

MASTERS by Winn Claybaugh, July 2025

Lauren Gartland: Unlock the Champion Within How to Achieve the Heart & Mindset of a Champion!



For three decades, **Lauren Gartland** has empowered thousands of salon and spa professionals to shatter limitations, skyrocket their income, and build thriving businesses. After building her business and losing it all, she founded her coaching company, Inspiring Champions, based on her belief that everyone has an inner champion but not everyone knows how to awaken it. Interviewed by **Winn Claybaugh**, Lauren shares the story of how she turned her "mess into a mission" and became the unstoppable "Firecracker" of the salon industry. Be ready for a heart and mind shift!

Winn: Hey, everybody, Winn Claybaugh here, and welcome to another issue of MASTERS by Winn Claybaugh, which—I think I'm saying this every single time I start one of these, that I've been doing this, you guys, since 1995. You know, I did a little bit of research on the number of podcasts there were when I started this in 1995 compared to how many podcasts there are today *[laughs]*. You know, which, now it's in the millions. And then you see how long they last. You know? Most podcasts don't even make it for one year.

Lauren: Mmm.

Winn: I know that you're the type that, Lauren, when you commit to something, yeah, it's not gonna be overnight. You're not gonna give up in a couple of years from now. You make a commitment and that's a commitment for years and years and years. And that's what it takes. Wait. I haven't even introduced you yet. I haven't even said who I'm here with. So, let me trace back here a little bit. You guys, I'm sitting here with a good friend of over thirty years: Lauren Gartland. So, Lauren, thank you so much for being a part of this.

Lauren: Thank you, Mr. Winn Claybaugh. I'm proud and honored to be here with you and all of your listeners. My commitment is to bring great value with action steps today.

Winn: Okay. So, get this. Lauren, the first time that I interviewed you was in—I had to look it up—October of 2001. And what's really sad is that there are people listening to this today who weren't even born back then. *[Laughs]*

Lauren: *[Laughs]*. Exactly. They weren't even glimmer in their parents' eye yet here we are.

Winn: But here you and I are. We're still showing up. We're still enjoying what we need to do.

Lauren: You know what? We're like that bottle of wine that gets better with age.

Winn: Well, I haven't even shared with people who you are and a little bit of insight. Okay. Again, Lauren Gartland, she is titled the Queen of Inspiration, and you're gonna exactly understand why she has that title. For three decades, Lauren has empowered thousands of salon and spa professionals to shatter limitations, skyrocket their income and profit, and build thriving businesses. Her proven systems, strategies, and unwavering support have guided owners to seven-figure success and technicians to achieve six-figure-plus incomes without burnout. Oh, my gosh. We gotta talk about that.

Lauren: Yes.

Winn: As a dynamic speaker, master transformation coach, and industry disruptor, Lauren is on a mission to help professionals work smarter, earn more, and create a thriving business and life that you love.

Lauren: Yes.

Winn: So, man, that's a mouthful, and that's quite the promise that you are putting out there to the planet. And I also happen to know, because you and I have had these conversations as well, that your focus isn't just within the professional beauty industry. I would think that most subscribers here, even though the majority of my listeners are not from the professional beauty industry, they know that that's where I come from. And so—and I always bring on guests who can speak to the masses. And so—and that's absolutely you, Lauren. So once again, thank you so much for being a part of this.

Lauren: Thank you, Winn. And what I'm gonna be sharing today, it isn't just for the salon industry. This is for anyone, anywhere, at any point in their life. It will move them forward.

Winn: So, you've been called the unstoppable firecracker *[laughs]* of the salon industry, and I bet you love that title. In fact, who knows? Maybe you are the one who even gave yourself that title. Who knows? Right?

Lauren: No. People have given it to me. They say, "If I had to come up with a word to describe you, it's definitely *unstoppable*." And isn't that one of the key traits of all champions?

Winn: Well, you—again, you've been doing this for so many years.

Lauren: Thirty, Winn.

Winn: Thirty years. Well, I want to jump right into this because your journey of starting Inspiring Champions—that's the name of your company. That journey is incredible, from facing homelessness to transforming thousands of lives. I mean, what were the defining moments that really set you apart and put you on this path of impact and empowerment?

Lauren: Yes. Great story. Very interesting, because when people hear the name Inspiring Champions, they just almost immediately assume that it was built on this big plan with plenty of resources and a ton of money and a well-thought-out strategy. But the truth: it was born from a moment of sheer desperation when I had lost everything. Living in my car with nothing but an unwavering

belief that I was meant for more than living like this. So, my journey into this industry and into what I do today, it began in 1985. And at that time, I had no passion, no purpose, and no direction in my life. So, I made this big, epic decision. Well, I'm gonna go back to Minnesota; I was living in San Diego at the time. I'm gonna go back to Minnesota. I'm gonna visit my mom, my 10 brothers. I'm gonna have this big epiphany, and I'm gonna find my purpose in life. So, there I am back in Minnesota and a complete stranger, someone I had never met before, that I have never seen again, not only changed the course of my destiny but he impacted an entire community. So, it was my last night in Minnesota. My best friend Corey called me up and said, "Girl, get dressed up, we're going to the hottest spot in town." And we got in that car and she pulled up to TGI Fridays. And I'm here to tell you, for those of you in the eighties—

Winn: [Laughs]

Lauren: —that was the place to go.

