

PRESS KIT

Hacking the GAP



a Journey
from
INTUITION
to **INNOVATION**
and **BEYOND**



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PRESS RELEASE

For Immediate Release

**Prolific Podcaster/Authors Releases an Inspiring Book for
Entrepreneurs
Or Anyone with a Big Idea and Dream!**

June 20, 2017 (SAN DIEGO, CA) - Local entrepreneur, speaker and author Greg Voisen recently released a new book entitled **“Hacking The Gap-A Journey from Intuition to Innovation and Beyond”**. For more than 10 years Greg has been the host of the inspirational podcast show Inside Personal Growth boasting more than 630 podcast interviews with authors from round the globe on topics that include personal growth, business, mastery, wellness and spirituality.

Greg was inspired to write “Hacking the Gap” as a means to reach out to entrepreneurs, inventors and socially responsible business owners attempting to make a difference through the adoption of a new product, service or idea they have developed designed to have a positive impact on the lives of millions. *“This book is about the plight of the entrepreneur, their ups and downs and all the mental and emotional issues they encounter throughout the product development journey as the result of birthing that new idea and bringing it to market.”* Says Author Greg Voisen.

Hacking the Gap provides readers with an eight (8) step Hacking the Gap process that usually starts with an intuitive feeling which then moves all the way to implementation and eventually the delivery of their new idea to the world.

Learning how to tap in and tune into the intuitive voice that is present and willing to guide us all the time, and then acting on that intuitive guidance is a big part of the process. Knowing that it is right, is the next step. It takes guts and a willingness to take risks. It requires moving beyond our ego and fear and embracing our personal dreams and ambitions while controlling our ego and what the outside world may be telling about the risk of living our dreams. *“It is impossible to birth a new idea without have a personal and spiritual transformation”*, Greg said.

If you want to learn more about Greg Voisen and the Hacking the Gap process please visit www.hackingthegap.com for more information and free audio downloads with transcripts from leading authors and thought leaders excelling in the fields of innovation, design and disruption.

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About the Author:

Greg Voisen is thought leader in the personal growth and human potential movement. Founder of Inside Personal Growth a podcast program which reaches thousands of people on topics including personal growth, business, wellness, mastery and spirituality. Greg has interviewed over 630+ authors in these fields and has developed over 900 hours of recorded podcasts over the last 10 years. <http://www.insidepersonalgrowth.com>

Greg has recently authored a new book entitled “Hacking the Gap-A Journey from Intuition to Innovation and Beyond”. Hacking the Gap focuses on the journey of the entrepreneur and inventor, and provides both practical and pragmatic advice on how to bring a new product or service to market. The book incorporates the years of knowledge Greg has compiled through his personal experiences in business and as a serial entrepreneur as well as the knowledge he has acquired through the interviews with hundreds personal growth authors, and business thought leaders through Inside Personal Growth. www.hackingthegap.com

Greg also co-author with John Selby *Wisdom, Wellness and Redefining Work* to bring awareness to businesses about the impacts that stress is playing in workplace, and to effectuate a positive change in coping with stress with the intention of reducing medical costs and improving employee’s overall engagement and performance in the workplace.

Greg has a bachelor’s degree in Business Management from San Diego State University, and a Master Degree in Spiritual Psychology from the University of Santa Monica.

Social Media:

LinkedIn: <https://www.linkedin.com/in/gregvoisen>

Twitter: <https://twitter.com/HackingTheGap>

Facebook: <https://www.facebook.com/Hacking-the-Gap-1303895689705608/?ref=bookmarks>



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Bio



Greg Voisen, Entrepreneur, Author, Speaker and Resultant

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www.hackingthegap.com

Greg’s primary focus is assisting small to medium size business owners with their everyday concerns. He advises his clients on financial management, human capital development, process improvement, and sales and marketing. His company eLuminate, Inc. has a team of six associates dedicated to fulfilling the needs of his clients. You can learn more about eluminate, Inc at

<http://www.eluminate.net/>.

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workplace, and to effectuate a positive change in coping with stress with the intention of reducing medical costs and improving employee's overall engagement and performance in the workplace.

