

Barry Sea Siegel Pens Book/Music CD Combo

Katy resident explains how blues music and his manual can help increase productivity and improve lives

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Barry Sea Siegel and his wife Bobbie, the drummer who inspired the original concept for "Beat The Blues."

Katy's Barry Sea Siegel sat down with *Katy Lifestyles & Homes* to discuss his new book, "Beat The Blues, A Sound Recipe to Increase Productivity while Improving Your Life!"

L&H: So What's "Beat The Blues" all about?

Barry: "Beat The Blues" is an instructional manual and tool kit that provides a "Sound" Recipe to increase productivity and improve lives. In putting the project together, I gathered some of the finest success achievement principles formulated over the past 4,000 years, updated them to include computer terminology, generated my own original theories, and added the unusual element of blues music. In addition to the book, "Beat The Blues" provides an original music CD with specific lyrics created to help the audience learn and remember the "Lucky Seven" components of this winning formula, while re-programming a section of their subconscious minds I metaphorically identify as the "Success GPS." The process of reading the book, filling out the forms in the "First Will and Testament" of the appendix, and listening to the music is enjoyable and uplifting. More importantly, it may just help readers identify their own purposeful

goals, and map out the most efficient route to achieve them.

L&H: Tell us more about the "Success GPS."

Barry: When we take a trip by car and aren't sure how to get to our destination, we make sure to take along a GPS. But when it comes to our journey through life, 95-99 percent of us aren't equipped to efficiently get to our destiny. It's not that we don't have a GPS, it's because we haven't programmed it properly. We're born with a supercomputer we call a brain. For such a sophisticated device, GPS technology is very elementary. So how come our brain doesn't spell out the best route for us to take? It's because our internal success GPS has been programmed by others, starting with our parents, who set limitations in order to protect us. All our lives, others have told us what we cannot do. As a result, it takes a maximum effort to override the limitations and negativity we've been fed in order to provide our success GPS with our true feelings regarding where we are, and where we want to go.

L&H: Why do you conclude that 95-99 percent of us are not equipped to get where we really want to go?

Barry: I'm so glad you asked that question. "Beat The Blues" is full of statistics

illustrating that most people don't even "know" where they want to go, much less how to get there. Please allow me to share just one example. There's a study entitled "The World's Most Popular Goals" at 43things.com. Here is a synopsis of some of the results:

No. 7: Go on a road trip with no predetermined destination (21,594 respondents)

No. 9: Travel the world (20,909 respondents)

Now if you were to combine the survey's 7th and 9th ranked results into one common category entitled "take a trip with no specific destination," this reasonable compilation would rank ahead of the present leader: "Lose weight!" If this doesn't prove that people don't really know where they want to end up, nothing will!

L&H: Point well taken. So how does one go about setting proper parameters for our GPS?

Barry: When your personal computer is not functioning correctly, you either buy a new one, or get it re-programmed. Well, you can't buy a new GPS for your brain, so you have to get it re-programmed. The "Beat the Blues Sound Recipe" provides the tools to help you re-program and shape up your success GPS so that you can exercise better control over your own future. But in order to do so, you first need to summon the time and energy required to absorb the book's material, which in turn will allow you to feel better about yourself; and secondly, to supply the fuel required for the long, exciting, and challenging journey to the destiny of your choosing.

L&H: So what makes this book different from other self-help books, and where does music fit into the picture?

Barry: "Beat The Blues" is not just another self-help book. It is a movement that makes available a formula and tool kit that can provide you with the seven component parts to get your success GPS in gear. Among those component parts is

one ingredient that you may not find in any other self-help book. That ingredient is music. Just think about it. Virtually, everyone has at least one song in their heart that instantly improves their mood anytime they happen to hear it played. This program helps you identify your own special songs and also provides a soundtrack of original music that will help you learn the lessons of "Beat the Blues." This process potentially helps you feel better and more energetic. But the program doesn't work by itself. It's strictly up to you to find the time and make the commitment to take advantage of this opportunity.

L&H: I can see how music affects our moods, but how does it help us learn?

Barry: What's the seventh letter of the alphabet? Did you catch yourself singing that tune you learned in kindergarten in order to come up with your answer? Effective learning requires repetition and energy in order to position what's really important on the first page of your GPS' search engine results. Both repetition and energy can be optimized through the use of rhythm and rhyme. Music may be the only element that potentially provides repetition, energy, rhythm and rhyme in a single combination... thus making it a great learning and re-programming tool.