Winn: That was the hottest place in town.

Lauren: It was the hottest spot in town. And for a woman, you only needed enough money for one drink because they had free appetizers. And after that, you just got men to buy you drinks. It was great back then. Those are the good old days. But interestingly enough, we walked in and within two minutes of walking through the front door, my friend Corey saw something across the room and she took off. She bolted through that restaurant and her arms were flaring and she's screaming and the whole restaurant is stopping and looking at this crazy woman, like, *What is she doing?* And all of a sudden, I see her grab this man, he stands up, they're jumping up and down, they're hugging, they're kissing, and I am just so taken back by this. So, I walk up and she's just out of control. She goes, "Oh my gosh. Lauren!" And I'll never forget this, she took her right hand, she put it on his shoulder, and she said, "This is Michael, my hairdresser." And I remember thinking in that moment, *Oh my gosh, I don't know who Michael is. I don't know what he's on, but I want it.* I had never seen anyone get so excited, so passionate, so on fire about another human being. And I was enthralled by Michael. And so all of a sudden, I'm sitting there talking to Michael, this fabulous hairdresser, and within five minutes, a complete stranger looks at me and said, "Lauren, you should be selling hair products and I would love for someone like you to come into my salon. I hear they make really good money. You should be selling hair products." And I'm here to tell you, in that moment, the fireworks erupted in Fridays. It was like the tingle went from my toes through my body and out the top of my head, And in that moment, I found my passion. I found my purpose. *I'm gonna sell hair products!* So, I get on my plane to go home the next day and I'm just excited, but I had this epiphany: *Oh my gosh, I've never used professional products. What am I gonna sell?* And then I remembered I had one professional product. It was this white bottle with black letters that said, Freeze and Shine. And I said, that's it, everybody's going to have Freeze and Shine. I'm gonna go back and I'm gonna sell Freeze and Shine, by Paul

Mitchell. So, I found out this little blonde named Jeanne Braa owned the distributor, so I called her up, I said, "Jeannie, you don't know me, but my name is Lauren Gartland and I'm gonna be your number one salesperson." Now, Winn, I had never done anything in my life except be a waitress at this point. I had never been in sales, but I gotta tell you, to have the unstoppable spirit of a champion, you gotta believe you're at the top before you get there. And it just came out of my mouth so naturally." I am going to be your number one salesperson." And Jeanne was like, "That's fantastic. Do you have your license?" "Yes, I have my driver's license."

Winn: [Laughs]

Lauren: And she laughed and said, "No, you need your cosmetology." And I thought, *Jeannie, I don't need a cosmetology license to sell this. Just let me out there.* And she shut me down. And you know, winners and champions never see "No" as failure. They only see it as an opportunity to learn and we're smart enough to know that each no will bring us closer to a yes. So, I proceeded to call her. She proceeded to take my calls, told her, "I'm gonna be your number one salesperson." "Did you get your license?" "No, but I can do it, Jeannie." And this actually went on for weeks. I became a professional stalker with Jeannie Braa. And finally, I had this epiphany: *Lauren, you're not getting the result you want. You have got to change your approach.* So, that day when I called Jeannie, I said, "Jeannie, Lauren Gartland, your number one salesperson. Today is gonna be your day." And she goes, "Fantastic. Why is that?" I said, "Because I'll work for free for three months. And if I'm not your number one salesperson, you don't have to fire me; I'll just leave." Because champions are unstoppable. And I just persisted until I succeeded. There was that moment of silence and she said, "How can I say no to that?" Well, you know, Winn I made a promise in that moment that no matter how many times I wanted to quit, I would not let this woman down. I made a promise to her, and doggone it, whatever it took, I was gonna fulfill on it. And not only did I quickly become Jeannie's number one person, but I became in the very top 1% in the entire nation. I did a million dollars. Back then, our average product sold for a \$1.80 to \$2.10 into the salon. So, you do the math, everybody was enjoying Freeze and Shine. In the eighties, you had the big hair so it was the perfect product. But six and a half years into the greatest journey, I wanted more. And I had another distributor come to me and said, "We want you to be our sales manager." And he said, "All you have to do is you must increase my business by 50%." And I knew I could do that. "You have a year to increase by 50%." And so, what I had to really learn, to have the heart and the mindset of a champion: the heart and mindset could no longer be about me being the star. I had to make his 12 people into superstars. I had to embed in them the skills, the tools, the things I did to get to the top. And it was so exciting. It was so fulfilling. And at 14 months in, we were not at a 50% growth, which, that in itself was extraordinary. We hit 269%.

Winn: Wow.

