

Extraordinary Interviews ...

Success: A Spiritual Matter



**Discover How Using
Simple and Practical
Spiritual Practices
Can Create the Success
You Always Desired!**

**Powerful, In-depth
Interviews
with Many of Today's
Most Successful
Entrepreneurs**

**Concept and Compilation
by Rick Beneteau**

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Introduction

by Rick Beneteau



One thing, and one thing only, is responsible for the creation of this eBook — September 11, 2001.

There hasn't been a time in modern history where "matters of the spirit" can and should mean more. For the millions of confused children who witnessed replay after replay of the mammoth airliners melting into those magnificent symbols of the free world, to the heroes of that day who continue to toil at Ground Zero and work in the service of their fellow man in countless other ways around the world, to the people like you and me who are still stunned that such horror and tragedy could take place in our own front yard — a great healing, and, meaningful answers are urgently needed. They're needed not only to prevent such an evil calamity from ever happening again, but also to build a new and permanent global spirit that will eventually result in justice and opportunity for all citizens of this planet — not just those in fortunate nations such as ours.

It is this "revolution in spirit" already taking seed that will make this world all that it can, and should be, for all of civilization. Permanently!

As with all change, it will take hold in one heart at a time, and like a virus, spread until whole communities are changed. Community after community will follow until the consciousness of whole states and even nations are elevated!

But this revolution is only in its infancy, and it all begins with how one person relates to another. On the personal level as well as on the business level.

I realize this is somewhat of a grandiose introduction to an ebook about business; however, this is where I felt I could contribute to the much-needed change — not only as a business owner and entrepreneur but as a father and grandfather, a son and a brother, a partner and a friend.

Sharing the truth that using “simple and practical spirituality” can not only contribute to this global change of consciousness but contribute significantly to YOUR SUCCESS personally and in business, is something I just had to do.

However, I chose not to do it alone, as I certainly don’t have all the answers. Since logging on to the Internet in late 1996, I have been blessed to come into close contact with many dynamic and successful people. They have not only shared their wisdom, and often their secrets with me, but they have also become my great friends and mentors as a result, helping me to grow and achieve the personal and business success I now enjoy.

You’re about to read interviews with best-selling authors, top-of-the-rung international speakers, best-of-the-best personal and business success coaches, millionaire entrepreneurs, big-name radio talk show hosts, as well as some everyday people who have achieved some pretty amazing things in their lives. And, they have all contributed exclusively to this ebook so you can benefit from their success by using simple spiritual principles!

When Audri and I began discussing how to present this information, we decided it would be best to allow every contributor to answer the interview questions and simply use a Q&A

format. This way, it would be easier and more beneficial for you to follow along and discover the amazing, but simple truths that will unfold before you.

Throughout these 13 interviews, you will come across many actionable steps you can take to dramatically improve your business. But what is most powerful within these e-pages is the **thinking stuff**. In other words, what is really at the very core of every important decision these successful entrepreneurs make day in and day out and **is** responsible for everything they have achieved... that will benefit you the most!

Audri and Jim Lanford have graciously given me this opportunity to bring the special wisdom of these amazing “givers” to you and I owe them a great debt of gratitude! It is my hope that you will help spread the word and share this ebook with everyone you know!

I want to thank all the great contributors to this ebook who took time out of their busy lives to share their deepest selves with all of us. I was totally amazed that almost to a person, everyone who was asked to contribute enthusiastically accepted. A special thanks to **jl scott ph.d.** for helping Audri and me “shape” the interview questions.

Lastly, I want to dedicate this ebook to the apples of my eye (in fact they are the entire orchard ;-), those two fine little gentlemen, Corbin Nicolas and Cameron Richard, my grandboys!

Above all, enjoy and benefit from *Success — A Spiritual Matter!*

Rick Beneteau

Interview with John Harricharan



John Harricharan is the award-winning author of the bestseller, *When You Can Walk on Water, Take the Boat*, and the creator of the groundbreaking *PowerPause System for Success*. John also consults for corporations, both large and entrepreneurial, where he teaches how to incorporate spirituality into business for profit and fun. John can be reached at

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Photos at www.mindmarketing.com/picturepages.html

Your History

Rick: Many of our values come directly from our childhood and upbringing. What are the most important values you feel you still carry today from your parents and other family members, friends, teachers, etc.?

John: I was very fortunate to have had the parents I was blessed with. My mother was an angel who always watched over her children with great love and understanding. My father was someone who would teach by example and not just by words. And though he never finished fourth grade and she never finished first, they embodied the wisdom of the ages as they taught their children the meaning of honor, courage, and the power of faith, hope, and love.

Dad would recite poetry to me when I was just a tiny, little boy. No wonder that my first, published work was a book called, *Remembering and Other Poems*.

Then there were my teachers. One reinforced within me the love of good literature. Another made my history classes some of the most exciting periods in school. And still others kindled within me a vision of greatness and faraway places.

But one special teacher once said to me, “John, a good student learns in spite of the teacher.”

I never forgot those words. They were to keep me sane through the grueling days of undergraduate and graduate studies.

Rick: Did these come from your socioeconomic status, your home life, spiritual and/or religious experiences? If so, please describe.

John: Naturally, one’s upbringing and traditions play a great part in one’s life and so, yes, I am influenced by religious traditions, but no particular one. Born to Hindu parents in a small village of Christians, Hindus, Moslems, and others, I quickly learned the benefits of tolerance toward all religious philosophies and beliefs.

I later became a Christian and found that the Bible was perhaps the greatest “Manual of Life” ever written. Yet, I never forgot the beauty, truth, and wisdom contained in the ancient Vedic writings, the Upanishad, the Koran, and others. They all seemed to point the way to the mountain top.

Rick: Exactly how did you get started in your business or career? What prompted or pushed you to be attracted to your field?

John: It all seemed to have happened by accident. But on closer examination, there was nothing accidental about what followed. It could be termed “guided coincidence.” I graduated with a summa cum laude degree in chemistry and mathematics, pursued my graduate studies in chem-

istry at the University of Michigan, picked up an MBA at Rutgers University, went to work for Fortune 500 Companies, quit major corporate life for the entrepreneurial experience and made... and lost... millions.

I chose chemistry almost by tossing a coin. No special reason except that at the back of my mind, I knew that chemists were hardly ever unemployed. Parts of the corporate life were extremely pleasant. I traveled lots, put together fantastic deals, and got a great glimpse of the workings of corporate America.



Setbacks are teaching tools. We are supposed to learn from them. Everyone has setbacks and failures. But we must pick ourselves up, brush the blood, sweat, and tears off and continue.



My entrepreneurial experience was just as exciting — the highest highs and the lowest lows.

And then the greatest disaster of my life struck. This was to change my life and career forever. My wife, the princess of my life, was diagnosed with cancer. She was only in her thirties and our children were still very young. We fought the demon with all our strength, but in the end we lost the battle.

Mardai's death forced me to reevaluate what was important in life. Accumulating things and money seemed to be such a very small part in the equation of happiness.

And that's how I ended up writing books, writing articles, and lecturing on a worldwide basis. This feels right and who knows where it'll lead? I have already written a number of books, including the award winning,

best-seller, *When You Can Walk on Water, Take the Boat*. My books have changed the lives of thousands upon thousands worldwide. I imagine that my best books have not been written yet.

Rick: What do you feel is your major accomplishment in business (list a few if you wish)? Did you have setbacks that were an influence on where you are today?

John: Since there is no difference between my personal and business life, I guess that my major accomplishment was the creation of my books. I was thrilled when I achieved “best-selling” status. Even for well-known authors, “best-seller” is a rare accomplishment.

Building my Web business to where it is today, wrapping the Internet around my books and consulting services, and expanding the circulation of my Internet newsletter certainly have a feeling of great satisfaction.

Another accomplishment that brings me even greater satisfaction is the way I’ve helped many businesses on the Internet bring the true meaning of spirituality into their daily operations. The satisfaction goes way beyond the fees they pay and touches me at the deepest level of my soul. This has been priceless.

And setbacks? Yes, there were many of them. But I learned from them and corrected my course. Setbacks are teaching tools. We are supposed to learn from them. Everyone has setbacks and failures. But we must pick ourselves up, brush the blood, sweat, and tears off and continue.

“

...I discovered at an early age that one does not need any special spiritual training... only an open mind and the willingness to learn from all that surrounds us.

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Your Influences

Rick: Who has been the most influential person in your life — and why? These could be family members, friends, teachers, business associates, spiritual leaders, business leaders, authors, speakers, etc. If you have more than one, please tell us about the MOST important ones who were instrumental in helping you arrive at where you are today.

John: The most influential person in my life was, without doubt, my father. But there were others from different lands and diverse cultures who influenced the path my life would eventually take.

I spent time with advanced yogis, swamis, and masters of the Far East as well as with Western teachers, philosophers, and saints. From them, I learned much and was able to blend their wisdom into an extremely practical method for living.

Then, too, I learned from the trees and the sky, the oceans and the wind, the fisherman and the farmer, and certainly from my experiences in various lands and cultures. I was fortunate in this respect, but I discovered at an early age that one does not need any special spiritual training... only an open mind and the willingness to learn from all that surrounds us.

Rick: What books or resources have been especially influential in your life?

John: Philosophical and religious books have certainly been some of my favorites. The Bible, as I already mentioned. Then there are the ancient stories told in the Vedic writings.

Richard Bach's books have held my interest for a long time. I first met Richard decades ago and was as fascinated by the author as much as I was by his books.

His autographed copies of *Jonathan Livingston Seagull* and *Illusions* will always hold a very special place in my home library.

But lest you think I've narrowed my liking to only a few types of books, I want to assure you that I am a voracious reader of that which interests me. Among some other of my favorites are the works of Edgar Rice Burroughs, Jane Roberts, Sir Arthur Conan Doyle, William Shakespeare and many others, too numerous to mention here.

Rick: What is your favorite quote?

John: There is a poem, which I learned at the ripe old age of three. It was written by Henry Wadsworth Longfellow and called *A Psalm of Life*. In that poem, there is a verse that goes like this:

*Lives of great men all remind us
We can make our lives sublime,
And, departing, leave behind us
Footprints on the sands of time.*

And although you didn't ask, I would like to give you my second, favorite quote. It is from another of my favorite poets — Rudyard Kipling and it's his entire poem called *If*. It's a most inspirational piece and would definitely be of help to many travelers on this journey through life. (www.kipling.org.uk/poems_IF.htm)

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Courage can be defined as ‘The ability to face danger, difficulty, uncertainty, or pain without being overcome by fear.’ I think the important thing is not to be ‘overcome’ by fear.

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Courage and Fear

Rick: How much courage has it taken to pursue your goals?

John: A lot of courage. There are times when situations seem hopeless, but I've learned, over the years, that things are not always what they seem to be. Courage can be defined as "The ability to face danger, difficulty, uncertainty, or pain without being overcome by fear."

I think the important thing is not to be "overcome" by fear. There will always be some fear, but we must manage our fear, not let it control or overcome us.

Yes, it definitely took a lot of courage to pursue my goals.

Rick: What role do you feel fear might play as an obstacle to personal and financial success, if any?

John: Sometimes fear can act as a catalyst to success, but more often than not, it becomes a hindrance to success.

Fear creates tremendous energy and in the end, it weakens us. It robs us of the ability and will to keep on keeping on. It makes us cringe in a dark corner of our mind and it conjures up all manners of horrible outcomes.

Rick: Has fear ever been responsible for something great "not happening" in your life?

John: There were many times when fear paralyzed my thought processes. The more I fought against it the stronger it became. And in a number of cases, because of my fear, I saw great opportunities pass me by. But I suspect that this has been the case of everyone on Earth.

Fear prevented me from writing many more books and doing some of the other things I had always wanted

to do. In many ways, fear held me in financially debilitating ways for long periods of time.

Fear is a force to be reckoned with. It is not an understatement to say that (pardon me for this) fear is really scary.

But the power of fear is easily overcome by hope and trust. Fear tells us we cannot go on. It whispers to us that the business deal we are working on will definitely fail, the marriage cannot succeed, a sick friend or relative will not recover. This is where the antidote to fear — hope — should come in.

Hope tells us that the business might flourish, the marriage could succeed, and the sick friend or relative might recover. Mind you, hope does not say it will definitely happen... but it does say it's possible. And just knowing that it's possible for things to work out puts fear to flight.

Your Present and Future

Rick: What are your current projects and what do you hope to accomplish with them?

John: I do intend to write a number of other books that will help people to navigate the mazes of life. As you know, my most recent work, **The PowerPause — 3 Minutes, 3 Steps to Personal Success and Real Happiness**, has been an uncommon success on the Internet. It has helped a whole lot of people who've been battling against fear and the consequences thereof. I intend to write *PowerPause — The Rest of the Story* as a follow-up.

