

Kavit Haria

Interview with Dr. Topher Morrison



Mental Game Of Money: An Interview With Dr. Topher Morrison

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Today is an exciting day for me. Right here we have one of the best NLP trainers in the world, someone who I look up to and strive to be like in my work and the author of the brand new book, “Stop Chasing Perfection And Settle For Excellence”. He is [Dr Topher Morrison](#) from Tampa Bay, Florida.

I trained in NLP and Time Line Therapy with Topher in August 2006 here in London. But the first time I met with him was at his extremely brilliant seminar [Mental Game of Money](#) in February 2006.

KH: Hi Topher, it’s an incredible, incredible honour for me to interview you. Thanks for taking the time out of your schedule to be on my “show!” You are one of my heroes, my mentors and I strive to be like you in many ways each day. Could you share with my readers a little bit about your background?

TM: I’d be happy to. I’m the founder of [Topher Morrison, Inc.](#) a U.S. based company that conducts seminars on NLP (Neuro Linguistic Programming) and Hypnotherapy. We teach primarily in the UK, but also offer seminars in America and Australia. Before I started my own company, I was the Training Coordinator for the largest NLP training company in the world. In fact, I’ve been training NLP for over 15 years, and I’ve been in the training business for over 17.

I also have a doctorate in Clinical Hypnotherapy which really is one of my biggest passions. I love that field. The thought of being able to communicate directly with my unconscious mind, or showing someone how to do that for themselves is one of those things in my life that is most rewarding.

KH: Topher, as you know, I work with musicians, helping them to be successful. What do you see as the key distinctions between a person who’s really successful and one who’s not? And what suggestions can you offer one who wants to move to a higher level of success?

TM: Don’t confuse talent with marketability. I guarantee every one of the musicians reading this interview hears musicians every day that aren’t as talented as they are... but yet those musicians are more successful. Why? Because those musicians have realized that visibility is more important than ability. You should be spending as much time or more on marketing and branding yourself as you do practicing your craft. It’s ironic... a lot of musicians want to become musicians because they don’t want a real job... well guess what?

Massive success in music means treating it like a real job! Some of the most successful musicians today are also some of the best business people. If you really want to become successful as a famous musician, then take a course on marketing. Now of course, success is a subjective word, and many musicians define their success by their musical skill and that’s fine, I totally respect that. I’m speaking in the

context of financial success specifically... which I realize is not every musician's goal. But I assume if you are a subscriber to Kavit's newsletter, financial success is somewhat of a priority.

KH: Can you talk about some setbacks you've experienced in your life? As well as how you overcame them.

TM: It would have definitely been when I owned the personal development franchise in Seattle. I was 21 years old, and had absolutely no right to own it. In fact, the franchisor's told me I couldn't purchase the franchise nine different times. But I was such a stubborn punk at the time, and I wouldn't take no for an answer. They finally buckled, sold me the franchise, and within 9 months I was over \$85,000 in debt. I was eating every 3rd day and my life sucked. But even worse than my financial status was my emotional status... emotionally I was bankrupt. I was what everyone in this world hates to be... a hypocrite.

I was trying to teach people how to have an excellent life, but I couldn't rub two dimes together. My lowest point was when my high school crush, and her husband showed up at my door for the holidays with bags of food for me to eat. Let me tell you, getting a handout from someone is very humbling... but when you get a handout from a girl you used to have a crush on? That's a whole new level of humility! And you know what? It was the most amazing period of growth I've ever experienced. Looking back I'm so grateful it happened at such a young age. It's kept me humble.

And as far as how I overcame it? Frankly I had nowhere to go but up at that point! Thankfully, even though I wasn't good at the time with using NLP skills in business, I was good at using them in my life, so it wasn't that hard. Using the skills of NLP, I was able to reframe what the emotional events meant to me, and use them as a springboard for succeeding. I think that's why I love teaching NLP so much, it's made a huge difference in my own life, and I love to share that with people in hopes that it will with theirs as well.

KH: It certainly did for me Topher, I will always be glad I attended your course.

TM: Thank you, it was fun having you there!

KH: Topher, I know you do a lot of charity work when you're not travelling, especially with organisations who work with the environment. This question's going off on a tangent but I'm really curious to know your thoughts. Maybe you could get a little psychic here. Could you tell us a little about how you feel the world is heading with regards to the environment?

TM: I don't have to be psychic, all I have to be is scientific. The data is out there, and if we don't change things globally then it ain't pretty. If you want to know what the science is saying, then I have only one thing to recommend. Go see a movie called, "An Inconvenient Truth" (Amazon: [UK](#), [USA](#)) It's hosted by our former Vice President of the U.S. Al Gore. I know that may immediately conjure images of a very stale movie, but he did an amazing job, and sent such a clear message.

My belief now is this: Every human owes it to themselves, their children, and this planet to watch this movie... it is life changing. In fact, if I were to give it a comparison I would say that the movie, "An Inconvenient Truth" (Amazon: [UK](#), [USA](#)) will do for the environment what the movie, "What the Bleep Do We Know?" (Amazon: [UK](#), [USA](#)) did for the human mind. Go see this movie, it's amazing.

