

EPISODE 1168

“LD: Pain is not a destination. Pain is a bridge between an old you, which you are ripping yourself away or has been ripped from what you and what you can create.”

[INTRODUCTION]

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FT: I promise today's episode is not going to be woo-woo, but we are going to talk about intuition, because I think it's important when we're making really tough decisions right now about money, about our jobs, about our relationships, about life. Our guest today is the expert with a capital E, when it comes to understanding what is intuition and how to leverage it to make the right choices in your life.

Welcome to So Money, everybody. I'm Farnoosh Torabi. We have the privilege of hearing from Laura Day on So Money today. She's the author of six best-selling books, including *Practical Intuition* and *The Circle*. Her work has helped demystify intuition and bring into the mainstream, from celebrities like Brad Pitt and Jennifer Aniston, to world leaders and Oprah. Everybody loves Laura, everybody appreciates her work for demonstrating the practical, verifiable and sometimes astonishing uses of intuition when it comes to money, business, science, medicine and personal growth.

On our show, Laura helps to define intuition, what does it mean to do the right thing, what are her predictions about the economy. And if you're contemplating an opportunity right now, a career opportunity, a financial opportunity, you must listen to Laura before you make a move and maybe you can go buy one of her books. It's money well spent. Here's Laura Day.

[INTERVIEW]

[00:02:19]

FT: Laura Day, welcome to So Money. I'm so happy to be finally connecting with you and what a time to be connecting.

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LD: This has been an amazing time of change.

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FT: Well, Laura, to kick us off, I would love for you to just for all of us explain what you mean and what is meant by the term intuition. I mean, there's a lot of other words for this; sixth sense, my gut. How do you define it and then what do we know when it's summoning us, or it's calling for our attention or maybe the reverse? How do we summon it? How do we call our intuition into play?

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LD: Well, I started in the early '80s as a test subject when universities in the military were interested in the extended capacities of perception. So things like being able to look into the future, and document and prove certain events, or view a remote location. All that was groundbreaking back in 1983. Now, of course, you go on PubMed or any of these research sites and you really see the fact that our brains work in a way that we are just beginning to understand and extends much further than what we previously thought. This is good news and bad news.

I define intuition and there are words like psychic or spirituality, which frankly has nothing to do with intuition. But I define intuition as extended perception. The same way your senses perceive your environment, they also can perceive the future. They can perceive somebody else. They can perceive another location. And just as your senses perceive your environment inaccurately based on a lot of your subconscious biases, we don't see what we don't see. The same way intuition also picks things up kind of halter or kilter all over the place, and often, is more of a detriment to our functioning than it is an asset.

My lifework, the reason I call my work practical intuition is that it's really about, how do we get the information we need in a way that we can take action? How to we prove or disprove it? Because I always tell my students, the only difference between psychic and psychotic is that your information is verifiable. Otherwise, you just need better psych meds. How do we do that and how do we employ that in our lives? I think that, especially in today's world, intuition has a real place in functioning because we are overwhelmed with so much information, much of it is inaccurate. We don't really have a good methodology to apply it. It's like someone giving us a car saying, "Get in" and you don't even know what it's for. We don't know how to use it.

Intuition has a downside, which is that the same perceptual porosity that allows us to do corporate spying from a distance, which is really, my job is to predict the future for companies and corporate spying and all of those very kind of grounded, proofable functions because I work mostly with large companies. But that at same porosity also allows other people's thoughts, and judgments, opinions, and values, pain and distraction to derail us. There is a real methodology to using intuition. If you read my press and what I love about my press, is it's very, most of it, very unwoo-woo. You can see that you can predict a stock market crash. Any of you who are moms know. Your doctor may say your kid is fine, and you know something's wrong, and you have a sense of what, and you may not have the language, but you're taught only to value certain kinds of information.

One of the things that I do is create interactive communities for people, where they are using their intuition. And the way they use it, is to take away any other data. For example, when I was 22, and I was being tested on medical diagnosis and prognosis. Which by the way, I would only do for doctors for their patients, since practicing medicine without a license is a felony. I would be given file number, and I would just notice where my attention went, and I would use my language to describe what was going on in the body. I worked with a wonderful AIDS researcher named Dr. Larry Wades, who did some of the first research on HIV before it was called HIV, when we called it, God knows what this is, help us, punishment from God, whatever back in the '80s. They give me whatever the number was, A470 for a drug and how many patients were in the sampling. I would with my intuition run it through their bodies and say, "Oh! Handful of them have this happening to their kidneys, and it's really good for what you want but it needs a steroid" and you're doing this all of the time.

