



Robert Scheinfeld

Friday Q&As

Knocking Out Cloud Cover



Welcome to another episode of Friday Q&As. In this episode, I'm going to answer two questions that came in, that point towards the same answer. The first question was "What is the best way to knock out cloud cover?" And the second question is "What is the difference between the various trainings and experiences that you offer for an expression of appreciation in the form of money on your website?"

So let's dive into the answers to those questions.

First of all, if you're listening to this and you don't know what the term "knock out cloud cover" means, let me just give you a quick, brief explanation of what that means, so that what I'm about to say will be in context.

I use the metaphor of sun and clouds in a variety of different ways, and I find it to be a beautiful and very supportive metaphor. So when I use the metaphor, and I do use it in different ways, the sun always represents something that you really want. And when I say really want, understand to my bias, what you really want is very often extremely different, sometimes night and day, from what you think you want.

So the sun represents what it is that you really want. And then just like in our day-to-day lives, clouds can block our experience of the sun. The way I use the metaphor, the cloud cover is a very solid, dense layer of something that's blocking you from experiencing what it is that you really want.

Now there are a lot of people out there, I'm sure you're aware of them, that specialize in teaching you how to go about getting what you want. And there's all kinds of techniques and strategies, and methods and practices for proactively trying to produce specific results in trying to get what it is that you want to manifest, to attract, whatever the language is.

That is not my unique area of expertise. That is not my—the unique gift that I can offer people who come into my sphere of influence. What I specialize in is helping people to remove the cloud cover of whatever it is that is blocking them from knowing and experiencing who they really are, knowing and experiencing, and having absolute clarity on what they really want, again, versus what they think they want, and what's blocking them from actually experiencing, having, being, whatever it is, what it is that they really want.

So all of this is driven by who you really are, what you really want and then the blocks. And my bias is when you are clear on and experience who you really are and what you really want, and you



knock out the cloud cover of what's been blocking you, the rest of it takes care of itself and the things that you really want start to manifest naturally on their own.

And there isn't any need to use techniques, although you can if it's fun. There's no need to use practices or methods or tools. It takes care of itself on its own in extraordinary ways. Again, that's my specialty – knocking out the cloud cover, allowing the sun to shine in and to be fully experienced.

So having given that brief explanation for people listening to this who may not know what that means, let me then address the two questions that I mentioned. First “What's the best way to knock out the cloud cover?” And two, “What's the difference between the various paid,” if you will quote/unquote “teachings and courses and experiences and events that you offer, Robert?”

The answer to the question “What is the best way to knock out cloud cover?” I have to tell you there is not one answer that is applicable to all people. All of us are unique. We came here to play the human game, participate in what I now call the human story, in unique ways, to have unique experiences, to experience unique things in unique ways, as our stories or life stories unfold for however long our lives last.

So because of that, because everything is custom designed to support our unique stories, journeys, our fulfilling our unique missions and purposes, which I believe that we all have, the answer to the question “What is the best way to knock out cloud cover?” can be different. It is not a one size fits all that kind of the thing.

Now within my sphere of influence, at the time of this recording and certainly it could change over time, there are three different ways that I offer that are the only ways that ever helped me to knock out cloud cover, and the only way that I've ever seen work consistently for other people come into my sphere of influence who have tried 20 gazillion things on their own, as I did before coming into my sphere of influence and embracing the things that I offer.

The first way is what I call the Phase 2 or Busting Loose teachings. Those teachings are offered in a book that's called *Busting Loose from the Money Game*, my New York Times bestseller, and it's also offer in a book that's called *Busting Loose from the Business Game*, which is the same basic content as *Busting Loose from the Money Game*, it's just tailored towards people who are specifically focused in their lives on business, on their careers, building businesses and such.



The Phase 2/Busting loose teachings are also offered as a multimedia online experience through what I call the True Prosperity and Abundance experience. The True Prosperity and Abundance Experience, again is an online-driven experience that unfolds over 24 weeks.

