

## **The Journey Behind Legends In Excellence™**

### Heart to Heart With **ANNIE ARMEN**

I kindly invite you to take a moment with me to think about all the potential scientists, scholars, poets, composers, gifted musicians, educators, and like professionals we have lost due to the societal effort to create this every day masquerade we live in - and that is the ideal of a perfect world based on image, vanity. For example, if a child is exceptionally gifted in science, he or she automatically falls into the bracket of “nerds”. If a child’s gift happens to be in computers, he or she is referred to as a “geek”. If a child is raised with strong familial morals, values and principles, he or she is continuously harassed until forced to compromise his / her principles and conform to what is considered acceptable by his/her surrounding peers, whether that may be to completely put a stop to his/her talent, to accepting blame for wrongful acts when innocent, to being forced to do another’s homework to avoid being beaten up, and so forth. Of course, harassment starts off with name calling, eventually leading to threats of violence, to sometimes even death. In other words, no matter what the talent, there tends to be a negative label affixed to such phenomenal children. The next thing we know, the popular kids not only ostracize such children from any fun filled group activities, but also begin harassing these gifted children because “they do not belong,” because they are “aliens who have fallen from the sky,” and so forth... This is truly sad, very sad. I should know because I was one of such children growing up.

Picture this:

***“Lost as a child, born into this world.  
With a gift, but no one to understand.  
Inner passion, without expression,  
Ripped away, kept silent, by guilt and coercion.”***

Now... imagine growing up and worse than feeling invisible, being treated as invisible! The talents you possess are perceived as threats. Your words of wisdom expressed are received as problematic simply because you are young. How dare you possess such wisdom at such an early age, and question a fellow adult mature in years, let alone teach an adult by your actions? ‘Hidden’ jealousy follows you everywhere you go. Those who know you, who recognize your God given talents, purposely keep you at bay, as if keeping you under the carpet can ever erase your priceless talents, can ever erase the gift of you to this world. Fast forwarding...

***Then, suddenly, when you are ready to pursue your dreams,  
you hear these ear-piercing, heart-shattering, soul-polluting words:***

“You will never succeed. You will die alone if you continue pursuing your pointless dream. Who do you think you are? Do you honestly believe people will listen to anything you have to say let alone consider ever giving you a chance? You are a no body in this world, don’t you get it, a no body! Get your act together, and be like normal people! Get a job and work for a living just like the rest of us! Your degree means absolutely nothing, I spit on your degree! So long as you are living in your dream, you are worthless, a peasant, a lazy bum! You actually believe you’re going to make it in this world? What a fool you are! Wake up and smell the coffee! If you continue on this path, you will never have any friends. You are a sell out! Who needs you as a friend anyway. You will never succeed in life! Keep on dreamin’, no body cares about your f###’n dream but you, you f###’n loser!”

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I, Annie Armen, wholeheartedly thank each and every person who expressed those very words to me since childhood, especially the one determined soul who boldly said to me "... no body cares about your f####'n dream but you, you f####'n loser". That's right, you were right on the money! Your very words inspired me to begin my journey in excellence, fueled by passion! I cared about my dream then, and care about my dream now more than ever because it is me, it is who I am, it is why I live and breathe, and it is my very dream, that led me to our world's greatest minds who are walking LEGENDS IN EXCELLENCE™ – Zig **Ziglar**, Denis **Waitley**, Stephen M.R. **Covey**, Dr. Farrah **Gray**, Dr. John **Demartini**, Dr. Ivan **Misner**, Dr. Joseph **Michelli**, Dr. Edward **Group III**, Larry **Winget**, and E.R. **Haas** just to name a few.

Here is the best part! I connected with our "Legends in Excellence™" by phoning each person, resulting in my "action in excellence". That's right, one phone call! One day, I woke up and decided that ENOUGH IS ENOUGH! I can either choose to listen to individuals who are painfully lost themselves yet see fit to voluntarily guide me the best way they know how despite my reluctance and never having asked anyone for such direction to begin with; or choose to invest what good energy I have left in me, by believing in the power within me, in the gifts within me, and JUST PICKING UP THE PHONE, DIALING THE NUMBER, and finding the truth out for myself! My dear friends, "NEVER UNDERESTIMATE THE POWER OF CHOICE AMPLIFIED BY IMMEDIATE ACTION TIMES 10"!

And so, my "Legacy on Purpose" begins: NEVER GIVE UP ON YOU! "Out with the pollution, IN with the 'SOUL'ution!" My 'SOUL'ution to the world is AnnieBiotics®

***"Dive into your soul  
Search and you will find  
The answers to all your doubts  
The priceless gift of who you are!  
Don't give up, believe in yourself,  
You are blessed, to exist, so put your talents to the test!  
You are meant to be, can't you see, you are God's Gift to this world, you are unstoppable!"***

September 23, 2004, I will never forget this date! On this day, right after I produced a LIVE program with revered experts, I was heading back to Los Angeles from San Diego. Only 45 minutes had passed by, when suddenly, an animal ran across the freeway, and I immediately stepped on my brake, which led to my car spinning out of control in the middle of the freeway, going through the rails, to the other side of the divider, completely totaled. Definitely, this was no picnic as you can imagine!

Of course, the best decision would have been to just continue driving onward, even if that meant driving over the animal in question, thereby minimizing the high probability of risking other people's lives in the process. Yes I certainly should have known better. Stupid on my part? Absolutely, without a doubt! However, much easier said than done!