Greg is active in philanthropy he founded his own non-profit called Compassionate Communications Foundation currently he is working with a Carlsbad based tea company called Buddha Teas. They are jointly developing a subscription based tea program that will be made available to charities nationwide. All net proceeds from the sales of the medicinal teas will be donated the charity of the subscriber's choice. www.tea4we.com

Greg was a board member of the Joe and Mary Mottino Family YMCA in Oceanside CA for over 23 years acting in all capacities. He also was a cycling coach and road mentor for the San Diego County Leukemia Society where he coached Team in Training cycling groups for over 13 events.

Greg has a bachelor's degree in Business Management from San Diego State University, and a Master Degree in Spiritual Psychology from the University of Santa Monica.

If you want to learn more about Greg's entrepreneurial endeavors go to www.hackingthegap.com/gregvoisen to get a full list of his experience and background.

He lives in Encinitas, CA with his wife Lisa and their two dogs Buster and Juno.



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FAQ - Interview Questions for Hacking the Gap



1. Greg what compelled you to write Hacking the Gap and why do you believe your book brings heightened awareness to the creative process?

Hacking the Gap is a book that tells the story of the inventor and entrepreneur. It guides them through a repeatable process that ultimately leads to the implementation and delivery of their product or service to the market. Entrepreneurs deal with their own ups and downs and Hacking the Gap is designed to get them out of their own way and allow for a quicker process to the end product. This requires that they question and look at their own thinking and resolve to transform personally in the process of bringing their idea to market.

2. Greg you truly have been a serial entrepreneur from a very early age. You speak about your numerous experiences in the introduction to the book. What are a couple of the biggest learning lessons from your entrepreneurial endeavors throughout the years?

I think the biggest lesson is a result of the experiences, what did you learn not what did you achieve. Many of my entrepreneurial activities have been what many would call "failures". I see it differently, you can't learn unless you are making mistakes—the key is not to repeat them twice. One of the biggest lessons was with an endeavor called "Wanna-Be" Doll Company. This was a toy company that three of us formed in the mid-90's with the passion for bringing 12 role model dolls to market with the intent to allow young impressionable boy and girls to "dream to be wanted to be -thus the name Wanna-Be" Did the company make money and grow-- most definitely. The issue was we were underfunded from the "get go" and underfunding usually spells-disaster. We had no way to ride out the ups and downs of the financial rollercoaster ride. This company dissolved in the late 90's with the remaining dolls being sold through a liquidator



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3. **You have a chart in the book that you refer to as the “Hacking the Gap Process” what is your process about and how does it inspires people to innovate?**

The Hacking the Gap process is an eight (8) step non-linear process, which means that they don't have to necessarily go through all eight steps but it is recommended that they understand the steps. It starts with getting in touch with our intuitive guide and learning how to tune into hearing the voice that speaks with us about our ideas. Some refer to it as the gut feeling, and it truly can show up this way but it can also show up as a very strong feeling emotionally as well. We then move through seven other steps which include insight, ideas, inspiration, incubation, ignition, innovation and ultimately with one of the most difficult stages implementation.

4. **You speak at length about getting in touch with our intuition, why do you believe that our intuition is the starting point of the development of our creative energy?**

We currently live in a very fast paced world; everyone is moving as what seem like warp speed. Doing more, attempting to be more-- but with an emptiness deep inside. If you are able to access your intuition which has is longing for us to hear and or feel, about an idea or topic that needs our undivided attention, you will always find that is about something of tremendous importance. That the truly important issue or idea is something that your soul has been longing for you to act upon, and many times that is your next book, play, musical score, idea for a widget or whatever. It is something that is longing to be expressed and fulfill by you. This longing is your desire to express your creative energy.