KH: Topher, you've been travelling the world for 17 years straight training people who want to succeed themselves and help others succeed. 17 years is a long time. How do you stay motivated?

TM: I make a lot of money... that, and the fact of the matter is, I just really love what I do. My highest value in life is contribution and I feel the more I do my job, the more I fulfil that value. Plus, I'm admittedly a bit of a gypsy... I don't like to stay in one place too long. So travelling lets me satisfy that urge to move around.

KH: To be able to do that so well, you must have immaculate time management. Especially to do other things that relax you, allow you to be with family and socialise. What's your magic trick when it comes to managing your time?

TM: Well that goes to show you how much you really need to hang out with me Kavit! I'm a social misfit. It's true! Call my staff and ask them. I'm in the office by 8:00 AM at the latest and I usually stay in the office until 8:00 PM at the earliest. I rarely date, I don't have many friends, and when I do leave the office, it's usually to go to the gym. I've come to accept the fact that I am a work-a-holic... and I love it! I do want to change that though in 2007. I've heard rumours that having a social life is fun, so I'm curious to see what it's all about.

So I'll take this interview as my format to formally announce that this year, I'm going to get a social life! And as far as immaculate time management goes? I actually just have amazing staff that keeps me on track. My office team is my family, I love them, and they keep me focused and on track. This is so interesting, you see, when people see me on stage they assume that I must have my whole life in order, and just have a perfect life. It couldn't be further from the truth. But I do have an excellent life.

And I think what makes someone have an excellent life is #1 being okay with the notion that you can't be perfect, and #2 embracing your weaknesses and know that they keep you real, and #3 surrounding yourself with people who are better than you in the areas you are weak. That's why I titled my latest book, "Stop Chasing Perfection, and Settle for Excellence". (Amazon: UK, [USA](#))

KH: You're worth many millions of dollars; you teach your secrets in a seminar called the [Mental Game of Money](#) which I highly recommend anyone attend. I attended it back in February last year and it was great. What is the most valuable piece of advice you could give to a musician who's struggling to find their feet financially?

TM: Get real. Some motivational guy huh? To be honest Kavit, I'm a bit jaded from the whole motivational business. That's not to say I don't love it and live by it... I do! But so many people attend these self help seminars, and they see these authors and speakers and think, "man I wish I could be as together as that person is!" But you know what most of those speakers are thinking in their head while they are preaching their gospel? "Man I wish I could be as together as I'm acting right now!"

That's why I just prefer to take a more down-to-earth approach in personal evolution. If you are a starving musician, that's cool, and you will one day be worth millions if you stay focused on your dreams and see your obstacles as stepping stones... this is true. And for now, don't focus on the millions... focus on the zeros! Become a zeroaire! Believe me, most people in life haven't even made it to zero! They are up to their eyeballs in debt and living pay check to pay check. If that's where you are right now, then set an intermediate goal to get to zero... it's much more attainable, you'll get it much faster, and you'll be in a place where you are then ready to focus on the plus side.

So many people have such huge goals they never get to give themselves credit for hitting the milestones. Remember, a pyramid is built my many stones... and millions are made by ones. That may not be the message your readers want to hear, but I'd rather tell it like it is.

KH: That's one of the things I appreciate most about you Topher, I know you'll always just tell it like it is. And you rarely find that amongst speakers these days. In the theme of just "giving it to us straight," What fears or challenges did you have to overcome before becoming financially free?

TM: An astute question, my friend. I had to give up my fear of being broke, I had to give up my fear of failing, and I had to overcome my out-of-control ego and belief that I knew what was best for me in my life at every given moment. I speak a lot about this last point, as you well know at the [Mental Game of Money](#). I think it's one of the most powerful sections.

Look at it this way. A lot of people resist being broke... they hate it, they'll do anything to avoid it... some motivational speakers even tell you that you should use that dislike as a motivator. I believe just the opposite. I'm sure you've heard of the phrase, "what you resist, persists." Well if you resist being broke, I can promise you it will be looming over your head all the time. But if being broke is of no concern to you, then you will no longer be plagued by it. That's true financial freedom if you ask me!



I'm going to get a bit esoteric now... here's another way of looking at it. The universe has laws and whether we agree with them or not, we still have to follow them. The law of gravity for instance... I would love to be able to jump up in the air and just start flying. I've done it in my dreams and it's awesome... I'd love to do that in the 'real' world, but gravity prevents this from happening without the aid of instruments.

Here's another universal law... the universe doesn't care what you want, it only cares about what you focus on. And if your focus is on not being broke, the universe will say, "ahh, so his focus is on this thing called being broke... okay, we'll make it real for him" The universe doesn't compute the "not". Once I tapped into this, and I no longer concerned myself with being broke, that's when I first experience financial freedom, and I hadn't made one penny yet.

KH: Before I studied NLP with you, I came to your Mental Game of Money seminar. This seminar changed the way I thought about money forever and my results since then have been extremely surprising, for the better. You're running it again on 3rd and 4th London. Could you share from your own words what people will get out of the two days and how somebody reading can stop what they're doing right now and get their ticket?