Lauren: And I realized though, this isn't my passion. I could continue to do this. I could continue to make great money, but I believe every one of us are born with gifts and talents, and that we are to live those, and we are to give those away. And so, I just knew that wasn't the place to be. But I was so used to winning, it was amazing. Then a moment happened that changed everything. A manufacturer had contacted me and said, "We want you to take our line. We know if anyone can put our line on the market in San Diego, it's you, Lauren Gartland." And I actually knew about the line. I loved it. And I said, "I'll do it." Well, everyone who has ever owned a business knows great risk comes with owning a business. But I believed in me because they said, "Lauren, all you have to do is increase by 100% in a year. And if you do that, you have nothing to worry about. We don't do contracts. You just have to increase by a 100%." I knew I could do that. And so, I closed out three savings accounts. I closed out my 401(k). I borrowed money from three people. I sold everything I could to come up with the money because I knew I could do it. I was willing to risk it all. Just like Napoleon Hill said in *Think and Grow Rich*, you've gotta be willing to cut all sources of retreat. And I cut every source of retreat. And eight months into this incredible journey, population one me—which I don't recommend—I walked to the office, which they had me sharing with another distributor, and I put my key in the door and it would not open. He showed up moments later, put his key in the door, and it instantly opened. I walked inside. I saw my empty desk. I saw boxes piled up all around it. And I saw one envelope on the desk. And I opened it. It was from an attorney, and it simply said, "You are terminated instantaneously." Those are defining moments you will never forget. Because what I knew in that instant, Winn, I knew that I had just lost everything I had worked so hard to make and to save and to create financial stability in my future. And I remember driving home, but I don't remember the drive there. I remember getting in bed and laying there paralyzed by fear. Where do you go from here? How do you start over? I couldn't even think. And in a week into my biggest pity party, that voice inside of me said, *Lauren Gartland, get up and finish your race. This is not the end of your success story.* And I got up that day and there was nothing inside me. I was full of shame. I couldn't tell anybody. How could I let something like this happen? You know, I found out that bad things happen to good people. I found out that you can do everything right and you can have a very bad result. But I got up and I went out to try to find the big J-O-B, and nobody would hire me. I had all this massive success, but for some unknown reason, I just kept getting no's. And after weeks of getting no's, having no money to put gas in my car, having no money to pay any of my bills, ending up having to file bankruptcy, which was my greatest failure of my life because I hold integrity as my top value, my top core value. And so, this was another moment. Going home and having the letter on my door that I had three days to get out. Having nowhere to go, having no money, I simply went to a gentleman I knew a couple doors down, and I asked him, "Would you please rent a U-Haul? I promise I will pay you back. I can't do it right now. And will you help me put my things into storage?" Which he did. And I lived in my car.

And I gotta tell you, you don't know what that's like until it happens to you. When someone hands you a \$20 bill when you're at the bottom, it feels like \$20,000. I lived in my car, and I would go to the bathrooms in the beaches of San Diego, and I would have to put on my happy mask. That mask that says, "My life's working, nothing's wrong, everything's perfect," when my whole world was falling apart. I've lost all my money. I can't afford any of my personal expenses. I've now lost my home. And after days of this, my church found me and said, "We have a home for you." And they took me to this beautiful home that had just been built. And I remember that day feeling like a lifesaver called hope was put around me. I felt hopeful instead of hopeless. I felt like there was a possibility of starting over, of a future. I felt like, *Maybe I can do this. I can rebuild my life.* And so, I immediately said, "Will you please take me to my storage so I can get all my personal belongings and start over?" They said yes. So, the next day we got another U-Haul. We went to my storage unit, Winn. We threw that big, heavy metal door open, and everything from front to back, side to side, my entire life was gone. It was empty. There was only one box in there, and it was my IRS tax files. And in that moment, I knew there would never be a greater low. I've lost all my money. I've lost my home. I've lost all my personal belongings. It was a tsunami going through your life. It was, you know, the worst tornado, the worst hurricane. It was this ultimate storm of life. But I will tell you, I learned some incredible lessons. I learned that, one, you can lose everything the world tells you is important: your money, your home, your personal belongings. But what no storm of life can ever take from you is the wisdom you've gained on your journey. And that's why I'm such a strong believer in education and continuous learning, because those lessons, those experiences, are what will stay with you no matter what. The second lesson I learned was that if you've made it to the top once, twice, three times, that you can make it to the top again. And the key is resilient belief. And as long as you keep believing in yourself and you never ever give up, you'll find your way back. Because it's not about the setbacks, it's about the persistence to keep moving forward no matter what in the face of losing everything. And the third lesson was that sometimes what we think is meant for harm is actually meant for good. Because in the middle of our pain, it's hard to see or understand why is this happening to me. But looking back, I can clearly see that losing everything—my money, my home, and my personal belongings—that, as crushing and painful as it was, it made me into who I am today. My struggles shaped me for something bigger. So here I am with nothing, and a week and a half later, it was 6:10 AM, I'm standing in the kitchen of this home, making coffee, and all of a sudden, to me—I'm going to call it God; every listener can call it whatever they want—but I felt God take my hands. I felt his presence right there in front of me. I could, like, almost feel his breath, he was so close. It was unlike nothing I've ever experienced, and he clearly said to me, "Lauren Gartland, everything you have done up till this moment is for right now. You're going to start a company called Inspiring Champions, and you're going to transform thousands of lives." And when you are so broken, so lost, so

hopeless, to hear something that huge, it was like—Winn, I was looking around the kitchen and I thought, *There has got to be someone else in this kitchen. There's no way you can be talking to me.* And I was like, *No. Absolutely not. I will not do this.* And so, he stalked me. And a couple weeks into it, I decided, *Well, I don't have anything else going on. I'm gonna start a company called Inspiring Champions, and I'm gonna take my pain, and I'm gonna turn it into my greatest strength. I'm gonna take this mess, and I'm gonna turn it into a message and into a mission.* And that was the path I chose. And my mission became very clear: that I live every single day of my life, every waking moment, to empower individuals to realize their hopes, their dreams, and to live to their full potential. And I knew I had to use my own messes and lessons to help others avoid making the same mistakes and to inspire them to rise, no matter what is thrown in their way. And so here we are, 30 years later, we have transformed tens of thousands of lives. We literally have over 18,000 graduates of Champ Camp only, our three-day course, and then thousands of owners who have taken it back and spread it through their businesses. And so, no one could have told me that was possible, but God really does use ordinary people to do extraordinary things. And so that is how I started Inspiring Champions.