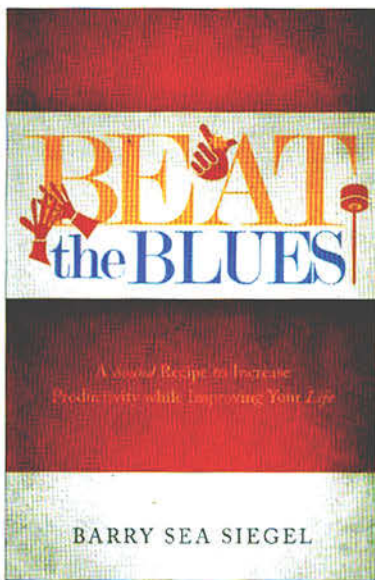
L&H: Why blues music?

Barry: When it comes to providing maximum doses of repetition, energy, rhythm and rhyme, the blues is second to none. Blues music and its derivatives (including jazz, rock & roll, rhythm & blues and gospel) is one of the most influential art forms in the entire world. It is also the only original American art form! The story of the emergence and survival of this great genre is fully explained in "Beat The Blues" because it provides wonderful lessons in resilience, courage, productivity, flexibility, teamwork, humor, fusion, and improvisation.

L&H: What inspired you to put this project together?

Barry: To tell you the truth, when I retired a couple of years ago I became somewhat depressed; not so much by my own situation but by the state and direction of this great nation. I was very worried that my grandchildren would not have the opportunity to grow up in the same nation that I experienced, and have

the opportunity to live the American Dream. Depression was a state of mind with which I was not unfamiliar. My mother suffered from it all her life, and I feared that I may have inherited that gene. That's probably why I went in the opposite direction and chose to study the science of success achievement for close to 40 years. Another interesting fact is that during periods when my birth mother was unable to care for my brother and me, a wonderful, uplifting lady named Anniebelle Paterson looked after us. Anniebelle was African-American and always seemed to be in a great mood, despite living in circumstances most would find depressing. Anniebelle exposed me to blues music, which



inspired me to become a musician. While I never achieved the success I sought playing and writing music, I'm convinced that what I learned through music, as well as sports, enabled me to find success in business and life. So when you put all that together, it's no wonder that I decided to write a book that would be a fusion of success achievement and blues music!

L&H: So after 40 or so years of study, let us ask you... why are some people successful and others not?

Barry: To provide my best answer, I like to quote blues singer Billie Holiday's interpretation of "Matthew 25:29" in her song "God Bless the Child:"

"Them that's got shall get.
Them that's not shall lose.

So the Bible said, and it still is news."

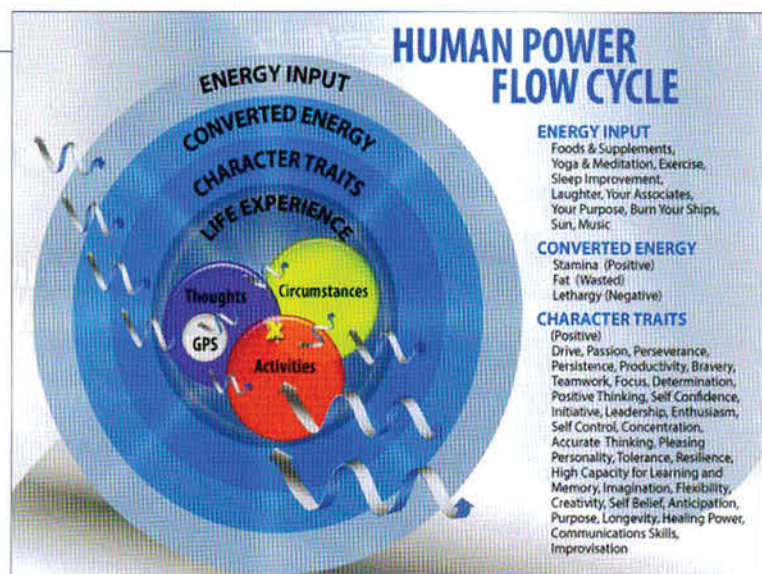
So what exactly is it that "them that's got," have got; or what is it that the "haves" have that the "have-nots" don't? The "have-nots" believe that the answer is "money;" and if they don't have "money" now, they never will obtain it. Numerous examples in "Beat The Blues" illustrate how this type of thinking is absolutely incorrect. Essentially, the "haves" possess five factors within the software code of their success GPS' that are lacking in "have-nots." Truly successful people have "them that's got" purpose, self-belief, passion, courage and character. These success factors enable them to figure out what they want, and to experience satisfaction while striving to obtain it. This process requires the ability to continuously generate, transform and re-cycle a special type of explosive energy that only "them that's got, got!"

L&H: So how does one go about obtaining this special explosive energy to rise from a "have-not" to a "have?"