And then there is the book about the “Afterlife.” This will be one of my favorites and it will show its readers that there is nothing to fear about death and dying.

When I was the vice-president of the Elisabeth Kubler-Ross Center, I met many people who told me amazing stories about loved ones who had passed on. Some of those stories are worthy to be shared with others.

Rick: What specific plans do you have for the future?

John: I would eventually like to see some of my books made into movies. The ones I'm thinking of are *When You Can Walk on Water*, *Take the Boat* and *Morning Has Been All Night Coming*. Perhaps the third in the trilogy, *Journey in the Fields of Forever* could be added to the first two. I'll probably write the script myself.

In addition to the books and movies, I have a membership site on the Web called EnterprisingSpirit.com. It's a place where business and spirit meet. I intend to make it a place of joy, hope, inspiration, and "spirituality in business." This is one of my current passions.



Mission statements and such things as overall guiding principles are actually natural outgrowths of my prime principle that 'All people are shipmates on the common voyage of life and you cannot sink your shipmates without sinking yourself.'



Spirituality in Your Business

Rick: In your opinion, is there a difference between religion and spirituality?

John: I think religion is contained in spirituality. I choose to believe that we are all spiritual beings and may have just forgotten our heritage. In our effort to remember who we are and where we came from, we use religion as the roadmap. There really isn't any problem with that except we often confuse the map with the territory. We then get into the "My God is better than your God" syndrome and that's where lots of problems begin.

Rick: Do you bring spiritual principles to your day-to-day business? If so, specifically how do you do this? Please cite general things such as a mission statement or overall guiding principles, as well as specific examples of these, i.e., customer policy and customer service in action.

John: This may not be the answer you're looking for, but it is the only way I can answer your question. You see, I never left spiritual principles anywhere. They are always with me and a part of me — not apart from me.

For me, there is only one set of principles by which I live my life, manage my business, or relate to anything else. In my case, the saying, "Business is business and friendship is friendship" does not hold.

There is no difference between the principles I use in business and the principles I use in my personal life. They are the same.

Were they different, I'd be using a double standard and I would not be true to myself. There cannot, or should I say, there should not be double standards in our lives.

Mission statements and such things as overall guiding principles are actually natural outgrowths of my prime principle that "All people are shipmates on the common voyage of life and you cannot sink your shipmates without sinking yourself."

The only mission statement I've ever needed answered the following questions: Who are you? and What do you intend to do?

I recall telling others that two of the main ingredients in the recipe for success are:

- (1) A sense of purpose.
- (2) A touch of madness.

“A sense of purpose” implies a vision, a knowing, a deep guidance. “A touch of madness” has the connotation of passion, enthusiasm, bravery. If these do not border “spirituality” or are a part of “spirituality,” then I do not know what is.

Rick: Has there ever been a time when you felt that spiritual principles had no place in business? If so, what changed your mind?



Respect yourself and all others you come in contact with. Help others to prosper even when it may hurt a bit. Treat your customers with great respect. Think of them as joint venture partners instead of sheep to be sheared.



John: Having read the answer to the question before this one, you probably are able to guess what my answer will be. NO. NEVER have I felt that spiritual principles had no place in business. Rather, I have always thought that if businesses were more centered in spiritual principles, they'd be more successful.

Rick: Has there ever been a time when you felt that your own failure to use spiritual principles might have caused you

unnecessary challenges? If so, please give us as much detail as you are comfortable with.

John: There were many times when I failed to use spiritual principles and the end result was always pain and suffering and loss. It wasn't a deliberate thing that I ignored what I knew to be true. It was more that fear stepped in... desperation followed, and between them... they scared the living daylights out of me.

Minor challenges took on giant proportions... little problems appeared to be taller than the mountains... small obstructions to progress became major roadblocks to sanity.

This is what happens when you look at spirituality through your problems instead of looking at your problems through spirituality.

Rick: If you could give other business owners one key piece of advice on the subject of bringing spirituality into their business, exactly what would it be?

John: You don't have to bring spirituality into your business. It is already there waiting for the opportune time to be of service. All you have to do is create a climate for its growth. This is generally done by changing the environment within a business.

And how do you go about changing the environment of your business, you ask? Treat your employees, co-workers, business associates, and others with compassion, understanding, and tolerance. Respect yourself and all others you come in contact with. Help others to prosper even when it may hurt a bit.

Treat your customers with great respect. Think of them as joint venture partners instead of sheep to be sheared.

There is a great mystical magic in using these simple spiritual techniques. They will lead to success beyond your fondest dreams.

To receive, you must give. Live a life full of gratitude for being where you are. Gratitude, strange as it seems, opens the floodgates of good fortune.

Above all else, strive for balance... balance in your personal life and balance in all aspects of who you are. Let the message and the messenger be one and the same. This is the secret to success in business and in life.

It is simple... but not always easy.

Rick: What are three things you know now that you most wish you had known earlier?

John: (1) We are part of a magical Universe that's biased on our side. We are safe, even if we choose to believe otherwise.
(2) Trust the process, trust yourself, trust your God.
(3) Review (1) and (2) above.

Rick: What is the single most important thing you'd like to share with our readers that we haven't yet discussed?

John: There are only three problems in life: money, health, and relationships. Any problem you have would fall under one or a combination of the above three.

To achieve an uncommon degree of success, strive to live a balanced life. By doing so to the best of your ability, problems of money, health, and relationships would appear not to be as threatening as they once seemed.

A calmer, more confident attitude would come to you, and problems which seemed insurmountable at one time would vanish as mists before the morning sun.



Closing Question

Rick: Even though the tragic events of September 11 are still very recent, do you feel they have (or should have) changed the way we conduct both our personal and business lives?

John: If September 11 hasn't changed the way we conduct our business and personal lives, it should have. In a way, September 11 threw a challenge to all of humanity — learn to live and prosper together or prepare to suffer and destroy your world and its inhabitants.

We are all beautiful, bright, blessed children of an infinitely fantastic Universe. Peace, joy, affluence, and success are all our birthright. No one has to be poor for another to be rich. No one has to be sick so that others could be well. There is enough... more than enough... for all.

But we can choose to continue to believe that we are all accidental creatures condemned to a life of misery and pain. That this is a dog-eat-dog world, that there is no justice and no peace. And if we so choose to believe, we'll see evidence all around us to prove that we are correct.

Let's say you hardly see any pink Cadillacs on the road. But one day you found a beautiful one at the Cadillac dealership and you bought it. Isn't it surprising that from that day on, the road is full of pink Cadillacs? How come you never noticed them before?

Remember... We are all shipmates on the common voyage of life and we cannot sink our shipmates without sinking ourselves. Our only purpose in life is to live it as brilliantly and beautifully as possible. May your journey through this life be a wonderful one filled with all good things.

Interview with Joe Vitale



Joe Vitale is the world's first Hypnotic Marketer. He is President of Hypnotic Marketing, Inc., and author of *way too many books to list here*, including the best-selling book *Spiritual Marketing*, the best-selling e-book *Hypnotic Writing*, and the best-selling Nightingale-Conant audio program, *The Power of Outrageous Marketing*. He lives in the Hill Country outside of Austin, Texas. When he isn't writing, reading, performing magic, or lounging by his pool, you might find him cruising country back roads in his BMW Z3 sports car with his girlfriend, Nerissa. Joe's e-mail is joe@mrfire.com. His website is at www.MrFire.com

Your History

Rick: Many of our values come directly from our childhood and upbringing. What are the most important values you feel you still carry today from your parents and other family members, friends, teachers, etc.?

Joe: A librarian in Junior High School greatly influenced me. Her name was Mrs. Pruitt. She believed in me and delighted in my interests. She encouraged me to perform magic when she learned of my fascination with such legends as Houdini.

Mrs. Pruitt encouraged me to pursue my dream to be a writer when she discovered I loved such writers as Rod Serling of "The Twilight Zone." She arranged for me to speak at a school assembly — despite the fact that I was the shyest kid in the entire school — because she knew I could do it.

From her I learned the value of having someone in your life who believed you could do what you yourself might think you couldn't.

“

With support, with someone rooting you on and saying, “You can do it!,” you can break records, manifest dreams, and achieve your goals.

”

For that reason, I value support. I do my best to offer it to others, whether clients, family, or friends, and I still relish support given to me for anything I want to do.

With support, with someone rooting you on and saying, “You can do it!,” you can break records, manifest dreams, and achieve your goals. Mrs. Pruitt taught me the value of support.

An earlier memory I have reveals how I learned the value of storytelling as a way to communicate. I remember my mother reading stories to me from the Bible when I was a child. I remember enjoying the attention, appreciating the drama, and being curious about the miracles.

In many ways, those stories made me seek deeper meanings in life, to search for the miraculous in the ordinary. But maybe most importantly, they taught me the value of a good story.

Today I use this value in all my writings, including in how I answered this very question: I told a story.

Rick: Did these come from your socioeconomic status, your home life, spiritual and/or religious experiences? If so, please describe.

Joe: I came from a lower middle-class family. My mother read to my brothers and me when the television set broke and they couldn’t afford to get it fixed.

So out of that “negative” came the wonderful positive: Learning storytelling and glimpsing spirituality.

But I also came from a tormented home. I was physically abused as a child.

To escape the wrath of my father, I turned inside myself. I discovered books. And in those books I discovered friends. Those friends turned out to be wiser than anyone I knew at the time. They became my mentors. They taught me the power of my mind. They taught me that life was more than what was seen.

Here I was, barely sixteen years old, learning that “Thoughts create things” and “If you can imagine it, you can achieve it.” The negative experience I had growing up at the hands of my father led me to the positive experience of discovering my own inner powers.

Rick: Exactly how did you get started in your business or career? What prompted or pushed you to be attracted to your field?

Joe: I wanted to be many things while growing up: Detective, lawyer, actor, magician, baseball player, and writer, to name a few. One day I realized that if I chose being a writer, I could be any and all of the other professions. I was interested in fiction and knew I could create characters that could live out my other dream roles.

So I began to study the art of writing. I walked one mile to the public library, pulled out their writing books, and spent hours studying them, doing the exercises, disciplining myself to master the craft. I did this weekly for years.

But the real turning point came when I met Rod Serling when I was a teenager. He went to Youngstown, Ohio, to give a talk on his life as a writer for television. I had regarded him as a type of god. Yet when he stepped on stage, he looked like a little runt of a man, unshaven, smoking, and smiling, though also a little nervous.

I was disappointed. I expected him to appear on

stage, not walk out. Despite the fact that he had written horror stories, he admitted, “If there’s a bump in the middle of the night, I’m the first one outside in my skivvies.” He was also a boxer at one point, but confessed, “I was the only fighter who had to be carried both into and out of the ring.”

I suddenly realized that Serling was human. I asked



A friend of mine said the big difference between me and many other authors, copywriters, and marketing specialists out there is that I’ve never been afraid to ask for help.



him if he would ever write his autobiography. He said no, that nothing had happened to him worth reading about it.

I was stunned.

But this awakened me to the fact that if Rod Serling was human and became a success, than maybe I could become a success, too.

Rick: What do you feel is your major accomplishment in business (list a few if you wish)? Did you have setbacks that were an influence on where you are today?

Joe: I’ll mention two. The first was when my first book was published. It was a major accomplishment to have *Zen and the Art of Writing* published in 1984. Despite the awful picture of me in the book, I’m still proud of it.

The thing is, I learned that publishers don’t know how to sell books. I sold more copies of that book than my publisher ever did. In short, I learned marketing because of that first book. While it was a setback that the

publisher didn't know how to do marketing, it was an accomplishment for me to get published, and it led me into a whole new career: Marketing Specialist.

The second accomplishment was when I finally recorded my audio program with Nightingale-Conant. I had wanted to be in the Nightingale-Conant lineup for nearly ten years. Every time I had a new book released, I sent a copy to them. They never replied. Twice I called them. They were polite but still rejected my work.

But then one day I started getting email from an unknown fellow. He had questions about P.T. Barnum, who I had just written about. I answered them. This went on for days. After the third or fourth day, the stranger on the other end of the email wrote back and said, "Thank you for helping me. By the way, if you ever want your material considered by Nightingale-Conant, I'm their marketing manager." I still get chills thinking of that email.

Because of that wonderful man, I am now a proud Nightingale-Conant author and my program for them, *The Power of Outrageous Marketing*, has been a best-seller for two years now. They just released the CD version of it last week.

Your Influences

Rick: Who has been the most influential person in your life — and why? These could be family members, friends, teachers, business associates, spiritual leaders, business leaders, authors, speakers, etc. If you have more than one, please tell us about the MOST important ones who were instrumental in helping you arrive at where you are today.