Winn: Wow. Okay, I have a lot of questions. And, of course, as you're talking, I also have a full page of notes. Because there were certain things that you said that perked my interest. You had used the word *desperation*, and I think it's Tony Robbins—and if it's not Tony, lord knows I've been giving him credit for a very, very long time, whether or not he originated this or not. It talks about you're motivated either through inspiration or desperation—

Lauren: Yes

Winn: —and oftentimes, it's the desperation.

Lauren: Yes.

Winn: You know, everybody says that they believe that everything happens for a reason, and, of course, it's easy to believe that when everything's going great.

Lauren: Right.

Winn: You know?

Lauren: It's easy to be happy when life's working.

Winn: Yeah. Do you still believe that everything happens for a reason when things are falling apart? And how you worded it is “meant for your harm versus meant for your good.” I also love what you said that you had to turn this mess into a mission. I love that. “I'm gonna take this mess that I've got and I'm gonna turn it into a mission.” I love that.

Lauren: Yes.

Winn: And then the other thing that you shared that I absolutely loved is “this lifesaver called hope.” And I—

Lauren: Yes.

Winn: Gosh, any opportunity that we have to provide hope for somebody. You know, a person can be down and out in every way possible.

Lauren: Yes.

Winn: But if they have that small glimmer of hope, that's all that it takes. And sometimes to provide that hope, you said that it was a total stranger, hairdresser in the back of—

Lauren: TGI Fridays.

Winn: TGIF Fridays. There you go. Who knew that TGIFs could be a source of inspiration? I'll have to go in there more often and see if I feel inspired. But, you know. And then the other things that you said. You know, in getting your first job there, telling Jeanne Braa that you're gonna be her number one salesperson. I'm thinking—I mean, tell me if I'm wrong—you had never been the number one salesperson of any company.

Lauren: Of anything!

Winn: So, what you were doing, which I also do, is you were just telling the truth in advance.

Lauren: Right. But I was an avid athlete growing up.

Winn: Okay.

Lauren: And I won at my at whatever I did. I learned how to win, but unfortunately, I was never taught how to fail. And that's important because life is going to always have failure as well. And, you know, I wanna tap back to something you said because I feel like there's someone who needs to hear this, is that all of us are gonna have moments in our life where we feel hopeless. And what everyone listening needs to remember is you cannot let go of the lifesaver called hope. That may be the only thing you have left, and you've got to hold on to it, and you have got to move forward. And I'm hoping, you know, I get to share with them things I did to save my life and to move forward and to get unstuck.

Winn: Well, we're absolutely gonna go there, you know, but if we don't have that inspirational or that motivating hairdresser at TGIFs, what are the sources to go find that hope?

Lauren: What are the sources to go find that hope?

Winn: I mean, for me, going to the gym will bring me hope on a day where I feel a little bit low or desperate. Obviously a great podcast, a great mentor, a conversation with a friend—those are all the sources that we can go to find that hope. What works for you?

Lauren: Well, I mean, I'm just gonna be honest. You're asking me. The number one place I go, I'm a very strong believer and I go to the Lord. I go to God. That's where my hope is. And, you know, another big thing, though, is you've got to,

in desperate times like that, and you said, Tony Robbins said you'll change either out of desperation or inspiration, and that is the truth. Another way is he says you will either change to avoid pain or to gain pleasure. And so, for me, it was to avoid the pain. But in those moments, you gotta shift your mindset from stuck to growth because champions aren't born. Champions are built. And the truth is, is that every single one of us has a champion within us. Unfortunately, Winn, most people don't know it. And the difference between those who rise and those who stay stuck: it's not talent, it's not luck, it's not skill or circumstances. It's the mindset. The battle begins in the mind. And if you cannot shift that mindset, if you cannot take it and shift your heart, it is going to be very difficult to win your race because you've got to shift the mindset from stuck to growth.

Winn: Okay. Before you get into that, there was something that—a part of your story that I feel like I need to ask you.

Lauren: Sure.

Winn: So, you go to—you're working hard. You've invested everything. You go to turn your key and the door doesn't open. So, it sounds to me, I mean, you didn't tell us all the reasons why or exactly what happened nor do you need to, but I'm thinking that there was a lot of betrayal there.

Lauren: Yes. There was a lot of betrayal.

Winn: How do you deal with that? Because I know that is just such a heartbreak for people. I know people listening to this. The people that sometimes you give the most to, the person that you helped out the most, and then all of a sudden there's that betrayal where they—

Lauren: Right.

Winn: They cheated you, they stole from you, they lied to you. How did you deal with that betrayal?