One of the really fun things for me about being a test subject was that in the early '80s, I was considered a freak, because I was a very repressed, straightlaced, upper-middle class, Jewish girl from New York who saw things other people didn't see, heard things other people didn't hear and they were proofable. The research community basically said, "Oh! She has a unique range. She's kind of a freak. Nobody can do this." There's just a couple walking among us. I proved that that's not the case, that actually every single person with a little bit of refocusing has incredible access to their intuition. And when you learn (a) how to block it, so to be less porous and (b) how to direct it. You really have a winning formula for life, which of course doesn't mean life gets easy, because life never get easy. But when you have purpose and when your efforts yield meaningful results, the hard really doesn't feel quite as hard.

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FT: What I love about what you teach and the foundation of what intuition can be, is that it doesn't discriminate. Everybody can have access to this, you say and maybe to your point, it's not going to help you have an easy life, but you can feel in that moment that you're making the right decision.

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LD: I have to correct you. I love arguing. Thank you. It has nothing to do with feeling, and when your life runs smoothly, you do feel you have an easy life, and it can help you make your life runs smoothly. It doesn't make you feel that you're making the correct decision. Feeling is, in fact, what it does is if you documented over time, it shows you that if you employ certain practices, you do make the right decision over and over again even if it feels like you're not making the right decision. I love that.

[00:10:54]

FT: Yeah. No, thank you. It begs the question, what defines the right thing to do? Because that feels, again, maybe I'll stop using word feel. That signals to me as something that is very subjective.

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LD: It is. I make my living working for very large companies. To some people, that feels wrong. To me, it feels right. These companies employ people. I like the people I'm working with. What makes your life work is subjective and it also has to do with timing. When I had a child at home, what made my life work was to be able to make sufficient income to keep him in private school without doing anything illegal or unethical and still be able to be the class mom. I now have a nearly 29-year-old, and what makes my life work is very different now. I think that, one of the first things that I have people do and it truly is an intuitive exercise is, what are your goals? Because your goals will organize your intuition, especially if you pick kind of your lead goal, the frontrunner. What is your number one goal?

Now, your goals are not your reactive pressure. Of course, if you can't pay the rent this month, a react to pressure is, yes. Earth reality here, you've got to figure out a way to pay the rent, but your goal may be to do something creative while making a living that allows you to travel the world. It's really important to have a goal. Once you have a goal, you begin to organize the data, both the data of experience, the data or neurosis. What is it in me that's getting in the way? The data of intellect, so what information that I find reliable is out there, that maybe I need to learn more about? And the data intuition, so what out of the blue am I beginning to notice once I set a goal? Which we call in intuition a target. What out of the blue am I beginning to notice.

For example, I started in this endeavor very young and I didn't particularly want or know what I wanted to do with it. It was just a lot of learning people were interested in me, and it was really cool and it was something I could do easily. When then I got pregnant and left my husband the same minute, I needed to make a living. All of a sudden, my goal was, how can I be a stay-at-home mom and still support my son in New York City? In order to make myself feel better, I had this sudden urge to write, and I wrote down all of the exercises, and lectures, and trainings I had done for different universities and companies. I really just felt the need to do that. I was doing it in a place in New York called Play Space, while my son who was then, I don't know, 11 months old was eating sand. I was doing this, because I just felt like I just needed to do it. It wasn't that I trusted it. It was that I was so anxious and it was the only thing that gave me a sense of relief, was doing my own exercises in the sense.

Another mom sat down next to me and said, “What are you doing?” and I said, “Oh! This is just a thing I do and it’s a way of using your brain differently.” She says, “Oh! Let me see your pages” and I’m like, “No, really. This is just a mess.” She’s like, “Come on!” and so I did. I let her bully me into it. Her son who was a little older than my son was there eating sand, in the sandbox in Play Space. She was a top New York agent. Within, I don’t know, six weeks, I had one of the largest advances ever paid for first-time author, who was a complete unknown and the book became an instant New York Times bestseller. That’s the way intuition works. It’s not always, “Go left. Look to the stars.” Often, it’s a sudden urge to look on the second page, middle of the page of the wanted ads and you see something you’re not qualified for and you say in that moment, “What the hell I’m going to call up?” And it’s just the moment that something you — the person walked out to the job you are qualified for you. It’s really interesting. It’s actionable.