Joe: A friend of mine said the big difference between me and many other authors, copywriters, and marketing specialists out there is that I've never been afraid to ask for

help. There have been numerous people who have influenced me.

Probably the most influential was Jonathan Jacobs, who I write about at length in my book, *Spiritual Marketing*. Jonathan helped me get out of a poverty mindset. I met with him virtually every week for more than ten years.

Whenever something came up in my life that blocked me, stumped me, depressed me, or in any way tossed a wrench into my plans, I asked Jonathan for help. If it weren't for Jonathan, I might still be a struggling author living in a shack, driving a clunker, and always fearing calls from bill collectors.

I believe each of us needs someone like Jonathan to help us get past our own limitations. I call them "miracle coaches." They help us see and release our own self-imposed boundaries. Jonathan was that for me.

I have to mention that Jonathan is not his real name. The man who helped me in so many amazing ways went insane. He had personal problems he never resolved. They ate away at him. He never shared them with me, or anyone else that I'm aware of.

And then one day he gave me my own personal September 11. Jonathan psychologically manipulated and then sexually molested my best female friend. The depth of betrayal is incomprehensible. The rage was off the scales.

My healer, my mentor, my miracle coach, had hurt me in the deepest way. He had hurt my friend so deeply that she required psychiatric help, and even hospitalization. I had to get counseling every day myself.

You might say that Jonathan influenced me in a heavenly way, as well as in a hellish way. The heavenly way brought me here, to a level of success I had never seen before.

The hellish way broke me free of him. While for a long time I looked at him as a type of savior, all bonds were now cut. I was free.

There have been many other influential people in my life. Because I worked as a New Age freelance journalist for more than ten years, I got to meet and interview many self-help authors, speakers, and gurus.

From Stuart Wilde I learned the authentic power of



...everything comes from the inside first. If you can first realize your desire within yourself, it will soon just “show up” in your outer world as a completed experience.



metaphysics. From Meir Schneider, who helps the blind see again, I learned that nothing was impossible. From Barry Neil Kaufman, who heals children of autism, I learned that happiness is a choice.

Rick: What books or resources have been especially influential in your life?

Joe: How much space do I get here? ;-) I could spend a volume talking about the books that have altered my life. Here are a few that I would take with me to the proverbial desert island:

***The Magic of Believing* by Claude Bristol.** This 1958 masterpiece — still in print today — taught me the incredible power of belief for creating whatever I wanted. I first read it when I was maybe sixteen years old. I’ve since read it a dozen times. I now own autographed copies of it.

Bristol’s message is that once you clearly imagine the

scene you want to have appear in your life, and firmly believe it will happen, then it WILL happen. I remember using this method to beat my father at ping pong. Hey, when you're a kid and your father is a former Marine Crops drill sergeant, a win like this is a Nobel Prize!

***Attaining Your Desires* by Genevieve Behrend.** This is an exceedingly rare little book from 1929. The author is better known for another metaphysical work she wrote called *Your Invisible Power*. Few know about this other book, though. It taught me that you can attain any desire if you first feel as if you already have it attained. This is a tough concept to get our minds around.

But the truth is, everything comes from the inside first. If you can first realize your desire within yourself, it will soon just “show up” in your outer world as a completed experience. I so love this book that I now sell it on my website as an ebook.

Rick: What is your favorite quote?

Joe: *Aude aliquid dignum* is a 16th century Latin phrase meaning “Dare something worthy.” It is now my company motto.

Courage and Fear

Rick: How much courage has it taken to pursue your goals?

Joe: I sacrificed much to pursue my main goal of being a self-employed author and consultant. I worked at jobs I hated before I set myself free. I worked as a laborer, taxi driver, reporter, car salesman, geological technician, and more.

I also lived in near poverty for 15 years before I could move into an actual home. When I lived in Dallas, I starved. I once shoplifted food in order to eat. I sacrificed present comfort for long-term reward.

I don't think I ever thought of that as taking courage. I was simply pursuing my goal.

Rick: What role do you feel fear might play as an obstacle to personal and financial success, if any?

Joe: Fear is a natural part of being alive. But it can also keep us from achieving our desires.

I remember working at Exxon, driving 35 miles each way to go to work as a geological technician, and crying as I drove. My heart didn't belong there. But I was too afraid to leave the security of a weekly paycheck.

I believe each of us is challenged to face our fears and make our jumps. If we don't face our fears, the issues will get bigger and bigger, until you are forced to confront the thing you fear.

In my case, in the early 1980s when everyone was being laid off, Exxon gave me a choice: Transfer to a new location and accept a different and even less glamorous job than the one I had, or accept being laid off.

I finally took the leap. I chose being laid off. As a result, I didn't fall off the mountain, I flew into the sky. Except for a few bumps, I've been soaring ever since.

Rick: Has fear ever been responsible for something great "not happening" in your life?

Joe: I've discovered that being afraid of anything can stop me from having everything.

So my rule of thumb is this: If I fear it, I must do it. Period. That may sound like a "tough love" mentality, but it works for me.

For example, I was recently asked to speak at a major conference in New Orleans. I hadn't spoken anywhere in nearly a year. I hadn't spoken on the subject of the conference ever. I was afraid.

But for that very reason, I accepted. I knew I could not turn down the offer if my only reason to do so was fear. That would send a message to me that I'm letting fear stop me. So I agreed to the talk, gave it, and am elated that I did. I'm now stronger. I'm now ready for bigger things. As the title of a great book says, "Feel the fear and do it, anyway."

Your Present and Future

Rick: What are your current projects and what do you hope to accomplish with them?

Joe: I am writing numerous books on marketing and plan to write more on spirituality:

Impulse Marketing will reveal how Las Vegas uses psychological and even design principles to get you to go there, lose your money, and be happy you went.

Gratitude Marketing will reveal how giving can lead to getting — as long as you don't give TO get.

And *Journey to Harpistan* is my own spiritual autobiography, about my years as an inner world journalist and all the people I met and events I witnessed. I hope to stretch people's minds, inform them, inspire them, and help them go beyond what they may think is currently possible in their life and their business.

Rick: What specific plans do you have for the future?

Joe: I plan to create more passive income for myself, take more worldwide trips, write more inspiring articles and books, and create a system so people facing money problems can find relief through self-empowerment.

I also want one of my books to be a *New York Times* best-seller. In addition, I want to speak fluent Italian, write a book on magic tricks for business people, and create a children's book about thinking big.

I'm not sure how I will achieve all this yet, but that's how it is with a big goal: You don't know the road there, you just know the destination. Sometimes the road will appear. Other times you'll have to pave it.

Spirituality in Your Business

Rick: In your opinion, is there a difference between religion and spirituality?

Joe: Yes! Religion is public, spirituality is private. Religion is organized, spirituality is open-ended. Religion is dogma, spirituality is experience. Religion is outer, spirituality is inner. No one ever fought a war in the name of spirituality.



The reality is, all people strive to be heard and they all are seeking love. The more you can hear them and love them, the more your business will grow.



Rick: Do you bring spiritual principles to your day-to-day business? If so, specifically how do you do this? Please cite general things such as a mission statement or overall guiding principles, as well as specific examples of these, i.e., customer policy and customer service in action.

Joe: Absolutely! My purpose in life — call it my prime directive — is “To inspire people to go for and get their dreams.”

What I do each day is connect with my inner core. Call it my spirit. Or my intuition. And from there I try to radiate peace, love, and gratitude.

When dealing with clients or friends, I try to be what Mrs. Pruitt was to me: A believer. An encourager. A coach. I try to help you find your own dream, and then seek ways to help you attain it.

I also do my best to follow one of my own mottos: “Get out of your ego and into your customer’s ego.” When I do that, I’m living a spiritual life, I’m writing better sales letters, and I’m doing better business.

One very practical piece of advice is this: Pretend that each person who calls you or confronts you is a spirit. In other words, look past their obvious personality and into their less obvious soul. Another trick is to imagine the person is a great spiritual leader come to help you awaken to your own divinity.

These methods may sound odd, but they can make the difference in how you feel, how your client feels... and in your bottom line.

The reality is, all people strive to be heard and they all are seeking love. The more you can hear them and love them, the more your business will grow.

Another practical thing I do — which is also spiritual — is trust people.

Most people in business don’t trust their customers. Yet your customers are generally all honorable and generally all desire trust.

I have one client who says his business increased by 30% when he began trusting his customers. That means he sends them the product they want before he gets paid for it, trusting they will pay him later. They all do.



A spiritual principle that works perfectly in business can be summed up in one word: Sharing.



Another client of mine said he would never accept money upfront from customers. He always trusts them to pay later, and he says 97% of them do.

I now wear an ancient gold ring from Rome, circa 200 AD, that has the word “FIDEM” engraved on it. “FIDEM” is Latin for “faith.” It is a reminder to me to trust my customers and clients. The more I trust them, the more I prosper.

Rick: Has there ever been a time when you felt that spiritual principles had no place in business? If so, what changed your mind?

Joe: Like most people, I lived most of my life thinking big business was greedy. All I saw was negativity.

Exxon may be a good example. When they hired me they said, “You’re family here. We take care of you.” But when the economic crunch came, though Exxon held on to everyone longer than most other companies, they gave in and let their family go. I thought that was unloving, untruthful, and unspiritual.

But along the way I realized that Exxon gave me a great gift: Freedom.

While I had been fearful of quitting them, they took away the need for a decision. They let me go. I began to see that there was a divine purpose behind them, too. On the surface it looked like Exxon was uncaring. But now, looking back from almost twenty years later, I see they were doing the best they could. They tried to help us. They held out longer than other companies. They were not as uncaring as other managers in other firms. And in my case, they even gave me a choice: Stay but at a different location, or accept being laid off.

From that realization that Exxon was doing the best they could do — just as we all are — I wrote an article called “Business as a path of love.”

The point of it was that you can take each experience in business and turn it into a personal growth experience. When a customer is unhappy, take it as an opportunity to learn why they are unhappy and how you react to their statement. When a marketing campaign bombs, use it to learn where the buttons are within yourself so you can grow and be free.

And on top of all that, I also learned that there are honorable, aware, spiritual people doing business. Bob Proctor, who wrote the foreword to my *Spiritual Marketing* book, is such a person. Paul Hartunian, who greatly helped me get started in my business, never asked for anything in return from me. And Bob Bly, another mentor in my life and a millionaire, showed me you can be honest, treat people well, do good business, and get wealthy, too. These people gave me positive role models.

A spiritual principle that works perfectly in business can be summed up in one word: Sharing.

I've never met Larry Dotson. Yet he is my coauthor for *The Hypnotic Writer's Swipe File* and now for *Hypnotic Selling Tools*. Larry did most of the work on those projects. Yet he was totally comfortable with sharing the credit with me, and with sharing the profits with me. In fact, he sees sharing as the main key to his own success.

Jim Edwards did the same thing. He wrote most of our book, *How to Write Your Own Outrageously Successful e-Book — In Less Than 7 days*. Jim was willing to share author credit with me, as well as the profits with me. Of course, he also set up an affiliate program where people who sell our book also share in the proceeds.

David Garfinkel and I are using the same principle in our Forbidden Secrets University monthly teleconference series. When I came up with the idea for Forbidden Secrets University and asked David for his help, he was willing to accept a small percent as his fee. Instead, I offered him half of all the proceeds. And now that we

have created an affiliate program, we are making very juicy arrangements for our salespeople to receive large profits from our sales.

All this sharing creates win-win-wins for all involved. It makes everyone happy. It keeps everyone loyal. It maintains enthusiasm. Everyone profits. And it's also a very solid spiritual principle.

Rick: Has there ever been a time when you felt that your own failure to use spiritual principles may have caused you unnecessary challenges? If so, please give us as much detail as you are comfortable with.

Joe: I'm slightly ashamed to admit that once or twice I took jobs that my heart said to avoid but I did anyway because I was dazzled by the money.

I now advise people, and remind myself, to look for what I call the "red flags." When you talk to people, you feel them. You get signals from them. But sometimes we ignore them because we're dazzled by the footwork.

On at least two occasions I accepted thousands of dollars offered to me to take a client I had misgivings about. I ignored the spirit nudging within me and went for the dollar.

Months later, when the client became abusive and showed behavior I had never seen before, I realized I had violated my own spiritual principles. Today I do my best to listen to my inner guidance. If a job doesn't feel right, I'll explore why. If it persists, I'll pass on it. Spirit rules.

Rick: If you could give other business owners one key piece of advice on the subject of bringing spirituality into their business, exactly what would it be?

Joe: I'd first say that spirituality and business aren't separate. They are two sides of the same coin. If you pull out a dollar bill and look at it, you'll see mystical symbols on

it. You'll also see the phrase, "In God We Trust." Money IS spirit.

