTEN

Thank you Andy. Thank you for having me on. And thank you for the compliment as well.

### ANDY O'BRYAN

Oh well, I have to tell you that when I saw your site that it's been downloaded or viewed 450,000 times, I believe it because that's quite an inspirational message. Now, before we get into that, I want you to kind of give us a little background about yourself and some history and how you got started.

### SCOTT STRATTEN

Sure. Well, my background came out of getting into the world of motivation and work by balance and all that entails. It really started out where most people are right now. It was in the corporate world. My background was human resource management so it was all about employee motivation or team motivation depending on where you worked at the time. And I kept finding the same themes and same things that were happening at companies. Employees not liking what they did, not liking their jobs, waiting for retirement whether that was 30, 40 or 50 years away. And I started thinking to myself, this is not for me. It's not something that I want to be able to sit here and complain for the next few decades until I can really enjoy life. So I said well instead of being within a corporate wall, I need to take a leap and start getting the word out there that people need to figure out a way to really enjoy life now as opposed to some other time down the road. That's how it ties in with the Time movies theme as well. So I took a leap a few years ago into doing my own thing with *Work Your Life* in the motivational speaking world, and I haven't looked back. So, I haven't worked 40 hours a week since, it's been great.

### ANDY O'BRYAN

That is great. The *Work Your Life* website, not only can you view the Time video from there actually why don't you give us maybe a brief synopsis for anybody who hasn't seen that video from your website because it needs to be seen by everyone, I think.

### SCOTT STRATTEN

Thank you. The movie is actually a bunch of pieces I through together where there was a time type of perspective email that will be floating around for years on line. It was one of the first forwarded things I got back in the mid 90s and I still think it makes you reflect on time. And the great premise of it is, you know, people value money a lot more than they usually value their time. Which is really backwards. So the whole thing starts out on the premise of, you know, if I gave you \$86,400 a day, would you spend it? The funny thing, Andy, is two days ago I ran a workshop and there were 65 people in the room and I told them, I said, if I gave you \$86,000 today and I told you at midnight tonight it's gone, would you spend it? And I never seen people so excited in my life. Of course, I'm gonna spend it. Cash or check? When are you gonna give it to me? So I said, now here are the two conditions though, you can't save it, you can't deposit it in your bank account for another day nor do you know when it's gonna stop. It could be ten years from now, it could be tomorrow, it could be 20 years, would you still spend it? And I mean, people are leaping out of their seats. People already spent it in their mind; they're out to the store. And then the whole shift here, and where the perspective in this whole movie is when you say you do get \$86,400 a day, which really is 86,400 seconds every day. You can't roll it over until tomorrow. You don't know when it's going to stop, so would you spend it? Now this room, other than them being upset because they are not getting the cash they thought they were gonna get, really gets the perspective, I'm not spending that the way I'm thinking I would spend money that I wouldn't give back. Because that's all we have is 86,400 seconds a day and you never ever get it back. And how are you spending it each day? Too many people try to bank it to say, well when I retire freedom 55 or freedom 79 or whenever the markets say I can retire. I'll save my happiness until then. I said, no it's not right. So I took the words that were put into that creation, put some visuals in the background and some music behind it and that's where the movie came. You're right. Now it's up to 650,000 views since October. My goal is to hit a million before the end of the summer. And you're right; there is a reason for it, because it gives perspective.

### ANDY O'BRYAN

That has to give you a really good feeling to know that you've touched that many people. You know, everyone who views it has to be changed, I would think.

### SCOTT STRATTEN

It's overwhelming for me. It's what I call; I say it's above me. It's a soul, it's got a life of its own where I get emails. Because when people see it and they sign up for my newsletter afterwards I ask them a question. I say, what did you think of the movie and every day I get emails from people saying how it's touched them in different ways anywhere from you know what, I just needed that, to I just got over a bout with cancer or I have cancer and you've changed the way I'm looking at things right now. I don't know what to say. It's such a huge thing to be able to reach out and touch all these people at one time and let them sit back in their

own world and reflect on life. And that was my goal getting into this in the first place is to make people realize, today is what you have and this movie has really helped do that.

ANDY O'BRYAN

You talk about relaxation on demand on your site and can you kind of explain how that works and how that can help our members?