It goes much more deeply into the teachings and the tools, and the how-to, and what I call navigation support for the journey then what's possible in a book, and it represents the most robust, comprehensive and I would say extraordinary sharing of those teachings that I've ever offered.

It also includes access to me personally for coaching as you're going through the journey, as you begin applying what you've learned, and as things begin to move and change in your life. Now all three of these resources, the *Busting Loose from the Money Game* book, *Busting Loose from the Business Game* book, True Prosperity and Abundance Experience, share science, philosophy and then offer practical component in order to show you what's in the sunshine of of the Truth (with a capitol T as I call it) in terms of who we really are, what we're really doing here, what this human experience is really all about, what's really possible and what's not for us while we're here.

And there's the science in the philosophy on that. There's the philosophical component and then there's the science that documents and verifies and supports the philosophical component, and then there's a practical component which consists of four specific tools that you use in your life day in and day out.

And like all tools they're designed to be used in specific situations in order to support you in knocking out cloud cover and allowing more and more of the sun to shine in and for you to experience what's in it. Now the way I invite people to look at this is, imagine that these four tools combine to create a drill bit.

And so every time you use one of the tools, imagine that it a very special kind of a drill gets turned on and it begins to cut through this very solid, dense cloud cover that's blocking you from experiencing the sun of what it is that you really want. And so you use these tools. You embrace the philosophy and the science, and you apply the practical piece day in day out as different things happen in your life.

And over time, tunnels are drilled through the cloud cover. Holes are poked. Chunks are knocked out, and more and more sun begins to shine in. And whatever shines in, it transforms whatever area of your life, whatever's going on, and then ultimately there's the experience, there's the opportunity to experience full sunshine, which is what I call Phase 3 or Ultimate Freedom.



Now you may already be aware of these teachings and so what I just said was maybe a little boring for you, or “I know, Robert.” But I’m designing this audio for people that are experienced and aren’t. So this is one option for knocking out cloud cover, and it may be the best option for you. It was the best option for me on my journey, and I’ll get more into this later.

I embraced the model, as I call it, and applied tools actively for about 6 1/2 years. That’s not a rule or a formula. I know many people that have gotten extraordinary results in a much quicker period of time and also people that have done that it at same kind of timeframe as me. Other people, it’s taken longer. So it’s not a rule or a formula.

But it’s something that unfolds over time. It is not designed to be an instantaneous finger-snap magic thing. It’s designed to unfold over time so that you can have an extraordinary and delicious experience of drilling through the cloud cover, seeing what’s in there, what’s been blocking you, what’s really been blocking you, and then slowly but surely starting to experience more and more and more sunshine.

And again, it is not designed to unfold instantly or quickly even though that’s what I wanted when I was drilling, and you probably do too. But let me just plant the seed here of it is not an accident that novels are not one-page long. It’s not an accident that movies are not one-minute long. It’s not an accident that TV shows are not—episodes are not three minutes long.

You know novels are somewhere on the average 3-400 pages. The average movie is about 2 hours. The average TV episode is either 30 minutes or 60 minutes. And the reason that they’re longer is because that’s what it takes to unfold an amazing story that you will ultimately enjoy. And so if it bothered you, or is bothering you that it isn’t faster in knocking out the cloud cover, that’s the reason.

It’s designed to ultimately create an extraordinary, delicious experience that you can look back on, like I did, and like tens of thousands of other people, hundreds of thousands now, can look back on and say “Oh my God. Yeah, I would have loved for it to have been quicker when it first started, you know, and there were times I was drilling through the cloud cover and I wished it would end and I could just bathed in the sunshine all the time, but now looking back on that whole experience that I went through and where I am now, I wouldn’t trade one second of it.”

So if you’re already aware of the Phase 2/Busting Loose teachings from a book, you’re already aware of them from an online experience that I shared, that may be the best way for you to drill through the cloud cover, and then you simply need to continue doing what it is that your already know, and that will be the best way for you. Again, it was for me, it was for me.