Lauren: It was very difficult. And, you know, the only way to freedom is through forgiveness. And it was a very, very hard one to forgive but I knew it was necessary or I would be living my life inside of a prison I created. And I also knew that that was never where I was meant to be. And God just kept plucking everything away from me until I had nothing because he knew that if I had any source of retreat, I would never do what he put me here to do called Inspiring Champions and transforming lives. And so that's where the—sometimes what we think is meant for harm is meant for good. It took a while to realize, *Oh, that's why I lost it. It's not where I was supposed to be.* It was a steppingstone. If the key had turned that day, I would not have started Inspiring Champions. If anyone had given me a job, I would not have started Inspiring Champions and that's why I kept getting no's. And in life, we're gonna get red lights, we're gonna get green lights, and we're gonna get yellow lights. And that was a big yellow light until it was that moment where I'm just at the very bottom, you can't go any lower, that you just completely surrender and go, *Okay. Let your will become mine.*

Winn: So, let's jump into this next part because you say everybody has an inner champion but they're not aware of how to awaken it. So, you're talking about the key shifts to unlock that heart, unlock that mindset of a true champion. Take us there.

Lauren: Well, really, step one, you must unlock. Keyword: unlock your inner champion. It's in there waiting for you. You haven't written your best song. You haven't written your best movie. You haven't written your best success story. It's waiting. And so, you have to embrace this growth mindset, and champions understand that challenges aren't setbacks. They're setups and opportunities to grow. So, instead of feeling stuck, a champion believes in the possibility of progress no matter where they start. So, the shift here is from shifting from *I can't* to *I must*. To take the "T" off of can't. To take the word *impossible* and break it into two words: I'm possible. And to know that I may not know how to do this yet, but I can learn. I had no idea how to start a business training company. I had no idea. I didn't have the education for it. I had no money. I had no resources. I had nothing but a dream that was planted in my heart, and that's where it starts. And I just went for it. You know what? I didn't know I couldn't do it, so I did it.

Winn: [Laughs] I love those stories as well. Because I'm sure in the very beginning of our careers or starting businesses, and I'm sure people listening to this get that as well, sometimes the best attribute that you have is that you're not aware of what a red flag looks like.

Lauren: Right. [Laughs] Right. I mean, I remember Winn, I went out—you know, I had all these raving-fan clients. I had built this incredible credibility in the marketplace. These unbelievable relationships.

Winn: People who knew you, they loved you, they trusted you.

Lauren: Oh, I loved them. It was like, when I got in the salon industry, for me, it was my tribe. It was my community. For the first time in my life, I felt like I fit. And so I went out and I got 50 people to buy a ticket to Inspiring Champions, which at that time was eight weeks: every Monday for eight weeks. And I had no idea what it was gonna look like. I had not written a single word yet. Computers were just coming out, so I didn't own a computer. I had to drive over to a woman's house who—I would write out what I thought, *Okay, here's what course one is gonna look like. And here's course two.* I knew what was needed and I just took it and ran with it.

Winn: Okay. So, it was every Monday for eight weeks.

Lauren: Eight weeks.

Winn: And that means, by the way, there was no online training then. So, this was 50 people showing up every Monday for eight weeks.

Lauren: Yeah. Every Monday.

Winn: And where did you hold it?

Lauren: At the Embassy Suites on La Jolla Village Drive.

Winn: And who rented the Embassy Suites? The room.

Lauren: I did, Winn.

Winn: Who created the flyers?

Lauren: I did.

Winn: And how much was the ticket price?

Lauren: The ticket for this eight-week course, which included beverage service and a hot delicious lunch for eight weeks, was a \$199.

Winn: Jeez.

Lauren: I had no idea what I was doing.

Winn: Right.

Lauren: But I had a dream and I was gonna go after it. And the key was, nobody was allowed to get in the room the next week unless they had completed their success work. So, they had two choices when they showed up. You can go sit outside and complete your success work, and when you're done you'll be able to come in and join the rest of us. Or you can go home and, you know, have a nice day doing something else. And so, they learned very quickly, like, *Oh my gosh. She's holding us accountable. She's not gonna let us out of this.* And it was just this massive success that I could have never imagined.

Winn: Wow. So, you complete this eight-week course. Then what happened? Did you then start another one? *I'm gonna go out and I'm gonna sell—*

Lauren: Oh, yeah. Then I just—

Winn: —*fifty more places.* And you just kept on going.

Lauren: Then I sold another group into it, and then I sold another group, and then I sold another group. And then it was like, *Oh my gosh, we need to take this on the road.* Well, hello? How do you take eight weeks? You can't take an eight-week course on the road. And there was not Zoom back then. There wasn't even conference calls. It didn't exist. And it was like, *Oh my gosh, figure this out.* So, I decided, *Okay, we've got to condense this to three days.* So, it started out as three days. And then I just went out and enrolled distributors into my vision and they bought into it and they would set up a one-day event in their city. I would go in and I would sell tickets into Champ Camp. That was our signature program.

Winn: Wow.

Lauren: That's what I started with. And then, all of a sudden, teleconference. I was one of the first to start teleconference. And I realized quickly that you can't just immerse people into extensive experiential training like this and expect them to go back and have mastery. You don't get mastery in three days.

Winn: Right.

Lauren: You don't get a black belt in three days. And that was why I created it: so there would be ongoing accountability. And that became very successful. And that's when we really saw the results, through the tracking and through their goals. I mean, I created all the repeatable systems. They didn't have to do anything.