All aside, thankfully, at that moment, the freeway was pretty clear, and no one was injured, and there was no collision with any vehicle. Dad in Heaven was definitely watching over all the drivers and me on the freeway. Lesson learned other than the obvious: When you actually face that kind of a situation, it's amazing what you end up finding yourself doing contrary to what you know is best. One truly never knows until that given moment what he or she is going to do, and such was definitely my experience.

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During this most memorable event, I took my foot off the brake, joined my hands, closed my eyes, and began to pray. My prayer was as follows: "Father God, Your Will has already been done. If it is Your Will for me to live, show me why! If it is Your Will for me to leave this earth, I have no regrets, and I thank You for the time I've had, I thank You for my family, for all my friends. Father... You know what I have been through as a mom for this show that carries millions of families across the world. As such Dad, I entrust my child – this show -- in Your precious Hands and believe that You have already taken care of everything. Father, please keep everyone safe on this freeway, and let my family and friends know how much I love them. Ok Dad, I'm ready now".

As soon as I opened my eyes, my car stopped. At that moment, I literally had no vision... could not see a thing. If I recall correctly, the time was around 10pm, only because I had left the studio around 9pm. Rewinding back to the very first words uttered when I began to pray "during" this accident – "If it is Your Will for me to live, show me why"! The gentleman towing my totaled car said I was lucky to survive this crash, let alone walk since the car was small, and the impact was powerful. The police officer said: "You must have a lot of people who pray for you and love you. God must love you to keep you alive after this crash. Whatever it is you're doing, keep doing it. He has a purpose for you"!

On that Divine purpose-driven note, after experiencing and living through my childhood collage of pains up through adulthood, I now proudly present and unconditionally give to you the result of my childhood visions, of my boundless love for humanity, of my unshakeable Faith within that "nothing is impossible", of my life's work in action – **The Legends In Excellence™ Series** -- a powerful audio anthology involving a decade's worth of passion-provoking, purpose-guiding, inspirational conversations with some of the world's most influential minds – a true breakthrough of "heart to heart" discussions methodically woven into irreplaceable dialogues.

Since November 2000, I have had the privilege of producing rare, motivational and highly transformational talk programs beginning on television, expanding over to VoiceAmerica and World Talk Radio Networks in 2004. I am truly blessed to be surrounded with a family of Legends beginning with God, who have become my friends and mentors in life, without whom, none of this would have been possible. I thank God for my TQ Mentors, proud publishers of Legends in Excellence™, **ER Haas** and **Kent Madson** who immediately saw the unseen, and relentlessly stood by me, guiding me toward making my life's work tangible, now visible to all across the world.

**What ignited Legends in Excellence™?** ONE jaw dropping question to which I had no answer – imagine The Hurricane stuttering -- when I was approached by ER Haas in November of 2007 and that ONE question was: "Annie Armen, The Hurricane, tell me ... **WHY are you the hidden treasure of media, and what are we going to do to change that by 2009?**"

Because of TQ, I now have the beginnings of my legacy contained in a tangible product, as ER always tells me – "Annie, you now have your tangible evidence for the world, a huge milestone to add to your list of accomplishments"! I am a walking testament to living your life with SUCCESS ON PURPOSE, a phenomenal book authored by ER Haas and Kent Madson! But wait, it doesn't stop there!

Here comes the best part in all this! Now I get to share with you my heart's deepest desire, the very fuel that keeps me going day in and day out relentlessly as I am living my passion on purpose together with our Legends and that is: I will strive to be "The Greatest Messenger in the World"!

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Today, I get to proudly take the responsibility of delivering exceptional messages from walking Legends among us and exponentially multiply their “seeds of greatness” sown, as my friend **Denis Waitley** often says, into the shows, and plant their hope-filled messages into your minds and hearts.

Thank you TQ for guiding me toward raising the bar in the “Intentional Pursuit of Excellence”. I immediately applied my knowledge gained in the “Intentional Pursuit of Excellence” and decided to personally take on the impossible – reproducing and editing HUNDREDS OF HOURS DOWN TO OVER 15 HOURS OF PURE INSPIRATIONAL ENERGY, of the best advice you will ever receive, providing you with your very own fountain of knowledge and action-triggering ideas that you can *instantly* use!

After all, I am relentlessly pursuing my goal of striving to be “The Greatest Messenger in the world”! Therefore, delivering Legendary messages below the bar of excellence is simply unacceptable, NOT an option!

These inspirational conversations have guided and transformed MY life’s choices, in dreaming bigger dreams and producing brilliant results, just as I have openly illustrated above.

Now, I am paying this forward and sharing them with you, my dear friends and loved ones ... to help shape YOUR hopes and dreams... and empower YOU to achieve a life of excellence in action! If I can do it, SO CAN YOU! How?

#### **AnnieBiotics®**

“Dive into your soul  
Search and you will find  
The answers to all your doubts  
The priceless gift of who you are!  
Don’t give up, believe in yourself,  
You are blessed, to exist, so put your talents to the test!  
You are meant to be, can’t you see, you are God’s Gift to this world, you are unstoppable”!

***You are now ready, and well on your way to becoming a Legend in Excellence™!***

### **ANNIE ARMEN**

Author, Producer, Director  
Legends in Excellence™ -- The Series