If you're listening to this and you have no awareness at all of any of the teachings that I offer, then—and I'll get more into all of this and how to make the best choice for you, for you as a newbie as I call it, or also you as someone who's experienced with the teachings, as we get towards the end of this audio I will give you some suggestions on how to decide what the best way for us.

But this is one option and it's embracing the Phase 2/Busting Loose teachings, becoming aware of the philosophy, becoming aware of the science that verifies, documents and supports the philosophy, then using the four tools day in and day out and slowly but surely knocking out more and more cloud cover until you can ultimately play in the sunshine, which is what I call Phase 3 or Ultimate Freedom.

So that's one option. Now here's the second option. Now the second option is only applicable and is only your quote/unquote "best choice" for knocking out cloud cover if one of the biggest things that are struggling with in your life right now is your emotions. You're struggling with what is typically called quote/unquote "negative emotions."

You struggle with anger. You struggle with anxiety. You struggle with frustration. You struggle with depression. You struggle with whatever it is for you that would be what you call an unpleasant, negative kind of an emotion.

And if this is the biggest part of the cloud cover that's dragging your quality of life down, and it's the biggest thing that you're looking to make a change is let's call it the emotional side of life, then the best option for you—again, there's two possibilities. One is the *Ultimate Key to Happiness* book, which is available on all kinds of different formats, audio book, e-book and hardcover and paperback.

The expression of appreciation in the form of money is extremely low for those options, but that's one option. And the other option is an online experience and is called Forever Free from Negativity. There's two options for that, and again, like True Prosperity and Abundance experience I mentioned before, it follows the same basic guidelines as the book but it goes into much more depth.

It's multimedia in nature instead of just words on a page in a book, and there is also an option that allows you access to me for coaching and support. So if the biggest thing that's blocking you from experiencing the life that you really want, so to speak, if a magic genie showed up tomorrow and said "I'll grant you one wish, two wishes, whatever."



If one of those wishes would be that you wouldn't feel depressed anymore, you wouldn't feel frustrated anymore, you wouldn't struggle with anxiety or negativity or whatever else you want to call it, than either the *Ultimate Key to Happiness* book or the Forever Free from Negativity experience would be the best way for you to knock out the part of the cloud cover that's blocking you from being whatever you want to call it – happier, more peaceful, more serene, whatever you might want to call it in terms of the constant battle that you have, which is what used to be the case with me, with emotions. on negative emotions in particular.

So that might be the best path for you, to read the book, do the online experience, or perhaps both. There's a lot a review if you do both. But my bias is when you're drilling through the cloud cover and you're looking to experience sunshine, the more the merrier. And a review of the same basic content but coming in different formats, one through a book with words on a page and one through a multimedia online experience can be very, very, very useful, very supportive.

So that's the second option in terms of what might be best for you right now for knocking out cloud cover. Now what I talk about in the *Ultimate Key to Happiness* book, and what I talk about in the Forever Free from Negativity experience, is what I discovered and began to experience after I embraced the Phase 2/Busting Loose teachings.

Again, for many, many, many years knocked out a huge amount of cloud cover, began to see more and more sun shine in, and I began to notice what I was experiencing differently, what was in the sunshine that was now shining on my life. And so their reason I created the *Ultimate Key to Happiness* book and the Forever Free from Negativity experience is because I had so many gigantic struggles with quote/unquote “negative emotions” that were really dragging down my quality of life.

And after embracing the earlier teachings and model, and using the tools for many, many years, all of that transformed. And the *Ultimate Key to Happiness* book and the Forever Free from Negativity experience were created in order to support others who were struggling with emotions as well to have a similar kind of experience, which is what I call True Happiness (with a capitol T and capitol H) when your whole relationship with emotions, particularly the negative ones is completely changed and transformed, and you are, as the name of the online experience would suggest, forever free from negativity.