Winn: So, when you talk about the key shifts to help people unlock the heart, the mindset of a champion, can you tell us what those are?

Lauren: Yeah. So, one—

Winn: My podcast, you have to answer my questions.

Lauren: Of course, Winn.

Winn: So, yeah.

Lauren: So first of all, as I said, you've got to unlock the champion within and give it permission to come out and live and to realize that every failure or mistake, it's a steppingstone towards mastery. And the belief that you can grow is what enables us to push through the challenges, to emerge stronger, and to awaken our champion within. So, we must be willing to face discomfort, you must be willing to embrace challenges, and you must be willing to embrace them as steppingstones towards personal and professional growth. So first, it starts with unlocking the champion within. But then the next one is the hugest of all. This is where 99% of people won't make it. And that's you got to clean out your mind. So, I want you to think about this, Winn. Most people take a bath or shower daily to clean our body and to smell, you know, delicious. Right? And hopefully, everybody brushes their teeth daily, and some people, you know, massive times a day, to clean our teeth and for fresh breath. But how many of us take the time every single day to clean and freshen up the most important commodity we have: our mind. Because the human mind is one of the most powerful and important tools that we have access to. We are what we think, and what we think we become. And whatever follows the words "I am," those are the two most powerful words that are life-altering in power, and whatever follows them is who you become. So, most people—and I'm sure Winn, you know, you're talking to people all the time and you're talking to students and you're talking to owners, and you can hear their stinking thinking. You can hear them: *I'm never gonna have a great relationship. I'm never gonna find the one. I'm always sick. I'm always broke. I'm never gonna get out of debt.* You can't think "lack" and expect to live an abundant life.

Winn: Right.

Lauren: You can't speak "illness and disease" and expect to be healthy. You can't speak about your broken relationships and how somebody hurt and devastated. You can't focus on that. It's the past. You can't unscramble it. You have to shift to your positive "I am's." So, I mean, that was the hardest thing for me because I had no idea what I was doing. I thought, *My gosh, I'm broke and I'm broken. Who is gonna listen to me? Who would possibly listen to me?*

I can't do this. I don't have the money. I have the time, but I don't have the money. But instead of letting those negative thoughts dominate, you've got to start turning those negative thoughts into affirmations. And so, I would tell myself, *I am capable of making a difference. I am an influencer who makes a difference now. I'm here to create change, transformation, and empower others.* So, if people are feeling lack in their life, they have to write "I am's." I am prosperous. I am wealthy. I am a multimillionaire. Everyone and everything prospers me now. If someone's always sick: I am healthy. I am fully and completely healed. I am mentally, emotionally, physically at my peak. If someone's suffering in relationships: I am in a loving, beautiful, wonderful relationship. We have got to see in our mind what we want and not what is. So, one of the biggest things I have to work on, Winn, in coaching individuals is I would notice I would quickly move them forward. Like, I mean, in five coaching sessions, we would, like, increase their retail a 149%, 178%. We would increase their sales 49%. These are people who already had great numbers. We would take our systems and create a most amazing outcomes, and then, boom, they would go backwards. And then we'd have to work to get them back up. And then we'd get them back up, and boom, they would go backwards. And I started to see this not happen with everyone, but with far too many people. And then it hit me. It hit me like a two by four. *Lauren Gartland, you can't work on their business. We've got to work on shifting their mindset. We've got to work on their belief systems.* See, the challenge most people have is their mental thermostat is set too low. If your mental thermostat is set at 60, but you wanna be at a 100, you wanna perform at a 100%, you're gonna get to 75 and you're gonna self-sabotage and you're gonna go back down to that comfort zone.

Winn: Wow.

Lauren: So, I had to teach people how to shift their belief systems. And so, one of the top things people have to do—and I'm gonna assign it as a success work, is to write a minimum of 25 "I am's." *I am unstoppable. I am resilient. I am joyful.* There's so much anxiety and stress and depression happening right now. It is in epidemic stages. The suicide rate is out of control. And it's because of what we're being fed on TV and on social media; certainly does not help it. And what people are watching and gaming, and it's like, it's shifting our minds in an unhealthy way for many people. And so, you gotta get your belief systems right. And the only way to do that is when you change the way you think, when you reprogram your mind. And to do that, you gotta move it to a must, not a, "I'm gonna try to do this. I might do it. I hope to do this. I'll take it on someday when things are tough." No, you're gonna move this to a must. Don't even start a day without standing on your feet, looking in the mirror at yourself, and saying 25 of the most impactful "I am's" that are speaking truth, that are speaking life into what you want your life to look like, who you want to be. Because you become what you focus on. And regretfully, as a coach, I see it, I hear it all the time. Most people are focused on all the things that aren't working.

Winn: I have a feeling that when you give that challenge out to people, “I want you to stand in front of the mirror. I want you to write down 25 statements of ‘I am’ and something positive,” I’m sure people kinda look at each other and, “Oh, this is silly. You know? Let’s just move beyond this.” You know? But how silly or how tragic it is that I’m sure there’s a lot more than just 25 negative self-talk statements that we are quoting, that we’re believing about ourselves in the course of a day without even trying.

Lauren: Right.

Winn: Again, as you rattled them off: *I’m not good enough.*

Lauren: Right.

