

THE ART OF PERSISTENCE: CREATING A LIFE OF PURPOSE AND PROSPERITY



KAMIN SAMUEL

Chris:

Can you share a story from your childhood you feel was instrumental in developing into the person you are today?

Kamin Samuel:

It's such a great question, and I will come at it from the negative side. I grew up in

a family outside of Washington, DC. We were the only black family in the neighborhood for some time; many of our neighbors had horses and were affluent. Comments I heard growing up were, *we needed to rob Peter to pay Paul*. I always knew that money was tight, especially with four kids.

The only thing I remember my parents saying outside of robbing Peter to pay Paul was,

“Don’t file bankruptcy.” I didn’t even know what that meant; I was a teenager. Fast forward to the end of my military career. It was the second to the last day, and I went to get my final check.

I had always wanted to be in business, so I was leaving the military. I had already started a business, but I was very leveraged. I had saved up my vacation as they said they’d pay out that. I had taken money to stay in longer, so I knew I had to pay that back. I had put that into my budget. But that day, the government had taken pretty much all but a fraction of what I was expecting. I remember saying, “I’m going to have to file for bankruptcy.” I don’t remember having that thought prior. It was an unconscious sub-routine, waiting for its opportunity.

Anytime we put a “don’t” in front of something, it gets filed in our brains. Fourteen months later, I ended up filing for bankruptcy. A few months later, all in three days, I got the bankruptcy discharge, the foreclosure notices of two home, and an IRS audit. It took my breath away. I thought, *I can’t survive this*. I remember walking into the kitchen, seeing a block of knives, and thinking, *I don’t think I can survive this. I could just end this now*.

And in a flash, I realized I had rehearsed that *I’ll have to file bankruptcy* until it finally became real. I knew if I rehearsed the thought, *I can’t survive this*, I would create momentum I wouldn’t be able to take back.

So I made a vow that day that even if the thought came in, I wouldn’t entertain it. And that began my quest. If I could create

the thought, how do I uncreate it? How do I shift it? Other people have survived this and worse; how do I do that? This started my quest of learning how to rewire, how to restructure my money DNA, so to speak, into something that would be prosperous.

Chris:

Tell me about your time in the military because that played a significant role in your life.

Kamin Samuel:

I had a great nine years in the military. Initially, it was a little challenging as the first African-American female helicopter pilot, and I was only the second woman to complete and get my commission out of the military. Brenda Robinson was the first and had done it seven years earlier.

I was a scared twenty-two-year-old who had lived a very sheltered life, so I had to learn to toughen up and grow up quickly. I hadn’t even wanted to fly. It was a whim decision backed up by a spiritual knowing that I should try. I loved the opportunity to fly in the Navy and to travel the world. I got to experience many amazing things and get as many ratings as I could as a maintenance pilot, instructor pilot, and standardization pilot, and that’s what I was supposed to do at that time in my life.

Chris:

Do you have any favorite moments from when you were in the military?

Kamin Samuel:

There are a few memorable moments that come to mind. One of them was during flight school when I had the opportunity to fly with the weather pilot as the first launch of the day. We returned just after 7:00 AM, and I remember the sense of accomplishment and fulfillment, knowing that I had already achieved something significant by flying helicopters. It was a moment of self-recognition for what I had accomplished.

Another memorable experience was during my final deployment at sea. I had the privilege of planning a complex operation involving seven ships and three helicopters. We were offloading supplies to the fleet in the Mediterranean as a new ship joined our group. It was a fun and eventful day. As we made our way back to the ship at the end of the operation, the crews from the other ships saluted us from their decks, which was a wonderful way to conclude a six-month deployment and return home to the United States.

Chris:

What came after your time in the military?

Kamin Samuel:

Going into business for myself was one of my goals, and I wanted to experience the process of creating that. However, I didn't realize then what I know now—that we can choose a vision, but the strategy may need to change. The company and the type of business I initially chose weren't the right fit for me, and I didn't thrive in that environment.

Coming out of the military, I wasn't adequately prepared. I didn't understand the extent to which the military had taken care of everything for us, from housing to medical needs. Suddenly, losing all that support and not knowing how to care for myself effectively was a significant challenge. This is a common struggle for many military personnel transitioning to civilian life. We're used to being told what to do, when to do it, and how to show up, and then we have to grow up and take responsibility for ourselves.