Once that part of the cloud cover that's causing so much stress and difficulty with negativity is knocked out. So if that's the biggest struggle for you, this is the second option in terms of the best way to knock out cloud cover for you.



The final option is what I call the Ultimate Freedom experience. And at the time of this recording the Ultimate Freedom experience is only available either as an online experience, which is offered in different formats and with different structure, including several options that involve coaching and support and inspiration, and direct access to me in order to provide that as you're going through the experience and afterwards.

Or as a live experience that I do periodically. More often than not, I do it for a very small group of people in my own home, in Charlottesville, Virginia, maximum of 10. Sometimes that's what it is. Sometimes the group the smaller, but it's a very small group. Takes place at my home, and I do it live.

And occasionally I offer the Ultimate Freedom experience, which is a 5-day live experience, in other places around the world, but it isn't done that much. So you can check the calendar page on my website at any time to see if one might be available and where it might be. And at some point, perhaps when you're listening to this—I'm recording this in March, early March of 2016—if you're listening to this audio at some point into the future, there may actually be a book, an Ultimate Key to Freedom, and Ultimate Freedom experience book that would be another option.

But at the time I'm recording this there's not. There's only the two options. And even if there is a book as an option, my bias is so heavily slanted towards there being so much more that you can get out of a live experience or a multimedia online experience than what's available just from a book.

That's just my bias, but my bias would be if it's in all possible, given finances and given time and given schedule and stuff, if there's any way that an online experience can be gone or a live experience can be done, there's a magic that can happen in that environment that just is not possible with a book, even if the book is absolutely fantastic.

And like the *Ultimate Key to Happiness*, Forever Free from Negativity, the Ultimate Freedom experience is me narrating and creating the opportunity, opening a gateway, supporting other people in experiencing playing 100% in the sunshine, in what I call Phase 3 or Ultimate Freedom. And it is the result of—just like what I said before—of me embracing the Phase 2/Busting Loose teachings, using them to knock out an extraordinary amount of cloud cover and seeing what changed in my life.

And then narrating all of that and empowering other people to replicate the same experience that I did. The Ultimate Freedom experience also may be the best option for you in terms of the best way for knocking out cloud cover, and that may be true if you're listening to this audio and you've had no experience with any of the teachings that I share or you read a book but you didn't do anything



with it, or whatever else it might be, or you've been embracing the teachings, using the tools for really long time, this may be best way for you to knock out however much of the cloud cover that's left.

Now in order to talk a little bit more about that and before I get into how do you decide which of these options is best for you, I need to share one other piece of the puzzle here. As I mentioned, on my own journey, in my own life, I aggressively embraced the Phase 2/Busting Loose model and teachings, and used those tools for many, many years.

And that enabled me to knock out huge amounts of cloud cover, not all of it, but huge amounts of cloud cover and to experience radical changes in just about every area of my life. But it did not knock out all of the cloud cover, but it knocked out a huge amount, and with so much more sun shining in, what then followed was the rest of the cloud cover being knocked out and me beginning to experience systematically more and more and more of the sun and ultimately making a leap into what I call Phase 3 and Ultimate Freedom.

So for me it was embrace those earlier teachings, use those tools and that's what worked the magic for me ultimately that led to the discovery and the experience of being forever free from negativity and what I call ultimate freedom. So when I first began to offer the Ultimate Freedom teachings, I didn't know if following a similar path to meet was required, if it was necessary, if there was a prerequisite that you use that model and you use the tools before then leaping into this experience.

And so when I first began offering it, I was very curious to see what would happen. And what I saw was there were people would had been embracing the earlier teachings that then went through the Ultimate Freedom experience and it did in fact knock out the rest of the cloud cover for them, and enabled them to play in the sunshine, experience ultimate freedom, be in phase 3, whatever language that you want to use.

But then I also noticed that there are many, many people that had the experience from all over the world, thousands of people at this point, who had not had any awareness, any familiarity, any experience with anything else, the first thing the experienced that I offer was the Ultimate Freedom experience, and they too experienced a rapid and accelerated knocking out of cloud cover, experiencing playing in the sunshine, being forever free from negativity, and experiencing ultimate freedom.