Winn: There are plenty of those. Obviously, you’re huge on this accountability, you know, which is why, like, weight loss programs work so well is because you gotta come and stand on the scale in front of everybody or in front of a coach. You’ve gotta show up with your data, with your receipts.

Lauren: I’m very strong on accountability and I hold people very accountable. And they know how committed I am to them. They know how much I care about them, how I want them to have their dream life. And I have watched many individuals, but these two in particular who were recent. Winn, I’ve watched them transform before my eyes by doing three things. One: the “I am’s.” That is crucial. You gotta do that. You gotta clean out your mind because it becomes a battlefield if you can’t control it, and you can’t focus on lack and have abundance, as I said. You can’t focus on beating yourself up and expect to have a wonderful life. So, what we focus on, good or bad, it expands. So, I have them write 25 and we do this in our Soaring Eagle program. I have them stand up and look in the mirror and say it. I have them share with me the outcomes. You can see how they shift immediately. It’s immediate. The second thing I have them do is a gratitude list. Because when life isn’t working, which it’s not for many people, they just are wearing the happy mask and making everyone believe it is. But inside, they are lost. They’re broken. I’m so grateful that people feel safe to open up to me, that they feel they have a safe space to say anything they need to say, and that it’s between us and that I will always have their highest and best. I will always have their back. And so, gratitude, it’s the gateway to abundance. And when people are down and out, when they’re not getting what they want, it’s usually they’re really focusing on what they don’t have. So, the next success work I want all our listeners to do is create a list of no less than 25 things that you are most grateful for. And these don’t have to be big things. Even the small things matter, like the air we breathe, the water we drink. I’m thankful for the beautiful home that keeps me cool when it’s hot and warm when it’s cold. I’m thankful for my bird that teaches me peace for the last 30 years. You know, you gotta write down all the things that you’re grateful for because when we simply practice this, it shifts your focus from what you don’t have to what you already possess. And it just opens the door to even more blessings in our life. You know, gratitude will change energy and it will absolutely attract positivity

into our life. So, I want you to picture beginning every single day by saying your “I am’s,” going through your gratitude list. The third thing, Winn, you gotta cut the shackles. These two individuals, again, they’re so fresh in my mind and the transformation was so unbelievable, is that forgiveness is the path to setting yourself free. So, forgiveness is not about letting others off the hook. It’s not about saying, “What you did to me is okay.” It’s saying, “I will no longer carry it. I will no longer let it hold me bondage. I will not let it be. I will no longer let it be chains and shackles in my life. I am choosing to let it go.” You know, a famous quote by Marianne Williamson is, “Unforgiveness is like drinking rat poison and waiting for the other person to die.”

Winn: Wow.

Lauren: We are only hurting ourselves. We are becoming a prisoner and they aren’t thinking twice about us. So, when we hold on to unforgiveness, here’s what happens: you become angry. You have regret. You become resentful. You become bitter. You’re carrying around this heavy baggage that blocks growth. And the only way to let it go is through forgiveness so you can break free of the chains. And I always think that it’s not a gift you give others; it’s actually a gift you give to yourself. And I will tell you, in my healing—you asked me earlier how I let it go. It was destroying me. Relationships I had in the back, in the past, that were extremely, extremely abusive were plaguing me. I was filled with anger. I was filled with bitterness. I was filled with resentment. And I’ll tell you what. I’ll never forget the day that I wrote them a letter, and I knew they were gonna be at the Long Beach show. And it was a year later, and I drove up to the Long Beach show, and they saw me walking towards the booth. And I could see the look on their face. It was this look of, *Oh, no. What’s about to happen? You know, Should we run?* And I walked up to them, and I called them by their name, and I said, “I came here today to give you a letter. I came here today to tell you that I forgive you and I set you free. And I came here to thank you because, if you hadn’t let me go, I wouldn’t be doing what I was put on this earth to do. So, thank you. And please know I hold no resentment. I hold no grudge. I hold no anger towards you. It is done.”

Winn: Wow.

Lauren: Releasing the past so you can soar into your future is everything. So, would it be okay, Winn, if I give them a really important third success work?

Winn: Absolutely, please.

Lauren: This one’s huge. It’s something we actually do at the very end of Champ Camp, and I gotta tell you, we’ve just had three of the most transformational days, but people will say this was the one thing that impacted them the most. And so, what we have everyone do is—I want all of our listeners to please do this. I do it every day. Make three columns. In the first column, I want you to write down who do you need to forgive. This is so important. And for some of you, you’ve had things happen to you that are unforgivable, but they are holding you back. They are keeping you from reaching your full potential. And you’re not saying, “What you did is okay.” You’re saying, “I will not carry it