After my business failed and I experienced bankruptcy and foreclosures, I had to reassess my life. That's when I started returning to the things I loved and asking myself what I was good at and truly enjoyed. At the time, computers were my passion. I had grown up with the early PCs and mainframe computers. I dove into the world of computers, learning HTML and securing a corporate job as a web developer. From there, I climbed the corporate ladder, becoming a director at one company and vice president at another.

Now, I am blessed to coach coaches, executives, and business owners in mindset and wealth mindset. I get to apply the strategies I used to turn my life around and achieve my goals, helping others in the process. I've always had a passion for helping people, and even in elementary school, we were one of the few families with two phone lines because I was often on calls trying to help others with their problems. This desire to help others has remained a driving force in my life.

A significant part of my heart lies in helping people make a more substantial impact in

their lives. As a part of my journey, I am an avid learner, constantly seeking knowledge. I enjoy taking what I learn and translating it into understandable concepts for others, helping them see themselves in a different light. Being a full-time coach for over ten years has brought me immense joy and fulfillment.

Chris:

Do you have a specific framework or methodology in your work as a coach?

Kamin Samuel:

What I do with clients is help them tune into their authentic selves. I utilize positive psychology assessments, specifically the VIA Institute's Character Strengths, to highlight their unique qualities and help them understand their core motivations and purpose. In addition, I am a clinical hypnotherapist, but my goal is not to make people act like chickens. Instead, I use hypnotherapy to uncover and address limiting beliefs. Just as I had the belief of "don't file bankruptcy" ingrained in me, others have beliefs that hinder their full potential.

Using these tools, I clear the path for my clients and guide them in discovering their strengths, understanding their why, and empowering them to pursue their desired outcomes. It's important to recognize that this process is achieved through a step-by-step approach. Helping individuals on this journey is one of the most rewarding aspects of my work, and I am grateful for the opportunity to do so every day.



Chris:

Who are some key influences or mentors in your life?

When reflecting on the mentors who have been foundational in my life, I must acknowledge the incredible influence of my family members, such as my parents, sister, and brothers. However, at the core of my work lies spiritual psychology. Pursuing my master's degree in spiritual psychology from the University of Santa Monica introduced me to the transformative teachings of Drs. Ron and Mary Hulnick. Through their guidance, I could peel back the layers and discovered the essence of who I am, embracing my greatness and authenticity.

Steve Chandler is another significant mentor in my life, renowned as the “Godfather of Coaching.” I have been fortunate to coach with him for many years, and recently we co-authored my latest book, *Wealth Creation for Coaches*. Working with Steve has expanded my perspective and shown me how to approach prosperity easily, emphasizing the importance of relationships and spirituality.

Moreover, as I pursued my Ph.D. in positive and neuropsychology, I delved into the teachings of influential figures in the field. I greatly admire positive psychologists like Martin Seligman, Carol Dweck, and Barbara Fredrickson. Additionally, my exploration into neuroscience led me to Jonathan Haidt’s works and Dr. Larry Farwell’s insightful writings, whose book *The Science of Creating Miracles* masterfully weaves together neuroscience, quantum physics, and spirituality.

Throughout my journey, I have also received guidance from business mentors like Dan Vega and Gay Hendricks, who have profoundly impacted my life. As a coach, I gather information from these various sources, synthesize it, and then share it with my clients and the world, helping them make sense of their own experiences and navigate their paths toward personal and professional growth.

Chris:

When you speak, do you have a signature talk you give?

Kamin Samuel:

It’s incredible how varied my experiences have been, but at the core, it always boils down to mindset and the power of our rehearsals. I’ve lived it myself, and I’m passionate about helping people understand that whatever we consistently rehearse in our minds, we ultimately create in our lives. It’s about consciously choosing what we want to create. Harnessing our ability to create deliberately can genuinely transform our lives.

In my next phase and mission, I aim to approach generational and industry poverty from a fresh perspective. Reflecting on my background, I come from a lineage of individuals who valued education. My family members have pursued advanced degrees, such as my mother earning her doctorate at sixty-one and my father had an MBA from Stanford. Education has always been deemed necessary. However, many people lack access to knowledge on how to shift their mindset, thrive in new ways, and effectively monetize their unique gifts and talents.