Not everybody, by any stretch of the imagination. My bias is there is no teaching, there is no model, there is no whatever you want to call it, that will work quote/unquote "for every one." It just doesn't work that way. But a lot, a lot, a lot of people from all over the world that were experienced



with the earlier teachings and tools, and people that were pure newbies, which is my language again for someone completely unfamiliar with everything I offer, were getting the same kinds of benefits, experiencing Ultimate Freedom and it was not a prerequisite.

Now if you'd asked me to predict "Do you think that it's required that somebody has to do you what you did, Robert? You know embrace the model and use the tools, use it for multiple years and then Ultimate Freedom experience would be appropriate?" I would have predicted that no, it would not be required or a prerequisite, but I really didn't know.

But the Forever Free from Negativity, Ultimate Key to Happiness experiences and the Ultimate Freedom experience are designed to be stand alone. There is no prerequisite. You don't have to have any other experience in my sphere of influence are any other experience with anybody else. There is no prerequisite. There is no preparation work. It's designed to be stand alone, self-contained and to work the magic.

Now let me address what I said before. What I've noticed is if you have been using the tools and embracing the previous teachings, there tends to be rapid acceleration of knocking out cloud cover. The final amount of cloud cover tends to be knocked out much more quickly than what you've experienced by using the tools and embracing the earlier teachings.

But again, I have to repeat like I said before, it is not a magic bullet. It is not finger-snapping magic. It is not an instantaneous lightning bolt moment where in one moment everything changes instantly, for the same reasons that I mentioned before. It is still designed to be a journey. It is still designed to be a story. It is still designed to unfold over time so that that journey from point A to point B, point A being cloud cover in place, point B being sun shining fully, cloud cover completely knocked out.

It's designed to be an extraordinary, delicious, amazing, journey, and that cannot happen if it happens instantaneously or too quick. So it's rapid acceleration of what I've seen in general happen with embracing the earlier teachings. And that again may not be the best option for you. It was not for me.

For my journey it was many, many years, again, embracing the earlier model and the tools and then lots of sun shining and then experiencing the Ultimate Key to Happiness, Forever Free from Negativity, and then experiencing Ultimate Freedom, not knowing what any of that was going to look like it before I experienced it.



And that may be the best option for you, as well, for it to take longer, for the journey to have different kinds of twists and turns, and experiences that you can ultimately look back on and go “Oh my God. That was amazing.” And what may be the best option for you right now, what may be part of your mission and purpose and story, is for there to be now a more rapid acceleration of knocking out the cloud cover, that’s what’s possible with the Ultimate Freedom experience.

So this is my quick explanation of the options that are available in my sphere of influence for knocking out cloud cover. So now we get to the key question, which is “How do you decide what’s best for you?” And here, I want to say something that you may not like, but it’s the Truth (with a capitol T), to my bias.

And so I’m going to share it with you. You cannot make the decision intellectually. You cannot analyze or think, or figure out, or ask questions, or whatever, that’s going to ultimately answer the question. The best way to answer the question is in one way, shape or form, expose yourself to the various options.

So if you’re listening to this and you don’t have any awareness at all of any of the teachings that I share, on my website at the top, you’ll see a button that says “Store” and then it will ask you to segment yourself into someone who’s new to what I offer, someone who’s experienced. So you would select new.

And then just scan the options and see—there’s options there for books and there’s options there for online experiences. And just expose yourself to them and see which, if any, jump off at you. And then trust your whatever you want to call it, your heart, your gut instinct, your intuition, your feelings.

See what you’re drawn to. That’s the best way to answer the question, and that may be something that will happen now. It may be something that will happen soon. You may listen to this audio and nothing will happen, and then six months from now all of a sudden you’ll feel yourself drawn to go to the website and check out what’s available and then do what you’re most drawn to.