Barry: "Beat The Blues" provides an avenue that will enable some dedicated, hard-working individuals to make this transition that is illustrated by the Human Power Flow Cycle graphic:

When it comes to energy, input and output are one and the same. This is so because energy cannot be created or destroyed, only changed or recycled. So take a close look at the Human Power Flow Cycle illustration. It shows us how energy output from each cycle is converted and passed on as energy input within the next cycle and vice versa. The power thus flows both outside-in, as well as inside-out. But what is the power behind the power? What vehicle provides the impetus to make power "flow" from one sphere to the next in an explosive manner? My conclusion, that I attempt to prove in chapters 4 and 5, is that music is the most efficient transmitter of energy to humans. And the major common thread between the laws of energy and the laws of music is the function of rhythm. Therefore, I conclude that "rhythm" is the vehicle through which we most efficiently acquire and disburse energy from one sphere to another. I believe that when rhythm combines or fuses with the right purpose and the right associates, it becomes radioactive. In other

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The Human Power Flow Cycle illustration shows how energy output from each cycle is converted and passed on as energy input within the next cycle and vice versa.

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words, rhythm is to human energy what Uranium is to nuclear energy.

The Human Power Flow Cycle from outside-in is most effective when multiple sources of original energy input are converted primarily to stamina, which converts to primarily positive character traits, which convert to primarily positive life experiences.

"Beat the Blues" provides an "Appendix" entitled "The First Will and Testament" that contains worksheets that enable the reader to map out their own personal Human Power Flow Cycle from inside-out. The process begins with the "Beat The Blues" music CD that contains original music designed to re-program your Success GPS to help you identify your primary purpose in life, and map out the most efficient route to your destiny.

L&H: Is this your first book?

Barry: I previously wrote a book for the Human Resources trade entitled "The Keys To Successful Recruiting and Staffing." I also wrote a chapter on recruitment process outsourcing in a textbook entitled "On Staffing, Advice and Perspectives from HR Leaders." "Beat The

Blues" is my first program aimed at the general public.

L&H: Who's your target audience?

Barry: Anyone who wants to better himself/herself, or someone they care about, in any aspect of their lives can benefit from reading, listening to, and participating in "Beat the Blues."

L&H: How will you be promoting the project?

Barry: I'm so fortunate to have been signed by Tate Publishing. They'll be handling most of the publicity, and there certainly will be a number of book signings, presentations, and concerts coming up soon in the Houston area. We'll be posting events at barrysea.com, or people can email me for information at barry@barrysea.com.

L&H: How can people buy the book?

Barry: Initially, they can buy the book and music CD at barrysea.com. Within a few months it will be available at all the major bookstores, record stores and online sites in both hard copy and digital formats.

L&H: Why do you write under the name Barry Sea Siegel?

Barry: Well, first of all there's already

a well-known author "Barry Siegel." My old friends know me as Barry Siegel. My newer friends know me by my stage name "Barry Sea." So it made sense to write under the name "Barry Sea Siegel." And I also use the letters S-E-A as the following acronym to help people succeed:

S = Specify what you want to achieve

E = Envision having already achieved your goals

A= Appropriate Activities are required to turn your goals into realities.

L&H: What's next?

Barry: In addition to giving presentations and performing at concerts, I'd like to teach the "Beat The Blues" philosophy to individuals and focus groups. I'm also delighted to announce that Tate Publishing has signed me to do a children's version of "Beat The Blues," and to co-write a motivational book about former heavyweight champion George Foreman with his brother, Roy Foreman.

About The Author:

Barry Sea Siegel has decades of experience as an advertising executive, coach, consultant, speaker, writer, recording artist, entertainer and bandleader. His primary current activity is the study and practice of the science of success achievement. He also performs as leader, sax player and vocalist for The Barry Sea Paradox Band. The band features Bobbie Sea, Barry's wife of 40 years, on the drums. Bobbie came up with the original concept for "Beat The Blues." In addition, Barry serves on The Board of The Conrad O. Johnson Music and Fine Arts Foundation. Prior to his retirement in 2011, Barry was President of Bernard Hodes Group; a division of Omnicom Group, a leading global advertising and marketing communications services company. Barry's coaching credentials are certified by The Life Coach Institute. He is also recognized for having "Invented Recruitment Process Outsourcing" and being listed among "The Superstars of HR Outsourcing." ●

ALL OUR LIVES, OTHERS HAVE TOLD US WHAT WE CANNOT DO. AS A RESULT, IT TAKES A MAXIMUM EFFORT TO OVERRIDE THE LIMITATIONS AND NEGATIVITY WE'VE BEEN FED IN ORDER TO PROVIDE OUR SUCCESS GPS WITH OUR TRUE FEELINGS REGARDING WHERE WE ARE, AND WHERE WE WANT TO GO. - Barry Sea Siegel