The second thing I would say is to follow your heart in everything — from what business to go into to how you operate it to who you choose to help you as an employee or a consultant.

Your inner awareness has a broader vision than your own mind. When you just look at the facts before you, all you see is what is before you. But spirit can see a larger picture. For this reason, you have to trust your intuition.

Business legends from Henry Ford to P.T. Barnum didn't look at the obvious. They also looked at what they felt was possible.

When Ford made cars, the nation didn't have roads. When Barnum wanted to put his circus on railroad tracks, his advisors said the expense would kill him. Both men went with their guts. Both became tycoons. Follow your gut.

Maybe this suggestion will help: Ask yourself, "What would I do if I were not afraid?" Or ask it the way Tony Robbins asks it, "What would I do if I knew I would not fail?" Whatever your answer, go do it.

Rick: What are three things you know now that you most wish you had known earlier?

Joe: First, that life can be easy. These days I tell people that I've found the escalator through life. Yes, there's a rocky road up the mountain. Most people know about that. But there's also an escalator. It's on the other side of the hill. Just knowing life can be easier can be freeing. It can be the light that leads you up a different road.

Second, that intention rules the earth. What you declare you want will begin to move the energies of the world into making it so. This is hard to explain in a brief interview.

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The message is this: Success begins on the inside first. Visualize your success, feel your success, and then act on the intuitive impulses you get to make that image become a reality. Take what I call “inspired action.”

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Basically, all of life is energy. That’s it. Just energy. Your intention begins to mold that energy to form the thing you want. My license plate holder on the front of my BMW Z3 says, “I am the power of intention.” It’s a reminder to me to spend more time every day declaring what I want to have, do, or be.

Finally, that the goal of life is happiness. It isn’t more money, more cars, more houses, more toys, or more of anything else. It’s happiness.

Contrary to popular belief, happy people aren’t ineffective. Truth is, happy people tend to go for and more often get the things they want. And what’s even more ironically wonderful is that you can be happy now, no matter what, by simply deciding to be happy now.

Rick: What is the single most important thing you’d like to share with our readers that we haven’t yet discussed?

Joe: A little known metaphysical writer by the name of Neville Goddard wrote a book in 1949 called *Out of This World*. In it he explained that everything in this world — the world you see — was first born in the unseen world, what Goddard called the fourth-dimension.

He advised people to spend more time reflecting on what they wanted to have to such an extent that it felt as if the thing was already here. The result, he stated, was that you would be creating the thing you want from the inside out.

The message is this: Success begins on the inside first. Visualize your success, feel your success, and then act on the intuitive impulses you get to make that image become a reality. Take what I call “inspired action.”

In short, state your clear intention, feel and believe it is already so, and then act on your impulses to manifest it. The results will amaze you.

Closing Question

Rick: Even though the tragic events of September 11 are still very recent, do you feel they have (or should) change the way we conduct both our personal and business lives?

Joe: Yes. I wrestled with September 11 just as everyone else. I see it as a wake-up call. It’s like a near-death experience for a person who needed a spiritual kick in the pants. It shook us. It awakened many of us. That event means different things to different people. But every positive has a negative.

Here are a few of my own insights:

A book called *Spiritual Politics* reminded me that every major event is a symbol for something deeper. In the case of September 11, our symbols of trade and commerce were attacked and brought to their knees. This could be a sign that we have spent far too much focus on chasing money, and not on following spirit.

Joseph Campbell once said the tallest buildings in a country reveal that country’s values. The Trade Center Towers showed we had way too much emphasis on greed. We need to balance the outer with the inner. Money isn’t bad, but focusing entirely on it is unbalanced.

Another book, *Permanent Peace* by Robert Oates, reminded me that we can stop terrorism and bring global peace by working from the inside out. That book ex-

plained 19 scientific studies that prove people who meditate in one area lower the crime rate in that area. By teaching more people to meditate, we can actually stop world tragedies.

This fits with the concept that everything happens from the inside out. When more people quiet their minds, they send out a wireless signal that quiets everything around them. This is a remarkable insight if you truly take in its significance.

Finally, September 11 reminded me that people tend to forget the past. September 11 wasn't our worst time in history. Read about the Civil War and you'll be shocked and dismayed to discover what we did to each other right here, on our own land, not all that long ago.

September 11 was our worst day, but not our worst time. Having perspective can help us heal. Realizing that life will go on can give us hope.

Rick: Any parting thoughts for us?

Joe: Just this: If you want to know what you are creating in your life, look around your room or your office. Your thoughts created what you see. Change your inner and you'll change your outer.

Since most of your creating thoughts are unconscious and outside of your normal awareness, you may need a "miracle coach" to help you out of the box.

But the reward is the greatest success of all: **Freedom.**



Interview with jl scott ph.d.



jl scott ph.d. is the author of *The MASTER COURSE*, *Who's Driving Your Bus?*, *Taking Care of Business*, and *Kickin' Butt & Takin' Names!* She is the owner of Transitions Publishing Company and currently publishes both the THE iCop™ WHISTLE BLOWER! and The iCop™ Rap Sheet ezines. Since she began working online in 1999, jl has established the International Council of Online Professionals (iCop) at i-Cop.org. She is the Director of iCop and teaches online business owners how to run their companies in the most professional and ethical manner. For balance, she continues to teach creative life techniques in the MASTER COURSE Community at themastercourse.com.

Your History

Rick: Many of our values come directly from our childhood and upbringing. What are the most important values you feel you still carry today from your parents and other family members, friends, teachers, etc.?

jl: I had an interesting upbringing in that I spent nearly equal amounts of time in the city and in the country, at my grandparents' farm. These two different environments seemed to have somewhat different values. Or, maybe it was just that areas of importance were based on different priorities.

In the city, it seemed to be more about “things,” whereas in the country, it was more about people. Or, life in general. Since I had quite an extended family in both places, I was able to observe many different ways of dealing with the world.

I seemed to gravitate more toward the “country”

values. They “felt better” to me so I suppose it was a natural thing.

I grew up understanding the value of life — all life. I developed values that say that all life is to be honored and has a right to the freedom to choose.

I also learned the value in using everything we have, including whatever talents we carry. Plus, doing whatever we do to the best of our ability and to stay in integrity while we do it.

Rick: Did these come from your socioeconomic status, your home life, spiritual and/or religious experiences? If so, please describe.

jl: Most likely, all these things entered into it. It was almost like having three different homes. One with my parents and two others with my respective grandparents.

That broad range of experience also included a broad range of socioeconomic experience. I was also exposed to a very broad range of spiritual/religious beliefs — from Agnostic to Fundamentalist Christian.

So, I had a lot to choose from. Basically, I ended up with what felt right to me, while allowing everyone else their own freedom to choose.

Rick: Exactly how did you get started in your business or career? What prompted or pushed you to be attracted to your field?

jl: First, we’d have to determine which business or career. I’ve had five completely different careers.

The first was in the entertainment business because it was expected of me. Not that I didn’t love it. I did. And, it gave me an even broader experience of the world.

Next, there were 15 years as a corporate reorganizer, which was not my favorite thing to do. Although, it did

bring plenty of satisfaction from accomplishment. I like projects, and it was all about projects.

During that period, I also returned to school, starting college 20 years out of high school. There, I went into psychology and was finally able to study the world's religions in much more depth. That had always been almost an obsession with me.

I didn't seem to see the world in quite the same way most others did. I wanted to know, "Why?" About everything.

Then, until I came online, I worked as a therapist and as a speaker. As things finally came into focus for me, I wanted to teach that to others who were struggling. That was the most rewarding thing I ever did. It was a combination of psychology and spirituality.

I had originally intended to bring that online. But, I got sidetracked when it became clear to me that this medium could use a little "cleaning up." So, the International Council of Online Professionals (iCop™) [<http://www.i-Cop.org>] was born. Most likely a throwback to my days in the business world. I know what happens when ethics are abandoned.

Rick: What do you feel is your major accomplishment in business? Did you have setbacks that were an influence on where you are today?

jl: That is almost an impossible question for me to answer. There have been many accomplishments in each field.

In entertainment, a standing ovation from 20,000 people was definitely a thriller. In the business field, I suppose it was buying a business, building it up, then selling it two years later for five times what I paid for it. With speaking and therapy both, it's simply the way you feel at the end of the day when people tell you how much you've helped.

And, of course, there have been setbacks. Sometimes, those are simply “slow-downs.” Sometimes, they are what I call “redirections.”

I’m always willing to do something different so they don’t bother me too much. If things aren’t going as well as I’d like, I usually find that it’s all in my own attitude. Or, I need to make a different choice.

Your Influences

Rick: Who has been the most influential person in your life — and why? These could be family members, friends, teachers, business associates, spiritual leaders, business leaders, authors, speakers, etc. If you have more than one, please tell us about the MOST important ones who were instrumental in helping you arrive at where you are today.

jl: Ah, this one’s easy. My father and my paternal grandfather. My father taught me never to let anything hold me back. At the same time, he had high ethical values and passed those on in such a way that I took pride in it.

My paternal grandfather was the grandparent who owned the farm where I spent so much time as a child. He was truly the most loving spirit I have ever known. Not just with me but with everyone. Everything was based on, “What’s the loving thing to do?” I wanted to be just like him when I grew up.

Unfortunately, I had inherited a good bit of my father’s sarcasm and impatience with the world. Daddy believed things could (and should) be changed. He was concerned with what’s right and what’s fair. My granddad could allow everything to just BE.

To this day, I’m still trying to balance the two. I seem to have a bit of a challenge there!

Rick: What books or resources have been especially influential in your life?

jl: I'm a voracious reader on a multitude of subjects. If I have to pick one though, I'd say the *most* influential was a set of very old books entitled, *The Life and Teachings of the Masters of the Far East*. It was a true story. Here is where I found evidence that things I had always believed to be true — without knowing why — were actually being experienced. It was like coming home.

Then, I found backup for that in a cursory study of quantum physics. One of these days, I'll get back to that study.

I grew up surrounded by the outrage of certain family members regarding “scientists trying to disprove religion.” I can still remember thinking every time I heard that complaint, that it was all the same. I never tried to



Fear is the most paralyzing energy there is....I was taught early in life how to overcome fear — and that it must be overcome. So, when I feel it, it never lasts long.



explain it, because I couldn't. I didn't know why — or how — I knew that.

What I've since learned is that it's science and *spirituality* that are the same. Or, more correctly, that spirituality has a basis in what we call “science.”

Rick: What is your favorite quote?

jl: *What the caterpillar calls the end of the world, the master calls a butterfly.* Richard Bach, in *Illusions: The Adventures of a Reluctant Messiah*.

Courage and Fear

Rick: How much courage has it taken to pursue your goals?

jl: I'm never sure whether it's actual courage or simply my strong determination.

Starting college while having four teenagers at home may have taken some courage. On second thought, raising four kids, mostly by myself, may have taken more courage.

My life goals haven't revolved around money, position, etc. If something isn't working or I burn out, I just do something else. For me, it's been more an ongoing goal of understanding the universe — what life is *really* all about.

Since my world view isn't really the norm, it does take some courage to stand up and speak out now and then. And I'll freely admit that, when I do, I sometimes still cringe at the response it may receive. Then, I get over it and do it anyway.

Rick: What role do you feel fear might play as an obstacle to personal and financial success, if any?

jl: Fear is the most paralyzing energy there is. That pretty much says it all.

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Fear is brought about by our thoughts. Our 'What ifs.' Once we stop those thoughts and move in a positive direction, the fear thoughts are replaced with thoughts of how to accomplish what we're doing.
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Rick: Has fear ever been responsible for something great “not happening” in your life? Feel free to elaborate and give any advice here for our readers.

jl: I doubt it. I can't remember fear ever stopping me.

I was taught early in life how to overcome fear — and that it *must* be overcome. So, when I feel it, it never lasts long. In fact, I'm afraid the words, “Fools rush in where angels fear to tread,” have been applied to me more than once.

It's possible that knowing how to overcome fear is why courage isn't terribly meaningful to me.

I absolutely know that we do bring about the things we fear. We create them with that energy. I've watched people do that all my life. Even to the point of literally bringing about their own deaths. We really can scare ourselves to death. So, it's never seemed very productive to me to remain in fear.

Now, I have experienced situations where I had an approach-avoidance reaction. Usually when I need to do something I don't really want to do. That's nearly always when I'm cringing at a response I'm likely to get.

But, I learned years and years ago to move out of that with two simple statements. “STOP! Don't think about it — just do it.”