SCOTT STRATTEN

Well with relaxation on demand it was a cd concept I'd come up with a little while ago. I had some issues at the time with the way personal development and motivational in the industry was working. It was more these 12-month programs, three-year plans, even 12 weeks to reach your happiness to reach something of goodness and I said that's too long. You know it's nice to go into the knock on my feel of motivation is you go to one of our seminars, you listen to a cd, you feel great at the time and then you go home, you wake up the next day and you're no different than the day before. And what I want to do with relaxation on demand was, I created 12 different tracks on there only three or four minutes each that had to do with an individual situation of stress and how to reduce your stress and relax in that moment. So there's things like driving, your family, your coworkers, money, your boss, your spouse, whatever it was gonna be so when you are in the moment not waiting til you felt good enough to listen. But in the moment of stress, you could pop in the cd, listen to it for three or four minutes and get that shift of your perspective. So if somebody just cuts you off in your car on the road, you can actually put the cd in right then, put on track four and realize, get the perspective back, talking about how that can really shift your mindset so you're not stressed out. And my concept, it really works. It's kind of bite size, I need it now type of relaxation, that's where the on demand part comes out.

ANDY O'BRYAN

Is it almost like a self-hypnosis type of technique or is it a little beyond that?

SCOTT STRATTEN

Yeah, I think it's more of a on the surface. You have to be careful with the self-hypnosis when somebody is in the car.

ANDY O'BRYAN

Right.

SCOTT STRATTEN

You don't want them to become too relaxed.

ANDY O'BRYAN

There's enough of those people on the road without being hypnotized.

SCOTT STRATTEN

Most people are self-hypnotic on the road anyways. But you have, it's more of a, there is no process you need to go to. It's me talking to them, me talking to you and saying think for a second. The person that just cut you off or who is coming up behind you really quickly, we don't actually know what the reason is, we don't actually know that they saw you and cut you off. Let's give people the benefit of the doubt once in a while and say you know what, they didn't see me, I'm just glad I didn't get taken into the guardrail there.

ANDY O'BRYAN

Right.

SCOTT STRATTEN

And slow down for a minute and realize you are going to get there in the same amount of time. So really, it's just giving you that reality dose. Because when you're in the moment of stress and you're on your own, your reality might not be the actual realistic picture but that's all you've got. So with this, you want to be able to pull somebody out of the stressful situation. Because you know, when you get stressed or frustrated your judgment isn't as good as it should be.

ANDY O'BRYAN

Right.

SCOTT STRATTEN

And that's where I come to the play with them.

ANDY O'BRYAN

That's great. And that's available on your site as well, right? Now, who and what have been your greatest inspirations, Scott?

SCOTT STRATTEN

It's a different answer than most but I do have a few people that are really sitting out there but to me I've learned so much from everybody I've ever dealt with. I know it's kind of a cop out answer sometimes but really, to me, every time you talk to someone and have a relationship with them. If you don't take and learn something from them, you're wasting a relationship. I have some huge influences in my life, like most people have, my parents, my wife is a huge, huge motivation influence for me. When you find your angel, your soul mate, you can't help but grow with and benefit from them. My older brother, it's nice to have a bond with someone in your family. He's a great influence; he's my voice of reason. He's a logical side of things that brings my thinking into play like that. But then it's anywhere from just the people I met and throughout and when Work Your Life started to today it's really progressed a lot because of the people I talked to. You can't help from benefit and grow when you sit down and talk to people who give you a reflection of life whether they have an illness or disease

with their papers are signed, they're not going to last a year. They look you in the eye and say Scott, I feel bad for everybody else. I was talking to somebody with Lou Gehrig's disease and he said to me you know he was sentenced to be gone in six months to a year and he really didn't care. He said, I feel bad for everybody else out here and I didn't get it, I didn't know what he meant by that. I said we are all feeling bad for you. He said no because nobody understands what life is for and what life is all about. People complain all day about things they have no control over. They get upset about things that really mean nothing. But when you're in my shoes, you get to see what life is for; you get to enjoy what life is all about. I know how short it is. I was just stopped in my tracks. I don't know what you say to stuff like that. And that's the type of person; I can really feed off of and learn off of. It's those people I get to talk to every day, that really get it. So my answer is the people who get it.