anymore.” And so, you gotta write down small and big, who do you need to forgive. And it could be one sentence, what you need to forgive them for, just one sentence. In the next column: who do you need to ask for forgiveness? None of us are perfect. As long as we're human beings, we are not gonna be perfect. We will be far from it. And we have done things that we need to ask people forgiveness. Make a list. No matter how small or how big, and then make it a priority to go make it right. *Hey. I was thinking about you, and it really has been on my heart, something I did three years ago, and I can't let it go. And I just need to come and let you know. I wanna say I'm sorry, and I wanna ask if you'll forgive me.* And most of the time they're like, *Oh my god. I didn't even think about it. I forgot about it.* But it sets you free. But here's the big one. Here's the big one. What do you need to forgive yourself for? And as you make these three lists, do not stop in any of them until you keep saying, *What else? What else? What else? What else?* Empty it, and then you do a burning ceremony. I pray over it, I forgive them, I do a burning ceremony, and I set it free. I've seen people who have put it in a balloon and let the balloon go. I've seen people who couldn't find fire, so they ripped it up and, you know, put it in the toilet and flushed it. I don't care how you let it go, but you're not gonna hold onto it like it's a relic. You gotta let it go. And I'm here to tell you that if everyone listening, if you move these three things to a top priority every day, it goes very, very fast. You will win every day. You will have a shield of armor around you that, no matter what comes at you—because it's gonna come at you, you're gonna be under attack. But if you do this, you're gonna be shielded. They can shoot you with arrows, but you're gonna reflect them. And, you know, Winn, to be a champion every day, I think, you know, we sit and we do our to-do lists. And they might be for some people, most creative people, it's about, you know, 30 of them. Stop doing that to yourself! And I'm very guilty of that. But what I want you to do is, each day, just write down three things. Just three. What are the three most important priorities you must accomplish today? Because every day is an opportunity to move closer to your dreams, but if you don't know what you're focused on, you're just gonna be scattered and all over the place. So, each day, make a list of your top three things that are goal producing. These are the actions that will get you closer to your vision. Stop wasting time on the small things, and I'm the worst at that because those are the easy. We always go to the easy, the nonessential, the—you know, minimal tasks. I want you to keep your eyes on the prize and take action on what matters most. So, how you're gonna win your day: make a list of your top three priorities, stick to them. Not 30, but three. Do your “I am's” out loud. And during the day, as you start to hear those negatives, that stinking thinking pokes its ugly little head, which it will throughout the day. You know, it's our internal conversations, it's our external conversations. As you hear them, you gotta have the wisdom, the discernment to go, “Stop!” You gotta stop and you must reframe it immediately. *I can't do that. I'm not smart enough.* Stop! Push the delete button. *I am a creative genius. I may not be book smart, but I'm wisdom smart. I can do anything I set my heart to.* Reframe it to what you want. Do

- your gratitude list, 25 things, and cut the shackles. The first time is gonna be huge. But if you just take a minute each day: is there anyone I need to forgive today? Is there anyone I need to ask for forgiveness? And is there anything I need to forgive myself for? Your life will change in ways you can't imagine. I did this to save my life, and now I'm using it to help save others.
- Winn: Wow. I can't believe we've already wrapped up our time here. This is incredible. I barely had to do anything today. I just had to say "go," and Lauren took it away. There was a couple of things that came to mind, you know, when you were talking about that gratitude list and how many successful people that I follow, people that I admire, who, that's their number one thing. They talk about that gratitude list. I have a friend who lost both of his legs in Afghanistan. And people will ask him, you know, "Gosh, how are you so positive after losing your legs?" And he wants to respond, "How are you so negative with both of your legs?"
- Lauren: *[Laughs]* What a great response! Because he focuses on what he does have, not on what he doesn't have.
- Winn: I am a man of lists. I have about four or five of them that you helped me create today. And you better believe I'm going to jump into this because I love to-do lists. That's how my mind works. You know, I create my list of what I'm going to take care of the night before. So, when I wake up at 4 o'clock every single morning, it's already laid out for me. I know exactly what I'm going to get done that day. So, I love lists, so thank you for that. And I also have to say that I've learned a lot of this stuff before, over the years. Your passion today in sharing this information and some of it new and a lot of it just an incredible, good-friend reminder: "Hey, Winn. You forgot about this. Just thought it might like to know, Winn." What Lauren is sharing with you today absolutely works, and you spoke to my heart. You spoke to my soul that she's right. She's exactly right, and I needed this wonderful reminder today. So, thank you for that.
- Lauren: Well, I need it every day, and I know we're wrapping up here. And would it be okay if I took a minute just to leave your listeners with something that's on my heart?
- Winn: Absolutely. Please.
- Lauren: So, what I wanna leave them with is I want them to remember the champion within you. That it is waiting to be unleashed. And no matter where you've been or what challenges you face, that your potential is limitless. And it's time to stop letting fear and doubt control your future. Embrace clarity, build belief, and take bold action because you are worthy of success and the world is waiting for you to step into your greatness. So, today is the day to start living. To give yourself permission to start living the life of your dreams today. To be leading and to be winning at the highest level. Because the only limit to your success is the one that you will place on yourself. So, step forward. Take that first leap, that first step. And know that your journey to becoming the champion you were always meant to be, it starts now. It's now o'clock. I

believe in you. I will always believe in you. And now I want you to go believe in yourself, and I want you to go and I want you to win every day of your life. That is your destiny.

Winn: Wow. I will add nothing to that other than just to share so much love and gratitude to you, sweetheart. Now I know why I've been stalking you for over 30 years.

Lauren: [*Laughs*]

Winn: Sweetheart, thank you very, very, very much. People are gonna love this interview, so thank you.

Lauren: Thank you, Mr. Winn. It's my pleasure. I'll always be your biggest cheerleader, and I hope you always know that.

Winn: I always do know that. I love you, sweetheart.