Fear is brought about by our thoughts. Our “What ifs.” Once we stop those thoughts and move in a positive direction, the fear thoughts are replaced with thoughts of how to accomplish what we're doing. We can't have both at the same time. Our minds don't work that way unless it's an unconscious fear. Those, we have to dig out and deal with.

Your Present and Future

Rick: What are your current projects and what do you hope to accomplish with them?

jl: I'm moving back into what I love. I recently launched The MASTER COURSE website [<http://ww.themastercourse.com>]. This is what I started when I first came online, then set aside for iCop.



Being there for the customer one-on-one, at a personal level... That means making myself available even when it isn't convenient sometimes. Of course, doing the best job possible, refunds without question, not advertising what I don't provide. To me, these are simply ethical business practices though.



This is a full, four-manual training course in ebook form. It teaches how to create what we want for our lives, in the financial, relationship, and health arenas.

It's different from other courses of this nature because it also teaches the psychological patterns needed to create *lasting* change, i.e., transformation. It also helps people change those patterns, if necessary.

Frankly, I simply hope to accomplish some balance for myself. I got way out in left field dealing with the negative aspects of the Internet through iCop. Of course, iCop is a commitment — I can't give it up. But, it's hard-core, hard-nosed business.

After a couple of years, I found myself radiating a personality that isn't really comfortable for me. So, I

sorely needed to remember what I know by using creative techniques again.

Rick: What specific plans do you have for the future?

jl: Funny, I don't really plan too far ahead. I learned long ago that, before it's over, the universe may have a better idea. I tend to "go with the flow" and see where it leads.

Staying open to possibilities has always worked best for me. Otherwise, I would get tunnel vision in thinking something has to be a certain way. If I pay attention, I'm likely to see something I never would have thought of if I'd been in that state.

It's also a growth thing. I could work like a dog toward some goal for a couple of years. But, two years from now, I won't be the same person and it may no longer be appropriate for me.

I have to admit though, that I'm already planning the sequel to *The MASTER COURSE*. It will be for those who pick up on the spirituality of the Course and wish to go further.

Spirituality in Your Business

Rick: In your opinion, is there a difference between religion and spirituality?

jl: Absolutely! Religion — all religions — are based in doctrine and dogma. Spirituality goes beyond religion. It comes from that core of us that knows we have a higher purpose.

Today's "New Age" started out fairly well, but is also becoming a religion. Like many religions, it is also going to extremes. And, there's nothing "new" about New Age. Those beliefs have been around since antiquity.

Rick: Do you bring spiritual principles to your day-to-day business? If so, specifically how do you do this? Please cite general things such as a mission statement or overall guiding principles, as well as specific examples of these, i.e., customer policy and customer service in action.

jl: I'm not a great fan of mission statements. Every time I've tried to write one, it seems contrived. But I do use the overall guiding principles of the highest ethics.

I believe, first of all, in showing up. Being there for the customer one-on-one, at a personal level.

That means making myself available even when it isn't convenient sometimes. Of course, doing the best job possible, refunds without question, not advertising what I don't provide. To me, these are simply ethical business practices though.

Spiritual principles I see a little differently, and yes, I do use this too. For instance, I try to remember that life is absolute good. At the spiritual level this is true. However, in the human condition, it's sometimes harder to see.

So, when I get the customer who IS a pain (and, we all get them) I stop and realize that this person is IN pain and is doing the very best s/he can, based on his/her beliefs and past experience. This, in turn, brings me to a place where I don't take things so personally and can deal with a problem more effectively.

I also believe that what goes out must come back. I give a lot and I receive a lot back. Certainly not necessarily from the place where I gave, but it does all come back. In doing this, I find that I attract, and am attracted to, many like-minded people. This is an incredible energy booster.

It's also a principle of prosperity. If we give what we want to receive, it increases our bottom line financially. To put it bluntly, donating money is a sure way to make



When we connect regularly with that deep inner part of ourselves, we begin to remember who we are. We begin to more fully realize our purpose. It is in the silence that we can fully connect with Spirit. Then, we can't help but begin coming more from a place of love.



more money. Provided, of course, it is given freely and without fear of there not being enough. So, I have my favorite places to give monetary assistance.

Rick: Has there ever been a time when you felt that spiritual principles had no place in business? If so, what changed your mind?

jl: Spiritual principle has been so much a part of my life that I don't tend to separate it from business. Business is a part of life. That isn't to say that I haven't slipped up from time to time.

Rick: Has there ever been a time when you felt that your own failure to use spiritual principles may have caused you unnecessary challenges? If so, please give us as much detail as you are comfortable with.

jl: I don't know about "unnecessary challenges" but it has caused me some uncomfortable moments. The iCop organization is the perfect example because it's probably happened here more than at other time in my life.

I sometimes get so caught up in my concern with trying to make things better, safer, more ethical online that I often come across as confrontational. Now, that's OK — to a point. It's even effective, and it's what got me

“branded” online. I offend the heck out of some people and amuse the heck out of others. Those who love it refer to me as being passionate.

Where I’ve slipped up from time to time is in allowing that confrontational behavior to fly forth when it isn’t necessary. This usually happens when I’m tired — not that this is any excuse. It’s simply an example of why we need to take good care of ourselves. We can’t give away what we haven’t got. If I allow myself to be exhausted, I simply don’t have the positive energy necessary to handle a situation that needs it.

So, if someone takes advantage of me in the business, I try to remember that it isn’t my job to punish them. The universe will do a fine job of that without my help.

Rick: If you could give other business owners one key piece of advice on the subject of bringing spirituality into their business, exactly what would it be?

jl: This may sound a little strange because it has nothing to do with a business practice per se. But I would recommend learning a meditative technique. Just 20 minutes does wonderful things for our overall outlook, our health, and our responses to our business in general, as well as our customers specifically.

When we connect regularly with that deep inner part of ourselves, we begin to remember who we are. We begin to more fully realize our purpose. It is in the silence that we can fully connect with Spirit. Then, we can’t help but begin coming more from a place of love. Once that happens, the rest is automatic.

The worst thing I ever did was go for nearly two years telling myself I didn’t have time to meditate every day!

Rick: What are three things you know now that you most wish you had known earlier?

jl:

- (1) How and when to let go. Some battles simply aren't meant to be won. I believe this is when the loss of the battle is what will be necessary to bring about change.
- (2) That we can't give what we don't have and, in order to give from the heart, we need to heal our own issues.
- (3) If you don't love it — don't do it.

Rick: What is the single most important thing you'd like to share with our readers that we haven't yet discussed?

jl: I wish more people would take seriously the spiritual law of cause and effect.

We absolutely do create our own lives and I'd like to see humanity, as a whole, take responsibility for that. We set up, at some level, everything that happens to us. We could just as easily set up more productive situations and put an end to all the strife in the world.

We really can give our heart wings — while keeping both feet on the ground. Then things get done in positive ways.



Closing Question

Rick: Even though the tragic events of September 11 are still very recent, do you feel they have (or should have) changed the way we conduct both our personal and business lives?

jl: Sadly, it “shouldn’t” have — it shouldn’t have needed to. However, for many, it very much did.

In these instances, it took the wind out of our sails. We learned that no one is exempt — it was an eye-opener. A wake-up call, if you will.

Some have reacted in the time-honored tradition. With more hatred, violence, and vengeance. That’s very unfortunate since everything we give does come back to us.

On the other hand, I’ve seen those who have reacted to it as a wake-up call, stop putting things off. I’ve seen careers change. I’ve seen people decide that they need to do something to give their lives more meaning. And, I’ve seen people react, not only to 9/11, but to other situations, in more loving ways.

BONUS:

A Special Exclusive Interview with Jim Rohn



Jim Rohn simply cannot be described nor defined. Instead, he must be experienced. The remarkable combination of his personal style and his message does something to people that cannot be captured in a text description. The power behind his extraordinary effect on people is not found just in what he enables them to learn, but in what he makes them feel. Time spent with Jim Rohn, whether at a live seminar or through his audio and video programs at <http://www.jimrohn.com>, is an indescribable emotional journey that will expand your self-confidence, rekindle your determination to succeed and enrich your attitude — further intensifying your ambition to alter your life for the better.

You can listen to this audio interview (in MP3 format) by going back to the Web page you downloaded your copy of this ebook and clicking on:

Bonus 1: Audio Interview with Jim Rohn.

Rick: Welcome to this special WZ.com interview with Jim Rohn. I'm Rick Beneteau of RickBeneteau.com

Audri: And I'm Audri Lanford of WZ.com Inc.

Rick: Today we have the tremendous honor of having with us a man who has impacted millions of people all over the world. A true legend — America's foremost business philosopher — Mr. Jim Rohn.

Jim: Thank you very much. I am pleased to be here.

Rick: Jim, let's start with that — what you are known as all over the world, "America's foremost business philosopher." Can you define for us the most basic premise of this philosophy?

Jim: Well, at age 25 I started listening to a mentor of mine — in fact I worked for him for about five, almost six years

before he died. He started with the premise that to get paid, you have to bring value and skills to the marketplace. I hadn't thought of that premise before.



... we should keep pulling ourselves to focus on the positive and also be surrounded by people who do the same — to think on the positive side...



That set up the whole idea for my personal change at the time of trying to make myself more valuable to the marketplace.

I didn't have to change the marketplace; I didn't have to change the company I worked for; I didn't have to change society or economics; I only had to change *myself*. And if I wanted to double my income, I had to start working hard at doubling my value, working on myself.

With that premise in mind, he said if you work hard on your job you *can* make a living. If you work hard on yourself you *can* make a fortune. I had never looked at anything like that before. And that laid the premise for me and started a whole new thinking on how I could accomplish this.

Audri:

As I think you know, Rick and I have created an interview-based ebook called *Success: A Spiritual Matter*, the premise being that true success in business is borne of bringing your simple spiritual values to the forefront. It certainly has been the basis of all of our successes. What role has your spirituality played — and been a vital part — of your huge success?

Jim:

Well, from the beginning, my parents were Christians. I became a good scholar of the Bible by the time I was 19.

The faith of my parents, and mine, and their teaching and training (especially that first 18 or 19 years), laid the foundation for all that my life has turned out to be.

Rick: Jim, as all successful entrepreneurs seem to do, you surround yourself with positive people. The president of your corporation, Kyle Wilson, is a prime example and someone I have enjoyed working with very much, probably for over a year now. How important is it that people choose to be associated with like-minded people — people who think and act in a positive, proactive manner, especially in their business lives?

Jim: I think it's vitally important. It's a process that develops over time.

It's not that anyone can be positive all the time, but if they lean more towards the positive than the negative... All of us are inclined to worry and to think about the negative side once in a while — that's normal.

But we should keep pulling ourselves to focus on the positive and also be surrounded by people who do the same — to think on the positive side... We're going to be challenged by the negative, and that's life. But if we can look at both sides — the glass is half empty, that's true — but it's also half full, and that's true.

So, it isn't that the negative is all bad. If you step off the curb in New York City and a taxi is coming, best you worry and be concerned. But, if you let worry and concern then dominate your life, then that's bad.

To let something alarm you to where you're alert to some danger, or something that you need to avoid or take care of — that negative turns out to be positive.

They say if you survive your first heart attack, you may now live to be a very old person. Because that negative experience of a heart attack now alerts you and you wake up. The doctor may have said, "Look, another

one of these and you're history." So, immediately you head for the health food store, start buying the books, and doing the exercises and the push-ups, jogging on the beach, changing your diet, and whatever else you need to do.

Those changes from a negative experience now turn out to be positive. So what we call this is a "positive-negative," something that started negative, but turned positive. Something that could have saved your life changed everything.

That's the drama of life and the adventure. To understand both positive and negative. There wouldn't be one without the other, it seems.

In your bloodstream are the positive red corpuscles to nourish your body like a mother, and white corpuscles to fight and kill like a father. We're confronted with both friendly bacteria and unfriendly bacteria.

So there is the push and pull constantly. Illness trying to beat your health, and your health program trying to beat the illness. But that creates an adventure.

If you couldn't lose, you couldn't win. If you took a football and walked out to the stadium and crossed the goal line, we wouldn't call it a touchdown. It's not a touchdown until you face the "300-pounders" who want to smash your face into the dirt. If you muscle by them and dance by the secondary and cross the goal line with the football under your arm, we'd call it a touchdown... and maybe a championship!

So that's the drama of life — opposites are in conflict. For a share of our lifetime, the world was dominated by tyranny, instead of liberty. Now that whole switch has been made, especially after the walls came down in Germany. Now it seems as though the world is more inclined toward liberty than tyranny. That's what makes a drama.

It happened in the beginning when God created all those angels and one was the best and he conspired with the third to be the spoiler instead of the creator. It's been that drama ever since that time.

So, part of personal development and being good in business is developing a good philosophy of what it's all about. How to alert people to the dangers — and also to help them to see the opportunity. That's what I've tried to do now, especially these last 39 years that I've been lecturing.