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FT: Yes. You said something interesting in your story there though, that you did this writing despite the fact that you didn’t necessarily trust it. I feel that many people listening would relate to that, in so far as we don’t always trust what is actually our intuition, is at a block that you see happening time and time again. If it is, how do you overcome that?

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LD: Well, it’s not just that we don’t trust intuition. We don’t trust anything about ourselves. I mean, we are taught from day one that we’re wrong and there’s an expert for everything that knows — I mean, I can have an expert for every toenail on my toe if I wanted one. We’re taught that we’re wrong. You don’t feel that intuition is right. It’s not a feeling and it’s not a belief. What you do is you follow safe impulses that seem healthy. There was nothing unhealthy. My impulse wasn’t saying, “Walk a tight rope.” It was saying, “Write.” So you follow your safe impulses, you notice where they take you. And you then have pause and often, the world will either intersect and show you why you were doing the right thing or you have a pause and say, “Wow! I’m giving away a lot of my cookies lately. People are liking them, maybe I should charge.” That’s a real story of welfare mother who became a multimillionaire.

You don't feel it's right and actually, I trained so many people in intuition because it is a useful skill. It's the only skill that really prepares you for the future. One of the things I train them to do is to know what their questions are, so what their worries are or their questions, have a goal and then notice what they're doing. And then document the ideas that people come out of left field, the new things that they become interested in trying, document it. Because what happens is, even in the space of a few weeks, if you look back on what you've documented, you don't need to believe in your intuition. You will see, "Wow! My intuition really led me my behavior. Once I engage intuition, it really led me to do these things that have changed my life in three weeks." It is so fun to teach because it is an innate ability we all have and it's uncanny. Don't wait to trust it.

When I am doing the reading and I have now been reading professionally for 40 years. I read for companies. They don't want to hear, "I see a sunset. I see happiness." They want to hear, "The packaging on this product is not going to do well in shipment for the following reasons." They want data that they can prove or disprove. One thing that I tell my students is, "Well, I'm saying what I'm saying, I really feel like I need psych meds. I feel, this is crazy. What am I talking about?" I read a lot of teach companies and things like that, and I can't even turn on my own TV because my husband changed us over from cable to Fios. Who even knows? We have six controllers that makes me crazy.

But I help the companies that create that technology, and the way that I do it, the way that you do it is, when you're thinking, "Oh my God! What am I going to do?" Instead of repeating the question over and over and getting yourself neurotic, notice, "What am I going to do?" You suddenly have a picture of when you were in summer camp, and you didn't know anybody in your bunk, and you went outside and sat on the bench, and you started drawing because you were good. And you said, "Okay. I'm just going to go out and do that." And you do that and the person who sits next to you ends up being someone who has your answer. We live in an inter — it's not magic, and I hate when my students [inaudible 00: 20:15]

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FT: Yeah. I mean, I think, I'm listening to you, I'm connecting these dots in my own life.

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LD: One of the things intuition does is, it helps you become the person who you need to be before you meet the challenge that person needs. It's a wonderful and intricate process. We're living in a pandemic, but you know what, reality here, we're always living in something. We're living in a market crash, we're living in a place where minimum wage, you have to have seven jobs to feed your family. We are always living in something. I suggest a few things. A, have five bitch moments in the morning. Which is, "Oh my God! This is never going to work out."

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FT: Just five?

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LD: Five.

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FT: Give me 10.

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LD: No, five. "I'll never going to work out. Everything is wrong. I'm too old. No one is going to love me. I have no credentials. Everything. I'm so unhappy, blah, blah, blah." Then you get up and you say, "Okay. In this moment, what can I do? In this moment, maybe I can clean my sock drawer. In this moment, maybe I can pick up and call a friend who might be able to help me find a job or someone who knows how to navigate social services. In this moment, what can I do? And do it." It's really interesting, because when you engage that and it's not positive thinking, which I think is the number one mind contortion of the 20th century. But it is, "Okay. Lots I can't do. Focusing on that isn't going to help. Did it for five minutes because I do need to honor my discomfort. But now, what can I do?" When you have that mindset, and it's hard, it's not easy. But when you have that mindset, what you'll notice is, you'll notice you can do a lot of things,

and you find power and purpose. Purpose is a greater indicator of longevity than quitting smoking or exercising community and purpose.