Monetizing strengths is my superpower, and I find great fulfillment in sharing this message with audiences. I want people to understand that they have the power to transform their lives from the inside out—whether it’s their wealth, relationships, or any aspect they desire to improve. It all starts with us internally, cultivating the right mindset and leveraging our strengths.

Chris:

Looking back on your entrepreneurial journey, what has been your most valuable lesson?

Kamin Samuel:

One memory that immediately comes to mind is the emphasis on doing things perfectly in my upbringing. Growing up in an environment focused on education, there wasn't much room for learning from mistakes. I took any challenges or setbacks personally, viewing them as a reflection of my failure, which only prolonged my recovery. Instead of recognizing that mistakes are simply learning opportunities, I lived in shame, guilt, and worry.

A valuable perspective I often share with others is to place a hyphen in the word "mistake" and view it as a "miss-take." Just like in the arts, where mistakes are embraced and even lead to some of the best work, we, as ordinary individuals, can realize that we don't have to take mistakes too seriously. It indicates that a particular strategy didn't work, prompting us to explore new approaches.

Adopting a vision-oriented mindset, where the vision remains steadfast while the strategies can change, has been instrumental. Approaching life with a testing and learning orientation has allowed me to progress. In my book *Wealth Creation for Coaches*, I discuss the concept of the stair-step approach. Often, we try to leap too far ahead, and our limiting beliefs hinder our progress. However, we can achieve wins and build momentum by taking small, incremental steps.

Chris:

Do you have any parting advice to share?

Kamin Samuel:

I'm genuinely passionate about that stair-stepping approach. It all starts with asking yourself, *What would you like to create?* Pay close attention to the immediate thought that follows. What has been holding you back from creating it thus far? What is that voice inside your head? Recently, I was working with a client, and one of my favorite books that greatly influenced me is *The War of Art* by Steven Pressfield. We discussed the concept of resistance, that sneaky force that disguises itself to keep us from realizing our true potential, embracing our lives as works of art, and expressing our creativity and genius.

When you identify those voices that say "no," it's essential to question their origins. Whose voice is it? Is it truly yours, or does it stem from a teacher who once said you couldn't draw, sing, write, or in my case, even become a coach? The power lies in realizing that we create that voice, and we can set it aside. By taking one small action, we unlock immense potential. It's like finding gold. If we just take that next baby step, there's no limit to what we can accomplish.

Chris:

How can people learn more about you?

Kamin Samuel:

Go to kaminsamuel.com, and you can also reach out to me there. I have a lot of videos on YouTube and my books. Everything is accessible from there.

Action Steps

- 1. Assess your thinking:** Take a moment to think about your attitude toward mistakes and setbacks in your business. Do you take them personally or see them as learning opportunities? Change your perspective and look at mistakes as stepping stones to growth and success. Remember the author's advice to put a hyphen in "mistake" and consider it a "misstake" or a "misstep" to give yourself the freedom to try new strategies without self-judgment.
- 2. Question limiting voices:** Recognize the negative voices or beliefs holding you back from pursuing your business goals. Are these voices truly your own, or are they echoes of others' past criticisms or doubts? Question the source of these limiting beliefs and consciously set them aside. Take the author's advice to heart, ask yourself, "Whose voice is that?" and resolve to move forward confidently, leaving those inhibitions behind.
- 3. Take small, deliberate steps:** Realize how important it's to keep taking small steps toward your business goals. Instead of trying to go too far and letting limiting beliefs stop you, focus on making small, manageable progress. Celebrate each small success because it gives you momentum and paves the way for bigger successes. Embrace the author's philosophy of taking one step at a time, and let those deliberate actions drive your business.

About the Author

Dr. Kamin Samuel is an International Rapid Business Transformation coach, WHY.os and wealth mindset coach who is passionate about assisting individuals in identifying and clearing their inner blocks to achieve greater success in all areas of their lives. Kamin has the distinction of being the US Navy's first female African-American helicopter pilot. After the Navy, she grew her corporate career to Vice President of Global Website Operations at a billion-dollar company.

She holds a Ph.D. in Positive Neuropsychology and several master's degrees. Kamin is the author of multiple Amazon bestselling books, including her latest, *Wealth Creation for Coaches*, co-written with bestselling author Steve Chandler. Kamin also serves on several boards.