And, if somebody can hear it in some very basic, fundamental, easy-to-understand terms, it can be very helpful. It certainly was for me in the beginning.

That's probably a long answer to your question.

Rick: No Jim, that's a great answer.



Balancing your life is a never-ending project. Refining your reputation and your personality to fit whatever business you might be involved in is important....That's the game of life.



Audri: Yes, that's really wonderful. And, you show that those conflicting forces have been going on for a *long* time.

Jim: Absolutely. The spoiler is still around, but that's part of the game to play. To see how much opportunity you can develop and how many dangers you can avoid. Whether it's a kid in school, or whether it's an entrepreneur in the local community.

Audri: You teach a lot about values, character, and having faith in yourself. May I ask how each of these has helped you in your life, Jim?

Jim: Well, it's an ongoing process. From the time we're small to our present moment of trying to develop a good reputation, developing our character so that it serves us, and well. Learning to manage our emotions so they serve us and don't embarrass us.

That's a lifelong project and it never ends. It's not like you finally get it right... and then that's it for the rest of your life.

Balancing your life is a never-ending project. Refining your reputation and your personality to fit whatever business you might be involved in is important.

All of those emotions, plus intellectual challenges and opportunities that we face, whether it's community or business or home or family or school or politics — whatever it is. That's the game of life.

I think anything we can do to help people with information and ideas, from a variety of teachers and perspectives, is so valuable in this whole journey.

Audri: Wonderful.

Rick: You've stated that your mentor, Mr. Shoaff, impacted you heavily with the following statement, and this is something I can really relate to: "Success is something you attract by the person you become." You said, "That phrase changed my life." Can you explain how?

Jim: I always thought success was something you went after — to try to get a better income, to make more money or to save more money — or whatever you might try to do to become successful. Then I found out that if I turn it around, he was right.

Success is not something you go after, but something you attract — by becoming an attractive person.

That's why I teach development skills. If you can develop multiple languages, keep refining all the parts of

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...the great axiom of life is: To have more than
you've got, become more than you are.
”

your character, yourself, your health, so that you become an attractive person to the marketplace — you'll attract opportunity. Opportunity will probably seek you out.

Your reputation will probably precede you and someone will want to do business with you. All of that possibility is there by working on the philosophy that success is something you attract.

The key is to just keep making yourself a more attractive person by the skills you have, the disciplines you have, the personality you've acquired, the language and speech you use — all of that refinement makes you more attractive to the marketplace.

Also, if you want to build a team to attract attractive people, you must be attractive. So rather than just work on them, you have to constantly work on yourself.

I got a good saying once from Bob Cummings, the old movie star — we used to be in business together. He said, “I'll take care of me for you, will you please take care of you for me?” I thought that was classic.

Rick: Absolutely.

Audri: That's wonderful.

Jim: The best contribution I can make to someone is my personal development. If I become 10 times wiser, 10 times stronger, think of what that will do for my adventure as a father... as a grandfather... as a business colleague.

The best gift I can give to you, really, is my ongoing personal development. Getting better, getting stronger.

I think parents should probably pick this up. If the parents are OK, the kids have an excellent chance of being OK. Work on your personal development as parents. That's the best gift you can give to your children.

Audri: That's beautiful.

Jim: When the oxygen masks fall down on the airplane they say if you have children with you, take care of yourself first. Put your mask on first... then assist your children.

If we use that same philosophy throughout our whole parental life, it would be so valuable.

If I make myself happy, my children now have an excellent chance to be happy. If I create a unique lifestyle for myself and my wife, I think that will be the best example to serve for my children.

Self-sacrifice usually earns contempt instead of appreciation. It's self-development that's important. And developing self so that you serve, developing self so that you're more valuable for your child... for your business... for your colleague... for your community... for your church — I think that's the key.

That's the way I was presented with this philosophy at age 25 and it's served me well all these years.

Rick: Great answer.

Audri: Well, thank you so much for sharing that.

In one of your articles you say the great axiom of life is: *To have more than you've got, become more than you are.* And you've certainly been talking about that. And I completely love that! Can you expound on this wonderful statement a little bit more? It's such a powerful idea.

“

So the key to all things, like fire, is to let it serve you... but not kill you. The same is true of fear — to let it serve you but not devastate you and ruin your life.

”

Jim: It's true. To have more, you simply have to become more. I used to say, "Taxes are too high, and things cost too much."

But I found out that wasn't my problem. My problem was that I was not as valuable as I should have been by age 25.

I had been working for six years when I met my major business mentor. Those six years left me with little when I should have had a lot. So I made up for it the next six or seven years by really going to work on my skills and my discipline. I found out that the more valuable I became, the more I attracted a better income, better people. Opportunities seemed to come my way because I was now prepared and ready. If you continue that process of growing, it's amazing what can be attracted to your life.

Rick: Jim, I couldn't agree more. In our ebook, we asked this important question to each of our contributors: "What role do you feel fear might play as an obstacle to personal and financial success, if any?" Can you give us your insight into fear being an obstacle to success?

Jim: Well, as I mentioned earlier, fear can be very constructive if it alerts you to a danger that you can avoid.

But then, if you become fearful by what you read... if you become fearful by what's happening... a good tool of the enemy is to create fear to paralyze you into saying, "Maybe I shouldn't take the action," "Maybe I

shouldn't go that far," "Maybe I shouldn't risk that much." So that kind of life — a fearful kind of life — is devastating.

You'll have to settle for minimum rather than maximum — probably pennies, rather than fortunes — if you let yourself be dominated by fear.

So the key to all things, like fire, is to let it serve you... but not kill you. The same is true of fear — to let it serve you but not devastate you and ruin your life.

Anything negative, try your best to let that serve you



If you try to make something clear for someone else, you make it more clear for yourself. When you try to inspire someone else, you inspire yourself....It's a transformation for the audience who hears... but also a transformation for the teacher who teaches.



and turn you around. If you become ill, you have to say, "What's wrong, I've got to make some changes," and that serves you well. So, make positive use of even the negative forces out there that all of us have to face and deal with every day.

When I was a little kid, there was a cartoon of a little boy with a little devil on one shoulder and a little angel on the other. The little devil was saying to the kid, "Go ahead and do it. It won't be that bad. You'll enjoy it. Go ahead and do it."

And the little angel in his other ear was saying, "No, no, no, don't do it." The little devil said, "Yes, yes — it'll be OK," and the little angel again said, "No, no, don't do it." That's a good illustration of what we're faced with every day.

A businessman has the little devil that says, “Go ahead and cross the line. You’ll make an extra million. It won’t be that bad. Only a few people will get hurt.” And the little angel says, “No, no, that’s not the way. That’s not where happiness comes from.”

All of us are faced with this bit of dilemma every day — what voice to listen to. If we more often than not pay attention to the positive voice, that gives us better instructions.

I think that’s why the great prayer says “lead us *around* temptation” if we possibly can avoid it. If we do face it, help us to be pulled more by the positive side than by the negative side — because the forces are always at work.

We just learn better, not only how to do it ourselves, but to share it and teach it to our children and colleagues, and share it with our neighbors; we can then build a better life.

Rick: It’s obvious by what you do for a living, Jim, that teaching is very important.

Jim: If there’s something you really believe in, you should study it and practice it and teach it. That’s how the family grows... that’s how the business grows... that’s how we all grow.

Audri: You certainly learn a lot more in the teaching process (at least I do!) than in the learning process.

Jim: If you try to make something clear for someone else, you make it more clear for yourself. When you try to inspire someone else, you inspire yourself.

If I help you to see, sure enough, it helps me to see more clearly.

If I persuade you to believe, I get to hear that persuasion, and it affects me as well as it affects you. Transfor-

mation can occur when a teacher teaches. It's a transformation for the audience who hears... but also a transformation for the teacher who teaches.

Audri: I know, Jim, that you're a big proponent of effective communication. When you find yourself teaching before an audience — large or small — what's the most important message that you want your audience to leave with? And at the end of the day, how do you know you've accomplished this goal?

Jim: Well, I've tried right from the very beginning when I started being involved in training and teaching in my business to develop those same skills for my public presentations as well — whether I talked to a corporation or a public audience. Whether the audience is 5 or 5,000, it's all the same.

My style is to develop a note-taking style. I want to go slow enough... and deliberate enough... for them to take notes. I appreciate applause. But I'm really not there for applause. I want them to walk out with 25 pages of detailed notes. I want to leave them with a document that will serve them well in the future.

I often have people come up 5 years later, 10 years later; one man, about 23 years later, said, "Look at these notes I took 23 years ago. They have served me well in my business and personal life. Now I want you to sign them, after 23 years." That's very exciting.

Audri: Wow.

Jim: He said when he took these notes, he was 18 years old. That's amazing. That's sort of my style. I want them to leave with a whole package of notes to take home and study and go over and maybe even use some of it to pass it on in some class, some school or a business situation.

My imagination is usually fired up — not just my

audience who is receiving what I'm sharing — but where they might take it and how many more people might be influenced by it.

They take what I say and mix it with their own experience — put their own unique perspective on it — and that makes it incredibly valuable to someone else. So my mentoring and teaching is not just the class in front of me, but an unseen audience... who knows how far reaching that is.

Audri: That's wonderful. I know the people who are reading this interview are going to have lots of notes from what you're sharing with us.

Jim: I hope so.

Rick: Gee, Audri, you beat me to the punch there. Jim, I've got a more personal question for you. You travel all over the world speaking to huge crowds and never seem to slow down. After all the years you've been impacting people on this large scale, what continues to motivate you?

Jim: What motivates me is to continue for as long as I can to do what I do. The day may come when I may have to travel a little less.

In the last 90 days, I've been to India, Russia, Japan, Korea, Hong Kong, Australia, and Mexico. And two or three cities in each of these countries.

It's a vigorous schedule. I'm on my way soon to Bangkok, Thailand next weekend. After that, it's South America — Argentina and Chile. Then I'm off to Panama, then Europe, and back to Asia the rest of this year.

So, I have a heavy travel schedule. Some day I may not be able to travel that many miles. Maybe I'll travel a little less and write a little more. I just love what I do.

Of course I do other things — I make a little wine in my farm up in Idaho where I was raised. I grow a few crops and my next door neighbor raises Arabians, so I furnish clover for him sometimes. I live a good life overlooking the Snake River.

Then I have a place in Phoenix, and I love Carmel, California; it's a nice getaway place for me. My grandchildren live up there.

One of my goals was to have a residence for each season, and I finally got that — it's very exciting.

But I think that's it — I love what I do. Also, I'm an entrepreneur. I'm a builder. I build homes. I have other businesses and enterprises as well as my lectures and seminars.

So, primarily, I'm an entrepreneur. I also speak and lecture and do a bit of writing and recording. If you were to classify me as to what I think I am, it's a businessman, an entrepreneur primarily.

I do love to share my experiences from all these years. Especially from my youth, starting from age 25 when my life so dramatically changed, at least in business, and found ways to make my fortune. Then, to share those ideas with others, and have them find it interesting is of great value. I just don't want to quit doing that.

One of the greatest experiences is when your name appears in someone else's testimonial. When someone



...keep accelerating and refining the learning process and then take small pieces of what you learn and put it to work....That's really the key to enriching your life, not only with knowledge, but with the return of the activity that was inspired by what you learned.



says, “Here’s a man who shared ideas. He helped change my life. He left his family for a while, came to my country. I was ready. Here’s what happened to my life and my business, thanks to him...” You can’t buy that with money. You have to get on an airplane, endure the lines, the packing and unpacking.

When you get that kind of feedback and people say thanks for helping to touch my life, it’s just amazing. And I hope to do that for a lot more years to come.

Audri: And you’re going to find that as you read our ebook, you’ll see quite a few testimonials of the impact you’ve made on the people we’ve interviewed.

Jim: Well, that’s fantastic — I appreciate that.

Audri: If the people reading this interview did, remembered or tried just one thing, what is that one thing you’d like them to do, remember or try that would have the greatest impact on their success and their lives?

Jim: I think to keep accelerating and refining the learning process and then take small pieces of what you learn and put it to work.

That’s really the key to enriching your life, not only with knowledge, but with the return of the activity that was inspired by what you learned.

Then, to let other people inspire you. It’s great to hear a testimonial that says, “Look, here’s where I started... here’s what happened to me... and if I can do it, you can do it. I started with pennies — so can you. I turned everything around — so can you.” I just love those kinds of inspiring testimonials.

Rick: I have to agree, Jim. Inspiring testimonials have always been a great source of strength for me. I want to turn the tables here. Even though the tragic events of September

11 are still very recent, do you feel they have (or should have) changed the way we conduct both our personal and business lives?