There is an answer for everything, and that's one reason I love working with kind of down and out groups. I love working with people who've lost everything, because they have that compelling survival purpose, and they tend to be superstars really quickly. Whether it's a business that's about to collapse or a person who's just had everything taken from them. Because those patterns are broken, it's all intention and purpose and that's so important.

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FT: Because this is a financial podcast and I want to make sure our listeners get some sort of first step at least, where if you're listening and you want to either make more money this year or you just want up level your financial life, what is your advice? How can we allow our intuition to guide us through that crossroads?

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LD: Intuition works the same way for anything. I mean, I have a wonderful broker. I think you need to surround yourself with as many well-known, well-tried, well-referred, positive advisors as possible. Those aren't always professional one. You need to have goals, but you also do need to take care of the moment. Just because in the moment, you're working at an awful job that you hate doesn't mean that you can't use the connections you make through that to have a job you want. But you have to have that goal.

In terms of financial markets, I think that — I used to work a lot with traders, training traders because traders are actually wonderful intuitives. I find that it is very important in a sense to step back from your trades, step back from your money a little bit and deal with your every day. Because then, there is the space for those sudden flashes of information to come in for you to check them out and for you to then get good advice to act upon them. The worst time to trade is always when you're desperate for money, or if a position isn't — you're in love with the position and no matter what, it's got to work out. Then you know your intuition is not working, your psychology is working. There are so many different ways.

I remember when I first left my husband. I thought, “Oh my God! Please let me win \$3 million and just get through the next few years.” For my second and third book, I was paid \$3 million. It was a very funny verification. What you need is going to come in a way that you didn’t expect it, because you can only brainstorm or imagine based on your history. Intuition will give you new actionable, accurate solutions if you step back a little bit and let it.

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FT: I think I heard Oprah Winfrey once say that, your intuition or maybe she called it the voice in your head is God speaking to you. Is that too woo-woo.

[00:25:54]

LD: For me, I mean, I don’t see our wisdom is separate from us. I think we do ourselves a disservice when we put everything powerful outside of ourselves, and the only thing we own is our cellulite.

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FT: Thank you. I like that.

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LD: You’re it. You’re it and you are enough. That doesn’t mean that you’re not going to have pond slime moments. I work with billionaires. I work with huge celebrities and I work with people in homeless shelters. They have the same feelings, and the same ups and downs and we all have what I call those pond slime moments. It’s what we do with them that counts and it’s often our worst moments that bring us to our greatest height. However, the biggest mistake people is, pain is an indicator to do something different. Pain is not a destination. Pain is a bridge between an old you, which you are ripping yourself away or has been ripped from you and what you can create.

It is so important to have a goal, to stick with the goal and to really document, not only the ideas that come out of left field, but to document the things that happened to you once you have a target or a goal that come out of left field. Because what you'll see is that you are creating your reality and then you can. I know it's hard. I've been a single mother. I've been a single mother with huge legal bills, and private school bills, and no support, and no time to eat. I could have braided the hair on my legs, no body maintenance time. Those really — they're passages. We have to have compassion for them, but our focus needs to be on what we can do. When you do that, intuition automatically gets engaged and the whole —

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FT: Go on. I'm sorry. Well, you said earlier at that very beginning of our conversation that there are goals and then there are reactive pressures. I think that was the phrase, which was for me very eye-opening. Especially our personal finance world, in the context of money, when we think about establishing goals, what do we say? We say, "I want to save money. I want to get out of debt. I want to invest more. I want to start a business." But I think hearing so far what you've shared, that those are more reactive pressures.

[00:29:00]

LD: Well, I want to start a business. That is a goal. The rest are reactive pressures. Then you go to your can dos. What can I do? I go online and find business loans. Do I qualify for food aid and can I take it for a while without having to go through my whole mishigas about it? You go to your can do for your reactive things. And your attention stays on you can do, but you have your goal. Your goal is not a business, your goal is an incredibly successful business that you love doing and that gives you a real identity in the world that you love. That's a goal.