5. **Throughout the book you provide Mindset Applications for Hacking the Gap. Can you share some of the Mindset Applications that you believe are important to innovating and Hacking the Gap?**

The purpose of the Mindset Applications is to inform the reader on how to implement “doings” into their lives that ultimately become ingrained into new habits. These Mindset Applications will change habits that are not serving them and allow them to “become” the person they want to become. Practice makes perfect, and these Mindset Applications requires tremendous practice. To give you an example in chapter One on “Intuition” I recommend spending more time in contemplation, mediation and become more mindful. I know we have all heard



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about becoming mindful and practicing meditation, but the finding can't be wrong. People that spend more time meditating have higher cognitive skills, are better listeners and have less stress in their lives. This kind of activity naturally leads to opening our minds to new possibilities, and to connecting with our intuition at a deeper level. The second example is simple, but one that so many of us ignore and that is taking a 15-minute break from our computers. We all spend too much time in front of our computer screens. These short breaks give our minds an opportunity to refocus and when we come back we improve our focus and generally are more creative.

6. What does “Hacking the Gap” mean and why do you believe that entrepreneurs, inventors and business people will be interested in your strategy?

Hacking the Gap is defined as the shortest distance between two points, incurring the least amount of resistance along the way while growing personally, professionally and reaching a heightened level of human potential. This sounds so simple on paper or read, but the reality is that this encompasses the entire entrepreneurial journey. Every inventor or entrepreneur is seeking to attain some way to “Hack the Gap” to make the process that they must journey through easier, less painful and more fulfilling. If you read and follow just some of my recommendation in Hacking the Gap, your desires of reaching your potential will be achieved.

7. You use an interesting analogy in the book called “The Pinballs of Connectivity” what do you mean by this, and how can it help people who are trying to invent or create a new product or service?

The Pinballs of Connectivity is something that came to me when writing the book to explain how our subconscious mind stores data, experiences and knowledge and is waiting for us to access it in real time with the events of the “now” so we can have breakthroughs in our thinking. Sometimes we need to push our limits to get the “highest score”, and by so doing access the missing pieces of the puzzle that create the aha-moments. These aha-moments lead to a solution for some new product/ service or idea we are working to evolve. It is always there for us, we just need to learn the best techniques at accessing at the data or knowledge, then having the correct timing with the events from the outside moment experience.



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8. You also refer to something you call the “Silence Solution”. What is it and how would it we practice this to open our consciousness to a greater creative flow?

The Silence Solution is different from meditation. It starts by finding a quiet and comfortable place to sit, then clearing your mind by doing a brain dump. That means to put everything you are thinking about on a piece of paper so your mind can be open and sit comfortably in the chair with a pen and paper nearby. You then create a mantra that you can repeat silently to yourself. Something like “Universe please open up my consciousness to receive your blessings” Please make the mantra to fit what you need in the moment. Now sit with your eyes open for 15 minutes. Yes, this will seem like an eternity your first time but the more you practice it your monkey mind will start to silence itself. Now close your eyes for 15 minutes while repeating your mantra silently. After 15 minutes of closed eyes open your eyes and observe the room, go slowly. Now write what come to mind on the paper you have next to you. You will find that the stuff that surfaces will amaze you, and inform you about your dreams.

9. You discuss the conundrum of being and doing, what advice do you have to help people deal with this ever-challenging disproportionate draw between their being and doing?

The being and doing conundrum is quite real. We are doing beings but we are stuck in a being body. Yes, our soul wants us to become, and our ego wants us to do. But doing and being are completely different states of consciousness. One keeps our feet to the fire, while the other wishes that we would create more, and become better lovers of ourselves and other around us. I am sure you don’t want your employees to remember you as a “slave driver”, wouldn’t you be preferred to be remembered as the boss with soul—allowing his employees to access and use their creative spirits to solve problems and think up new ideas. If we spend more time learning how to remove the structured imagining which has become unconscious from other people’s feeling, beliefs and values we will change our worldview and have an easier time at becoming who and what we want to become.



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10. You speak about our “soul” and our “ego” and the battle to hear the voice of our soul. What advice would you give to be more frequently in touch with our soul vs. having our “ego” hijack our emotions and thoughts?

Listening to our soul requires us to fine tune our beings. It calls on us to not only “hear” but to act on what we are being guided to do or become. There is no reason to be fearful of anything that our soul imitates for us to become. The key is learning discernment to “know” when we are experiencing our souls voice. Continue to practice the techniques that help to foster accessing the souls voice, meditation, walks in the park, silence, treating yourself, affirmations, reading books on spirituality. Whatever will open up the pathways to more radially accessing this voice.