TM: Well for one, you'll learn how to do what I just mentioned in the last question. In fact, we cover 5 universal laws... I call them the 5 rules in the mental game of money and they really are powerful. Think about it, before you play a game, what's something you must know? The rules! But no one has ever sat us down and said, 'okay, here are the rules to making money.' And as a result, we start playing a game in our life that we don't know how play. That doesn't make much sense does it? Why not come hang out with me for 2 days and learn how to play this game you are already in? You can register by visiting www.mentalgameofmoney.co.uk

KH: Topher, let's talk entrepreneurialism for a moment. What do you think are the three most important things an entrepreneur needs to have, be or do in order to be successful in 2007?

TM: They need to have a game plan, they need to be, as Gandhi once said, the change they want to see, and they need to do 'right action.' Right action for me, is doing the things that get you where you want to go, not the ones that keep you busy. Most people are just busy, but they aren't doing anything that really propels them in the direction of success.

KH: Can you share some of the mistakes you made as an entrepreneur in business and how crucial they were to your success today?

TM: Yes! I was too trusting! I'm the proverbial 'nice guy.' I mistakenly thought that just because I honour my word, everyone else would that I did business with. Well, in 2006 I had two of my promoters default on paying me and as a result, I lost over \$200,000. So last year was a big learning lesson for me to establish and enforce my boundaries. So now, in 2007, I'm making sure I have signed contracts and that the people who I'm making financial arrangements with honour those contracts. And you know what's really weird? When you set your boundaries and enforce them, people respond favourably! Oh, and if you don't establish and enforce your boundaries, people also respond favourably... just not in your favour.

KH: Topher, we're coming to an end, I'm going to give you the one minute signal. It means we have a minute left; I'm going to fire you a few questions, give me some short answers. You ready?

TM: Yeah, that'd be great, let's do it.

KH: If you could be any cartoon character you ever wanted to be, which would it be?

TM: Bugs bunny... he always ends up on top... and he's got a cute bunny girlfriend.

KH: If you could be any other profession other than a hypnotherapist and master NLP Trainer, what would you be?

TM: Rock star (lead guitar) or a U.S. Senator for Florida.

KH: Where's your most favourite holiday destination?

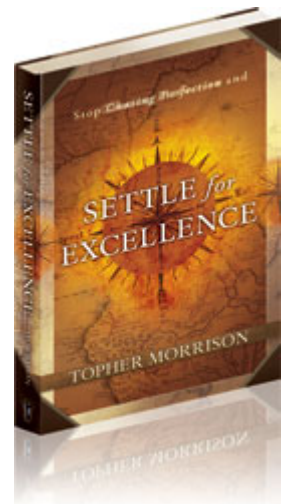
TM: I have two: The Amazon Rainforest... specifically a place called [ACEER](#), the Amazon Centre for Environmental Education and Research, and back home visiting my nephews and niece... both places have a lot of monkeys jumping around!

KH: [laughing] Topher, when you were younger, what did you want to be?

TM: Rock star... lead guitar.

KH: What is the best advice you have ever received?

TM: "Dude watch out! The girl that's hitting on you is a guy!"



KH: [laughing] Okay Topher... what can we all look forward to see in the world of Topher Morrison in the next year or so...?

TM: Well I just released my first book, “Stop Chasing Perfection, and Settle for Excellence” (Amazon: UK, [USA](#)) so I’m going to focus on the marketing of that book, I’m also going to start marketing myself more in the corporate arena doing key-note speeches. And if I have any time left over, I’m hoping to invent a viable solution for Nuclear Cold Fusion... do you know any good books to read on nuclear cold fusion?

KH: [laughing] No... can’t say that I do. Topher, it’s been the best gift I’ve received so far in 2007 to do this interview with one of my teachers. Thanks for taking the time to be with us. Is there anything else you’d like to share with my readers that would be of value to them?

TM: Remember, what you receive by accomplishing your goals is not nearly as important as what you become by accomplishing your goals. Thanks for taking time to listen to my ramblings... if you benefited in any way from them, please drop me a line at topher@tophermorrison.com Also, if you would like to attend the seminar that Kavit was mentioning, you may do so by visiting www.mentalgameofmoney.co.uk

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Kavit Haria Weblog

Kavit Haria is regarded as UK's #1 Music Success Coach, a public speaker and coach who helps musicians have more successful careers and live more fulfilled lives.

As an established musician, Kavit has played with many top name musicians in a wide variety of genres throughout his career.

In line with his deep interest in personal development, inspired by Wayne Dyer, Tony Robbins, Topher Morrison, Deepak Chopra, Robert Kiyosaki and others, Kavit is a certified and licensed NLP practitioner and Time Line therapist.

As a sought after coach and the founder and current C.E.O. of [Inner Rhythm](#), Kavit has combined accelerated learning and results psychology with the music business in order to coach musicians around the world and speak to audiences in the UK about music marketing and the psychology of music success.

Kavit is the creator of the “[10 Steps to Create Worldwide Buzz](#)” system.

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