Jim:

I think it's had a major effect — no doubt about it. The reason is because it was so dramatic. Not that it's much different than it's been for the last 6,000 years, but to have the World Trade Center wiped out and 3,000 people lose their lives in one single event, in just a few minutes, is shocking. But it's just a reminder that the evil one is among us.

Whether it's the spoiler from the first creation of all the angels, or the World Trade Center — you can say it's nothing new, but that one was spectacular — so many in one event. And the reason turned out to be so awesome in terms of evil — the right to kill innocent people to further your cause... we find this despicable. It's like ethnic cleansing — believing it's OK to kill and murder another ethnic group so we can make this country one ethnic group.

Those days are gone and those kinds of ideas are as evil as evil can be. Both evil and danger ride side by side with all of us as we wake up in the morning, no matter where we go. A little carelessness on the Expressway... and you're dead.

So whether you were caught in the World Trade Center and died from an evil act, or whether you're careless on the Expressway and die, it's the same dying.

It's a little different of course. We call one an evil act and the other an act of carelessness. But the key is for all of us to be as safe as we can, keep our children as safe as we can... even in a rather dangerous world.

The dangers are not only outside dangers, but inside the mind — the voice that says you're too short, you're too tall, you've never done it before, what makes you think you can do it now... that's just as insidious in

terms of paralyzing you for future fortune, or leaving you with a lot less than you can have.

I've got a good expression that says, "Don't become a victim of yourself."

Of course you wouldn't want to be a victim of someone's terrorist act, but it's just as important not to be a victim of yourself.

Beware of the thief on the street who's after your purse. But also be aware of the thief in your mind who's after your promise.

Audri: What's the one question we haven't asked you that you wish we had?

Jim: Probably, what off-road motorcycle do you enjoy the best?

Audri: <g> And which one is that?

Jim: I have a little Honda 100; it's easy to throw on my motor home and I head to the mountains. I like to ride the Jeep trails, especially up in Northern California, Clear Lake. It's a great way for me to get away.

For all my public life, I seek solitude and that's one of the ways to do it. I'm even now putting a fax machine into my motor home. Some of my new modes for the future are to be in touch and out of reach. "Yes — you can contact him, but you can't find him for a while — he's gone."

So that's part of my mode for the future — to escape a little more often.

I do a lot of that. I'm the great teacher of lifestyle, right? So in order to teach it, you have to practice it.

I do pretty well.

Audri: Wonderful.

Rick: Unfortunately, Jim, we've come to the end of our interview and Audri and I wish you the best of continued success in all that you do. Thank you so much for taking time out of what we know is a crazy schedule to be with us today.

Jim: Well, it was a great joy for me. A chance to share is always a joy for me, so thanks a lot. I appreciate it.

Audri: Thank you.

Jim: Thank you.

Interview with Tony Trupiano



Tony Trupiano is a nationally syndicated radio host, author, and motivational-based speaker in Detroit, Michigan. He has been leading a weight loss revolution and his online diary has become a destination for thousands of people looking for support and guidance. Tony is married with three children.

Contact him by email at tony@thetonyshow.com.
Check out his website, www.thetonyshow.com.

Your History

Rick: Many of our values come directly from our childhood and upbringing. What are the most important values you feel you still carry today from your parents and other family members, friends, teachers, etc.?

Tony: There are so many people who have influenced my life and its direction. My mother was a very spiritual person and as a result, she was always filled with advice and direction. Her calm demeanor is what I most feel she passed along to me. In the face of adversity she instilled in me that opportunity was present. She was, of course, so correct.

I have had a multitude of teachers take personal interest in my development. Looking back, I know that my natural curiosity was a point of interest to educators. I don't know if teachers have a chance today to be as involved in a child's life, but it was a significant part of my development.

I continue to be infused with the grace of others as a radio host. Many of my guests are recognized for the



My major accomplishment, or more correctly my major goal, is to help just one person every day. Whether I'm slinging hash, promoting an author or providing on-air advice, I try to make a difference to one person a day. Sometimes, that person is me.



empowering work they do. I am fortunate to get a private audience with them.

Rick: Did these come from your socioeconomic status, your home life, spiritual and/or religious experiences? If so, please describe.

Tony: An excellent question, without a clear answer. I'll call it divine guidance. I have always had an "inner awareness" that the world held so many pearls of wisdom that it was my "obligation" to find them and enhance their meaning for me. Place my orientation to Spirit. I have no other way to express it.

Rick: Exactly how did you get started in your business or career? What prompted or pushed you to be attracted to your field?

Tony: Are there accidents? Not at all.

The restaurant business was a natural extension of my early jobs working in restaurants. With the help of dear ol' Dad, I got started in my first one. The second one was an extension of my success in the first one. My The Public Relations firm was the offshoot of a celebrity consulting firm I started on a part-time basis. The radio career grew out of my contacts and clients in the PR field. Although the road has never been smooth, it has always been clear.

Rick: What do you feel is your major accomplishment in business? Did you have setbacks that were an influence on where you are today?

Tony: My major accomplishment, or more correctly my major goal, is to help just one person every day. Whether I'm slinging hash, promoting an author or providing on-air advice, I try to make a difference to one person a day. Sometimes, that person is me.

Setbacks? You haven't lived until you experience them on a regular basis. Setbacks are the Universe's way of providing new ideas.



You are the sum total of everything you have done to this moment in your life.



Your Influences

Rick: Who has been the most influential person in your life — and why? These could be family members, friends, teachers, business associates, spiritual leaders, business leaders, authors, speakers, etc. If you have more than one, please tell us about the MOST important ones who were instrumental in helping you arrive at where you are today.

Tony: Mostly my parents. My father for his amazing business sense and uncommon work ethic. My mother for her Spirituality and unconditional love, even though she was ill most of her adult life and suffered dearly.

Author and mentor Dr. Wayne Dyer for his ability, through his words and deeds, to bring a message of freedom, Spirit, and hope to millions of people in a way that they actually understand. His simple statement to me

on a show we did together years ago changed me in ways I could have never understood.

The statement? “You are the sum total of everything you have done to this moment in your life.”

Think about it!

Dr. Daniel Behring, then Vice President of Student Affairs at Alma College, where I attended. He taught me that shortcuts are just that and mostly only serve the person doing the shortcut. He also taught me the magic of focusing and organization. He is an incredible man who touches the life of everyone he meets.

Rick: What books or resources have been especially influential in your life?

Tony: Ultimately, too, too many to mention. I say, just read, read, read. Information for information’s sake is well worth the effort. Making yourself available to whatever resources come your way is the ultimate power.

Rick: What is your favorite quote?

Tony: *When the student is ready, the teacher appears.*
— Buddhist saying

Courage and Fear

Rick: How much courage has it taken to pursue your goals?

Tony: Not courage, really, more like faith and vision. What has helped is reading and interviewing people who have overcome so much more than I have to accomplish great things. I truly believe that any goal worth setting is worth achieving. Patience, faith, and persistence are a proven formula.

Rick: What role do you feel fear might play as an obstacle to personal and financial success, if any?

Tony: The two things I fear are hatred and violence. With that said, I do not invite them into my life.

Rick: Has fear ever been responsible for something great “not happening” in your life?

Tony: Never!

Rick: Feel free to elaborate and give any advice here for our readers.

Tony: Learn to use your own intuition to make decisions, especially decisions that can take you to the next level. The “gut feeling” is right more often than you realize.

Your Present and Future

Rick: What are your current projects and what do you hope to accomplish with them?

Tony: My book, *The Emancipation of Thomas J. Everyman: Ten Steps To Discovering Your Personal Power*, will be out soon; I am currently looking at a new radio syndication deal, and I want to focus on empowering people in finding their own personal power.

Rick: What specific plans do you have for the future?

Tony: The book, radio show, and a series of seminars to assist people in finding what’s already there in their lives. I am always open to learning more.



The key to understanding Spirituality in your business life is to become quiet, learn to breathe, and listen to the external messages that come to you.



Spirituality in Your Business

Rick: In your opinion, is there a difference between religion and spirituality?

Tony: There is a huge difference between Spirituality and Religion.

Religion is an organized dogma that provides guidance, rules, and organization.

Spirituality is an opportunity for personal growth with God, Spirit, etc. Spirituality is about connecting with your creator and expanding the role of Spirit in your life. Spirituality is at once undefinable and at the same time direct. Spirituality is the magic in your life that you create in your time on your terms. It is a celebration of your relationship with Spirit and a remarkable journey of your soul.

Rick: Do you bring spiritual principles to your day-to-day business? If so, specifically how do you do this? Please cite general things such as a mission statement or overall guiding principles, as well as specific examples of these, e.g., customer policy and customer service in action.

Tony: By the grace of Spirit, I have learned to pray in ways less selfish. To provide a real outlet for people, I ask Spirit to guide me daily; before every show; before I write; before I give a presentation.

The key to understanding Spirituality in your business life is to become quiet, learn to breathe, and listen to the external messages that come to you. The delicate



*Don't be afraid to be authentically who you are.
Don't hide the goodness for fear it will be seen
as weakness.*



balance between knowing what to do and not knowing what to do lives in the quiet moments.

Ask — I mean really ask — for what you desire and then move forward. Time will provide answers; Spirit provides opportunities.

Rick: Has there ever been a time when you felt that spiritual principles had no place in business? If so, what changed your mind?

Tony: Although I have not always used Spirituality in my business life, as I have “evolved” I can’t imagine a scenario where it would be inappropriate.

Rick: Has there ever been a time when you felt that your own failure to use spiritual principles may have caused you unnecessary challenges? If so, please give us as much detail as you are comfortable with.

Tony: What I have noticed, and this is so real, is that when I become too complacent, and perhaps too satisfied, Spirit has a way of reminding you there is plenty more work to be done.

Simple things, like remembering to say thank you, or being present when you are with people who have value (which is all people). If I slip, I usually get a Spiritual slap, a nudge, a bad day. Staying focused answers this question.

Rick: If you could give other business owners one key piece of advice on the subject of bringing spirituality into their business, exactly what would it be?

Tony: Don’t be afraid to be authentically who you are. Don’t hide the goodness for fear it will be seen as weakness.

If you live your life, and run your business with the same authenticity, you will see remarkable results for the better. Try it for a month and see if I’m not right.

Rick: What are three things you know now that you most wish you had known earlier?

Tony: (1) Pray honestly.
(2) If you have the choice of being right or being kind, be kind.
(3) Don't be afraid to ask for help when it's needed.

Rick: What is the single most important thing you'd like to share with our readers that we haven't yet discussed?

Tony: Always remember that we are not judged by Spirit by what we do in crowds, but what we do when we're alone! To live a complete life, live completely, not part time.

Closing Question

Rick: Even though the tragic events of September 11 are still very recent, do you feel they have (or should have) changed the way we conduct both our personal and business lives?

Tony: No. No one event should ever change us, per se. May it be a reminder of what your potential is, not a clarion call for massive change, denial, or guilt.

Catastrophe, whether personal or external, sends messages to us all. What those messages are will be different for everyone. Keep perspective and remember that everyday is a gift, an opportunity, and a chance.



Interview with Drew Rozell, Ph.D.



Drew Rozell, Ph.D. makes his life in upstate New York. He coaches professionals, executives, and business owners around the world who are on the verge of greatness to greatness. Drew is also a very popular writer and his free newsletter, *The Drewsletter* is enjoyed by thousands of people who are interested in attracting more of what they want and living well. Visit his website, www.evolutioncoaching.com to learn more about him and to get your free subscription. More of his writing and some fun can be found at www.drewrozell.com. Contact Drew directly at (518) 793-2608.

Your History

Rick: Many of our values come directly from our childhood and upbringing. What are the most important values you feel you still carry today from your parents and other family members, friends, teachers, etc.?

Drew: When I think back to my experiences growing up and what was unique about my family compared to the others I saw, the fact that my parents allowed me so much freedom stands out. Unlike most of my friends, I never had a curfew. I was never grounded. Even though both my parents were teachers, neither of them ever asked me if my day's homework was completed. More often than not, I was able to make my own decisions and would have to deal with the consequences.

Given that much freedom, responsibility, and respect, I noticed I had much less reason to rebel than some of my friends. I never really abused the freedom, because ultimately, I knew I would be the only one paying the price.

For example, if I didn't set my alarm or failed to get out of bed in the morning for school and missed the bus, that was my problem. I had to deal with it. I had to find a way to get to school. I had to deal with my teachers and explain why I was late.

I realized very quickly that I was at a place of choice in this world, and I was responsible for the quality of those choices and my experiences in life — both the good things that happen to me, as well as the bad.

Today, the only real goals I have are centered on “How can I be more free?” and still take full responsibility for everything I attract into my life.