On the other hand, we have the usually more prevalent “ego” dynamic. The voice that tells us that we are “not enough” that we should be “doing more”. That we should acquire more, and be more for we are less than. This voice, needs to be supplanted and muted so you can hear your souls calling. Giving your “ego” boundaries and put the “ego” in its place. Don’t be afraid of the ego stand up to it and let yourself become more aligned with your soul. There is an old saying is that the “ego” stands for edging God out, remember you want to be in touch with spirit—good things will happen when you are aligned with the soul.

11. You speak in the book about our “beliefs” vs. our “knowings”. What exactly are you attempting to convey to the reader about converting our beliefs to knowings?

I use a great example in the book about global warming, and considering that the US has just pulled out of the Paris Climate Accord this is very timely. When Al Gore first started talking about greenhouse gasses in in 2005 not many of us were not aware of the impact greenhouse gasses were having on the environment. We all had beliefs, some of us disbelieved what Al Gore was talking about, and many of us were staunch believers.

When a believe becomes a knowing you shift your internal guidance system and your “truth” is a “knowing” Nothing can or will persuade you to change your “knowing’s” Knowing are usually forever and frequently formed as a result of something significant happening in your life that impacted your thought process. Examples are when someone near to you contracts cancer, and dies. When you



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see the effects of smoking and realize that you have a “knowing” that cigarettes are bad for your health. When someone contracts diabetes, you begin to form a knowing about the causes of diabetes and you avoid the behavior that causes it. Knowing’s are permeant and beliefs can always be changed, that is the difference.

12. You mention that inertia is the killer of inspiration. What do you recommend to eliminate inertia from our lives and be more inspired to act?

Inertia is really simple to define. It is the state of being motionless. You are not propelled forward or progressing, and the effect of inertia are always created by your mental state of consciousness or lack thereof. It is the killer of great ideas and prevents us from acting or being inspired to do anything. To combat inertia, we need to reduce the negative self-talk, our uncertainty and fear. Shiny objects and another project will be presented to take you off track. They are put in your way to prevent you from moving forward on what is more important, and probably the single project that could change your life positively forever. Spend time each morning implementing your intentions. Create step by step activities that will lead to your goals or desired outcomes, and don’t put up resistance to change. Resistance is another killer of great idea, you need to stay in the flow and look for synchronicities in life.



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Speaking Titles and Topics

Boosting the Frequency of your Insights and Aha Moments— Leading to Exceptional Innovations

*"I think the success around any product is really about subtle insights.
You need a great product and a bigger vision to execute against,
but it's really those small things that make the big difference."
—Chad Hurley, co-founder and former CEO of YouTube.com*

The subconscious mind is an encyclopedia and archive of a lifetime of thoughts, ideas and experiences. A true treasure trove of memories is locked up in our subconscious mind, just longing to be released, activated and engaged to help us breakthrough the resistance and the mental blocks.

We live in a world where technology is moving at an increasingly rapid pace, and we have been swept up in the evolution of this often mysterious and intriguing technology—but at what cost?

Why do we experience trouble accessing our subconscious vault in real time when our most important idea(s) long for us to connect the dots, and especially when we are looking for breakthroughs and insights to turn our ideas into exceptional innovations?

Audience Takeaways:

- Learn how to be your best by connecting the pinballs of connectivity of your mind.
- Tap the subconscious reserve and goldmine of ideas and understand the power of connecting those thoughts in real time.
- Have more Eureka moments and strokes of genius that will alter the course of your creative insights.
- Learn why validating your Aha Moments is a sign you are on the right track, and reduces the fear of being misguided.
- Learn how to engage others to help you manifest your great ideas into exceptional innovations.

Greg Voisen, the author of ***Hacking the Gap: A Journey from Intuition to Innovation and Beyond***, takes his audiences on a journey where during his 60-



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minute interactive presentation they will be guided with tools, techniques and interactive experiences in exploring the often-latent senses that lead to boosting the frequency of insights.