So if you’re new, that’s my suggestion. Take a look at what’s offered on my website that’s talking about these various resources that I’ve told you about, and then if one of them jumps off at you, you feel this pull, you feel this almost magnetic tug/attraction to a particular something, then go for it. Just do it, even if there’s noise in your mind, “Well, what about this? What about that? How does it compare to this? How does it compare to that? Blah-blah-blah.”



If you feel the pull, if you feel the tug to do a particular thing, do it, whether it's the first step and then you go deeper later, or you go into one of the online experiences or a live event, or whatever else it is. Trust your gut. Trust your intuition. Trust your 6th sense. Trust your feelings. And let go of whatever noise there may be in the mind, which there may not be for you, but there may.

If you're already aware of the teachings, if you've already been applying the tools and embracing the model, then see what happens. Again, if the best option for you is to just continue doing that, what you already are aware of, whether it's a book that you've read or it's an online experience in the past that I offered that I don't anymore, or it's something that I'm currently offering like True Prosperity and Abundance, just see what happens.

And if what happens is you just feel drawn to continue doing what you're doing, then continue what you're doing, and that's the best option for you, at least for now, perhaps forever, for knocking out cloud cover.

And if you find yourself being curious and wanting to check out Forever Free from Negativity, *Ultimate Key to Happiness* book, Ultimate Freedom experience, whether it's live or online, and you find that—if that's what happens, then you feel drawn to go check it out, then go check it out. And then when you're exposing yourself to the videos or whatever else it is that I offer, explaining what it's all about and how it works, and what the expression of appreciation in the form of money is, same thing I said before, then see what you feel drawn to do.

And if you check out Ultimate Freedom experience, or Forever Free from Negativity, or whatever, and you feel this pull, you feel this tug, whether it's now or on the future, then do it. And if you don't, don't. But it will take care of itself in terms of what actually appears in your life and what you feel, not think, but what you feel drawn to do, again, now or at some point in the future.

That's how to make the best decision. And again, a lot of people are very intellectually driven. They're very analytical. That's the way I used to be. They try to run all decisions through due diligence and analysis, and thinking and understanding, and all this kind of stuff, and you're welcome to do that.

But ultimately, it's not going to answer the question. Where the real answer's going to come from is what you feel drawn to do. Again, the pull, the tug to either continue doing what you're doing, or again, exposing yourself to some of the other options that are available and then seeing if and when you feel drawn to do something else, and then trusting that and just going forward with it, no matter what noise there may be at the mental level.



Now that is not meant to say, or to suggest, that you don't ask any questions. Certainly, if you have any questions about any of this, anything you've heard here, checking out any of the options of the various options I talked about here for how to knock out the cloud cover, something's up and you're having trouble sorting through, feeling drawn to do more than one thing, or whatever else it is, certainly feel free to contact us.

And on my website, in the upper right, there's a link/a button that says "Contact" and you can contact us by phone. You can contact us by email. And we will be happy to support you in any way that we can in making a decision in terms of what's best for you, whether it's continuing—if you're experienced with the teachings, whether it's continuing doing what you're doing, whether it's doing something new, and then if so, which and when, and all these kinds of things. We'd be happy to help you.

And if you're new to all the teachings that I offer, certainly again, feel free to contact us and we'll help you, based on what you share with us, help you choose if that's something that would be supportive to you.

And again, ultimately, even if you do that, and even if we say certain things to you, ultimately it comes back to the same thing. Do what you feel motivated to do. Watch for the pull. Watch for the tug. Watch for the magnetic feeling, drawn to something, if it happens. And if it does, do it, and if it doesn't, don't.

Alrighty then. To quote a Jim Carrey phrase from one of the movies, I don't remember which one, maybe you do. That concludes this episode of Friday Q&A's. I hope you found this useful and supportive, and interesting. And on that note, I will say bye-bye for now. I'll look forward to our next form of contact, whatever shape that takes.

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discussed in this transcript, and/or
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