[00:29:45]

FT: Thanks. I thought that was good to just clarify, because so much of this is embedded in having clear goals to sort of reinforce that is so important. Do you have predictions for where pandemic is headed, the economy? I'm sure you get ask this a lot. I'm sorry if this annoys you, but —

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LD: It doesn't annoy me.

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FT: While I have you. You consult Wall Street so much, I just thought we have to ask you.

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LD: It doesn't annoy me. In an umbrella, I don't think the world is falling apart. I think that what people forget is that, for those of us who had good jobs, and cars, and wonderful social lives, and well-paying job, this is really a crisis. But that most of our American community lives in this crisis, this pandemic crisis all the time. There is food and security, whether or not there's a pandemic, there is not medical care, the minimum wage is too low. And yet, even those people really find a way to thrive. I say, be part of a community and it's all going to be easier.

I have a really interesting story I want to tell. On Instagram, I have these groups where professional psychics and novices all read each other and they read each other for anything they need some advice, some hits, some accurate hits on. When the pandemic began, I was living in London. I'm in New York and I put away a few thousand dollars and said, "Listen." I said to my husband, "I must send out a newsletter and tell people, anyone who needs money, let me know if you need groceries, if you need medicine." Because like people were just getting their feet. The worst was when it just hit and nobody knew what they were doing. My husband said, "Don't do it. You're going to be overwhelmed with request and it's going to be so costly. It's going to cost you hundreds, blah, blah, blah."

But of course, I never listen to anyone. I did it and I was overwhelmed. I was overwhelmed with people — yeah, there were couple of people who — one woman had left an abusive relationship, needed a wardrobe. Another woman was the first responder, couldn't get food and medicine. I got some request, but I was overwhelmed with people who had misunderstood what I was asking for, and offered funds, offered to drop off food and medicine, offered to clothe,

drive, do all kinds of things for other. I was overwhelmed by other people's generosity, and I think that when you are — it happened because not only are we part of a community in this intuitive community, but we're also a community that knows that we are only as well as our weakest member.

I think it was really affirming — first of all, I love to be right when my husband disagrees with me. It was also really affirming for me, because the outpouring of generosity for complete strangers was incredible. Also, the permission to say to a community as it were to a family, "My doorman is scared, he won't bring up groceries. Does anyone live in this zip code? Can anyone deliver this for me?" It was really lovely. Life is very complicated. Have a goal, simplify, do sleep work, which means, before you go to sleep, out of the whole messy consciousness you have, write down the solution you need, whether it's a job, or social life, or some help with your kids. Write it down, go to sleep, forget your dreams. Dreams are mixed with all this emotional vomit. But what you'll notice is, you'll do a lot of work in that sleep state intuitively.

I've written six books on intuition. I always recommend that people who are interested in intuition start with *Practical Intuition*. But people who just want to engage intuition in creating a better life, *The Circle*, although it's written in more esoteric language because that's what the publisher wanted. The system is rock solid. It's how do you set a goal and engage your intuition, your intellect, your emotions, your community, re-visioning your past, how do you engage that as you're doing the dishes. Because I'm sorry, I can't take 30 minutes to exercise, 20 minutes to meditate, another 30 minutes to breathe and also shave my legs.

[00:34:49]

FT: Right. Let's do it all in under 10 minutes at the same time.

[00:34:52]

LD: Let's do it all together. Let's do it all. While you're doing your dishes, you should be able to do your process.

[00:34:58]

FT: Well, the book that I look forward to reading first, Laura is, *How to Rule the World from Your Couch*, which just takes on new and quite literal meaning right now.

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LD: That is an intuitive textbook that I actually wrote for my students who are now teaching. I'm going to be 62 in March, so I've been teaching a long time. And now, my teachers are teaching teachers. The best book actually to start with, to learn intuition is *Practical Intuition*. The best process is *The Circle* and the best book for this moment is, *Welcome to Your Crisis* because it really helps you not be reactive, but say, "Okay. Yes. This is happening and I am overwhelmed, and this is the way I've been reacting since kindergarten. Here's how I can do something differently and engage all my resources including intuition to create a better outcome."

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FT: Laura Day, thank you so much. I am so hopeful for this year. I feel like I have some new tools and I will be ordering your books. For everybody in my life, thank you so much.

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LD: Thank you so much. This is really enjoyable.

[END]