ANDY O'BRYAN

Well, that is amazing. That is certainly inspirational and I don't know, I'm not sure what to say after that.

SCOTT STRATTEN

But the respectful thing to people like that is to learn from it.

ANDY O'BRYAN

Right.

SCOTT STRATTEN

And take it and say I agree and let's go with that.

ANDY O'BRYAN

Well and that's just coming right around full circle with the cherishing every second aspect, you know.

SCOTT STRATTEN

And the sad part, I think about a lot of people, is they need to, they almost have to be put in that situation to realize it. And that to me is the sad part.

ANDY O'BRYAN

That is.

SCOTT STRATTEN

People have to lose somebody to realize how special they are. You have to lose your job to realize you actually liked it. Right? You know, you have to break up with somebody before you realized how much you loved them. It goes, you have to have the extreme and that's what I'm trying to get out there is don't let the extreme happen but appreciate what it is now.

ANDY O'BRYAN

Well, I think actually that answers my next question, because I was going to say any quick tips you can give our listeners to this program, the members to Audio Motivation, that you know can start them or keep them on the path to their own personal success.

SCOTT STRATTEN

I really think the advice you can give for me is, pick one thing that is in your control every day that you can do to make this world better. And I say that when I say well make the world better is I truly believe we can all change the world with what we do and say. And people say well, Scott, it's a little idealistic; it's a little large for me to understand. I'm not changing the world; I'm not changing Europe by something I do today. And I really say you are. If you're in the US and you can actually change somebody in Australia or Europe with one thing you say. And people don't get this, the way you act towards somebody else, is, if you've seen the movie *Pay It Forward*, you'll understand. Doing one thing to one person, can reflect six more, ten more, ten more. Well if you're on the phone with somebody. You're on the cell phone in your car and you're aggravated and you take it out on somebody at the office. That person in the office next gets on the phone with your supplier who is in Europe and they take it out on them. Now you've changed somebody's life in Europe. And that person takes it out on somebody else and you see how it really starts going. Either positively or negatively. Just like a smile is contagious so is that getting upset, so is that frown. So my advice is do just one thing. Give one thing a day in the area of positivity and it will start changing your perspective on life. I don't care if it's one person you're giving to is yourself but it's got to be one of those people.

ANDY O'BRYAN

Right.

SCOTT STRATTEN

But do one thing, if you are getting your morning coffee through a drive thru, pay for the guy behind you and then drive away. I did it two days ago and I'm still smiling. I'm wondering what he's still thinking. If he's still pondering what happened but I just felt great because I'm doing something that's making a positive difference. Because there's enough out there that making a negative difference. Just do one thing a day within your control.

ANDY O'BRYAN

And it doesn't take much, ya know.

SCOTT STRATTEN

You can pick up a phone and call your mother.

ANDY O'BRYAN

Right.

SCOTT STRATTEN

It doesn't take much at all; it just takes a commitment to do it.

ANDY O'BRYAN

Now, Scott, what tools and resources have helped you that you think would help our members to further their personal growth?

SCOTT STRATTEN

There's a few really good things out there that I've used. There's actually a program called *The Clean Sweep Program*. It's fantastic. It's available out there at no charge to people. I can actually even send people a copy if they want to stop by Word Your Life and drop me a note. I'll get them the program. I believe it's called Cleansweepprogram.com, though is the actual website. A great self-inventory, it really helped me. I use it with a lot of people as well. A great self-running, self perplex ion program. Outside of that, other speakers that have really helped me out and learned from them, from the obvious Tony Robbins, to Les Brown, surrounding myself with people of a positive angle you can't help but be positive. So those types of resources have really helped me out as well. And then sitting back and taking inventory of what I can do to make a difference. It's incredible when you sit back and realize what you can do.

ANDY O'BRYAN

Well, that's a great message, Scott. And just to come back to the Time movie that is on your website. I want to encourage everybody to go to [WorkYourLife.com](http://WorkYourLife.com) and click the Time link and take a look at that video and also just explore your website because there's just so many things that they can be inspired from there.

SCOTT STRATTEN

Thanks Andy. I appreciate that.

ANDY O'BRYAN

And thank you for joining us today, Scott Stratten.