This valuable experience will leave the participants with many thought provoking questions and it will provide them with tools, techniques and answers on how they can Hack the Gap in accessing their subconscious mind in conjunction with real-time awareness that develops exceptional insights and aha moments, thus evolving innovative and creative thinking.



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Innovation and Inspiration—How Beliefs Become “Knowings” and Activate Dreams

The true basis of religion is not belief, but intuitive experience. Intuition is the soul's power to knowing God. To know what religion is all about one must know God.

-- Paramahansa Yoganada

We live in a material world as Madonna states in her famous Material Girl song from the 1980's. The question is, are we being trapped by all the material possessions or can we free ourselves from the bondage of the material world?

The key is to live a balanced life between the material and the spiritual world, and shift our perspective so that we open our minds up to understand how we have been programmed to pursue the trappings of the material. Our ego works overtime persuading us to want more, and to be more—and *the truth is we are enough just the way we are.*

Our beliefs are constructs of our mind and the summation of a series of experiences and learning we have had over the course of our lifetime. Those beliefs about who and what we are have molded us into who we are. Are you open to changing the beliefs you have about yourself?

While beliefs are strong convictions, they are not “knowings” and are not always the truth for us. Beliefs about our abilities and skills certainly affect our self-concept and our ingenuity, intrigue and willingness to take risks associated with developing a new idea. These beliefs alternatively effect our ability to be inspired simply because we have inserted reparative negative self-talk about our lack of abilities and skills.

To become inspired we need to understand the relationship between our “truths” and “knowings” and why this understanding is the power to keep us inspired. The origin of the word inspiration is an immediate influence of God or some external force. It means to be mentally stimulated to do or feel something, especially to do something creative.

Audience Takeaways:

- Learn what it takes to turn your beliefs into your *knowings* to allow you to succeed at developing your inspired ideas.



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- Learn why having a balance between our “doing” and “being” will inspire our creativity, thus allowing for more innovation.
- Know when you are unconsciously adopting other people’s thinking, feeling, beliefs and values—and why this instills in us a sense of an unaware hand-me-down worldview.
- The common denominators of the inspiration quotient are—awareness, flow, openness, renewal, reward, fulfillment, joy, happiness, doing, being, belonging, community, thinking big, boldness and support. Learn how you can stay in this flow state and have a high inspiration quotient.

Greg Voisen, the author of ***Hacking the Gap: A Journey from Intuition to Innovation and Beyond***, takes his audiences on a journey where during his 60-minute interactive presentation they will be guided with tools, techniques and interactive experiences in exploring the often-latent senses of the intuitive nature that lies within each of us.

This valuable experience will leave the participants with thought provoking questions and it will provide them with tools and techniques as well as answers on how they can Hack the Gap of accessing their intuition more frequently and with more consistency.



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Intuition—the Crucial Factor in Making Important Business Decisions

The intuitive mind is a sacred gift and the rational mind is a faithful servant. We have created a society that honors the servant and has forgotten the gift.

Albert Einstein

Are you aware that 90% of critical decisions are made using intuition verses rational decision making? When was the last time you made a decision that was based on a “gut feeling” about a particular decision? Was your gut decision correct?

Would you like to call in the power of your intuition more frequently to make important business decision? Do you trust your intuition? Do you know how to discern the voice of intuition vs. the voice of your ego?

Audiences Takeaways:

- Explore your natural abilities to “know” when something is “right.”
- Find out why the noise from the outside world is distracting you from hearing your voice of intuition, and what you can do to tune into the intuitive voice.
- Why getting in touch with the voice of intuition takes practice, and what actions you can engage in that invoke your voice of intuition.
- What role the ego plays in distracting us from hearing the voice of intuition, and how to supplant the ego’s voice when necessary.
- What role does resistance play in the justification for why we should not do our work?

Greg Voisen, the author of ***Hacking the Gap: A Journey from Intuition to Innovation and Beyond***, takes his audiences on a journey where during his 60-minute interactive presentation they will be guided with tools, techniques and interactive experiences in exploring the often-latent senses of the intuitive nature that lies within each of us.



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