I believe my emotions are my personal navigation system as to where I need to go. If I feel bad, that's an activity I need to get away from. And if it makes me feel good, that's where I need to be.



Rick: Did these come from your socioeconomic status, your home life, spiritual and/or religious experiences? If so, please describe.

Drew: Both my parents were teachers and avid learners. They loved to read, to travel, to experience. They weren't going to restrict their children; they recognized we were different people and we needed to express that in different ways.

My parents were both religious, but again, they never forced us to go to church. They exposed us to church, but ultimately we were free to make that decision as well.

Rick: Exactly how did you get started in your business or career?

Drew: I've always been interested in people. They just fascinate me. I am very content to sit in the middle of a crowd and "people watch." I love picking up on patterns of human behavior, noticing what influences why we do the things we do. That led me to study psychology in college and pursue a Masters and then a Ph.D.

Once in graduate school, and while I loved to teach, I found that the type of research expected of me was on the sterile side. I didn't see how what I was doing in the lab would affect people in the real world. And I knew I was put here to make an impact on people. I was growing disillusioned and concerned about where I was heading.

About a year before I was to complete my doctorate, I read an article in *Newsweek* about the profession of personal coaching. By the time I had finished that half-page article, I knew I had found my calling. I've never had an experience like that before. They had a website for a coaching training program and I followed through.

Rick: What prompted or pushed you to be attracted to your field?

Drew: No offense, but in my opinion, one is either "attracted" or "pushed," but not "pushed to be attracted." ;-)

Rick: Touche, Drew!!

Drew: I am a highly sensitive person. That means I notice more about what's going on around me than most people do. I see a little more. I feel a little more.

I believe my emotions are my personal navigation system as to where I need to go. If I feel bad, that's an activity I need to get away from. And if it makes me feel good, that's where I need to be. So when I first discovered the field of personal coaching — that people were doing this and there was a training program to develop those skills — I immediately knew this is where I had to go.

Rick: What do you feel is your major accomplishment in business (list a few if you wish)? Did you have setbacks that were an influence on where you are today?

Drew: I think my major accomplishment is that I'm still here, doing what I love, living a life that's full of freedom where I am able to make a comfortable living.

But of course, it wasn't always that way. I took a big risk when I left academia after investing 20 years of schooling to get there. And right after I reached my goal of getting a Ph.D., I left.

When I transitioned from teaching college to coaching, I had 10 clients — enough to tide me over. By the end of my first month, I had two left. That's not going to pay the rent, the car, and the school loans. Every day I felt anxious as to how I was going to make ends meet. But I knew I would. And I knew I would be successful as a personal coach if I just toughed it out — if I trusted my instincts.



The Law of Attraction... states that when you focus on what you really want, feel good about whatever that is (and here's the real challenge — allow what you really want to come into your life), you will attract it to you. Effortlessly.



I saw this as my test as to whether or not I deserved to have the honor of being a coach. So I painted houses for six months while I built my business back up. Not glamorous, for sure. But I didn't have to worry as much.

So it hasn't always been the easiest road to get here, but I appreciate what I've been able to create that much more.

Your Influences

Rick: Who has been the most influential person in your life — and why? These could be family members, friends, teachers, business associates, spiritual leaders, business leaders, authors, speakers, etc. If you have more than one, please tell us about the MOST important ones who were instrumental in helping you arrive at where you are today.

Drew: Certainly my parents, and my four siblings. I also think back to my English teachers in high school. There were three of them who worked together to introduce us to the classics while teaching me one of my most valuable skills — how to write.

And certainly my mom. She was a coach — a real, live model of how to live an extraordinary life — before the profession existed. I love you, Mom.

Rick: What books or resources have been especially influential in your life?

Drew: Book? Hard to pick one — kind of like trying to choose a favorite song! I like so many for so many different reasons.

Recently, because my life is geared toward helping people get what they really want faster and easier, I've become fascinated by *The Law of Attraction*. This Law states that when you focus on what you really want, feel good about whatever that is (and here's the real challenge — *allow* what you really want to come into your life), you will attract it to you. Effortlessly.

A great book on this topic is Lynn Grabhorn's, *Excuse Me, Your Life is Waiting*, available at [Amazon.com](https://www.amazon.com). I also recommend the Attraction work done by Abraham-Hicks at www.abraham-hicks.com.

Rick: What is your favorite quote?

Drew: *And in the end, the love you take is equal to the love you make.* — Lennon & McCartney (from “The End” on Abbey Road)

Courage and Fear

Rick: How much courage has it taken to pursue your goals?



If we are putting out fearful vibrations (i.e., we focus on what we do NOT want in our lives), we attract more of the same. Thus fear, and the negative vibrations that accompany that feeling, are the only things between having what we really want appearing in our lives.



Drew: Looking back? Plenty. Leaving a “secure” life in academia to start my own business as a personal coach seemed crazy to most everybody around me. They just didn’t understand what I was doing.

But I knew. I believed. I trusted. That’s what courage is all about — trusting in yourself to come through.

Rick: What role do you feel fear might play as an obstacle to personal and financial success, if any?

Drew: Fear is the ONLY obstacle to personal and financial success. The ONLY one.

Rick: Has fear ever been responsible for something great “not happening” in your life?

Drew: Fear has been responsible for EVERYTHING that wasn't great that showed up in my life. See where I'm going here?

Rick: Feel free to elaborate and give any advice here for our readers.

Drew: Ah, now we're back to the Law of Attraction. Again, the Law of Attraction states that like attracts like. We are constantly sending out vibrations — either positive vibrations or negative vibrations — to the universe. Whatever we put out there, the universe responds in kind.

If we are putting out fearful vibrations (i.e., we focus on what we do NOT want in our lives), we attract more of the same. Thus fear, and the negative vibrations that accompany that feeling, are the only things between having what we really want appearing in our lives.

Your Present and Future

Rick: What are your current projects and what do you hope to accomplish with them?

Drew: I'm just trying to write more. About the Law of Attraction. About my family. About my experiences. Whatever. Who knows if it'll ever end up as a book of some sort — as of today, I do not really know. But I do feel like I have something to share with folks, so I'll just keep writing, posting to my websites, and sending out my newsletter to folks. We'll see what happens!

Rick: What specific plans do you have for the future?

Drew: Mostly, I don't have any.

In fact, the people closest to me would get a laugh out of this question as it pertains to me. I pretty much operate in an anti-plan mode. I've never owned a wrist-

watch. I never know the date. Unless I'm traveling, I have no idea what I'll be doing on any given weekend. I just try to operate in the moment, day to day.

That's hard for lots of people to understand, especially because they often associate what I do as a coach with helping people plan and set goals. To me, goals are usually about the future, and limited in scope.

I've replaced plans with intentions of what I want, a vision, if you will. But goals and plans are pretty much nonexistent for me.

If I'm in planning or goal mode, I try to operate from a script as to the way things should happen. I tend to agree with the old saying — “If you want to make God laugh, make plans.” Like most folks, I end up feeling frustrated when things do not go as I planned. And I've found the truth to be that when I'm trying to stick to some plan, I'm not noticing all the opportunities the universe is placing before me.

I get what I want much easier when I do not plan too much. I just follow whatever gives me energy. Sounds weird, I know, but it works really well.



If I can educate/coach/lead my clients to experience how the Law of Attraction works — so they see and experience firsthand that they have the power to attract anything they really want into their lives, we're moving way beyond whatever goals they'd normally been shooting for.



Spirituality in Your Business

Rick: In your opinion, is there a difference between religion and spirituality?

Drew: Yes, there is. I find most religions are founded on beliefs. With beliefs, there is a “right” and a “wrong.” Spirituality is a feeling. Feelings are universal truths.

Rick: Do you bring spiritual principles to your day-to-day business?

Drew: Certainly.

Rick: If so, specifically how do you do this?

Drew: Again, my spiritual principles are born out of the Law of Attraction. Call it my belief, my religion, God, whatever. It’s just my understanding of a higher power and how things work in this life.

I work as a personal coach and my job is to help people get more of what they really want from their lives and/or businesses. The majority of coaches approach their work as helping people set and reach some goals.

While that’s a very valuable service, I think it just begins to scratch the surface of the true power we coaches can have in dramatically improving any person’s quality of life. And here’s where my sense of spirituality comes into play.

If I can educate/coach/lead my clients to experience how the Law of Attraction works — so they see and experience firsthand that they have the power to attract anything they really want into their lives, we’re moving way beyond whatever goals they’d normally been shooting for. Light years...

And when you awaken that magic power in someone and see him or her living better than they ever dreamed possible, you know you’ve profoundly impacted someone’s life. Nothing is more rewarding to me.

Rick: Has there ever been a time when you felt that spiritual principles had no place in business?

Drew: No.

Rick: Has there ever been a time when you felt that your own failure to use spiritual principles may have caused you unnecessary challenges? If so, please give us as much detail as you are comfortable with.

Drew: Yes, of course. I'd love to sit here and tell you that everything I've ever done in my business has always followed my sense of integrity. In fact, much of what I consider to be my spiritual nature didn't exist for me



Making your spirituality (who you are) part of your work (what you do) should not just be dismissed as a “good thing” or “a noble act.” The bottom line is that it’s smart business.



when I began my coaching practice — another reason this is the coolest job in the world.

In the past I've taken on clients where I knew (if I'd have listened to what my emotions were telling me) we'd both have been better off if I'd referred them elsewhere. Instead, I took the “sure thing” (usually out of fear that another client wouldn't come along) and I took the money. This was a lesson I had to learn many times over and I still get tested on it today.

But having paid the price in working with the wrong types of clients for the wrong reasons — the sort of folks who drain me to the degree that they impact my effectiveness will ALL my clients — I became aware of the cost of not incorporating my sense of spirituality into my business.

Making your spirituality (who you are) part of your work (what you do) should not just be dismissed as a “good thing” or “a noble act.” The bottom line is that it’s smart business.

Rick: If you could give other business owners one key piece of advice on the subject of bringing spirituality into their business, exactly what would it be?

Drew: Bring the uniqueness of who you are into what you do. If your time is spent doing what you truly love, your spirituality will naturally shine through. And if you’re not happy with what you are doing, get out. Now.

Rick: What are two things you know now that you most wish you had known earlier?

Drew: I spend little time in the future and even less looking back at the past. If I can keep my thoughts in the present moment, I’m right where I need to be.

I believe that life unfolds perfectly, even when it doesn’t feel perfect at the time.

Rick: What is the single most important thing you’d like to share with our readers that we haven’t yet discussed?

Drew: OK, I’ve spent a lot of this interview talking about it, my personal sense of spirituality — The Law of Attraction — but I haven’t mentioned the best part.

The Law of Attraction means you never have to worry. About anything. Not your health, not money, not about attracting the right relationships. Nothing.

Because if you want something, feel good about having it, and allow it to come to you, it will be yours. In fact, the feelings of worry around anything only attract more of the same — problems and more worry.

It’s cool stuff. Magic!

Closing Question

Rick: Even though the tragic events of September 11 are still very recent, do you feel they have (or should have) changed the way we conduct both our personal and business lives?

Drew: I can't really speak to whether that day *should* change anything for other people. That's a personal choice.

Has September 11 changed the way people choose to live? Maybe. Some folks, sure. But as for the lasting effects of that event, I think we'll have to wait and see.

I suppose what I would want for people as a result of that event would be that we could more fully embrace the impermanence of our existence and use that truth to become more of ourSELVES versus continuing to organize our lives around trying to create a "secure" life.



The truth is we've never been secure from anything. Ever. And we never will be. Ever. I think that's a *good* thing! Ever heard of a "secure" dream? Now that's an oxymoron, for sure! No, to get what we really want, we have to take that risk — to bet on ourselves to come through. We don't have forever. Our time is limited.

I would hope September 11 would remind us all that the time to go for what you really want is today. And every day.

Interview with Paul Lemberg



Paul Lemberg: You'll love the street-smart insights from this Executive Coach, speaker, and author of the jaw-breaking new book, *Faster Than the Speed of Change*. As a successful entrepreneur, Paul built three profitable companies in the turbulent world of computer software and multimedia. This track record of success and real world experience, uniquely qualifies him to help you focus and optimize the performance of every aspect of your company. The ideas of spiritual strategy can seem a bit hazy and we might need some help figuring out the specifics. Paul has recently written a special report with exact details of using Spiritual Strategy. To find out more, link to <http://www.spiritualstrategyatwork.com>

Your History

Rick: Many of our values come directly from our childhood and upbringing. What are the most important values you feel you still carry today from your parents and other family members, friends, teachers, etc.?

Paul: This is such an interesting question, Rick. Let's define values as beliefs about what is important. And I am at this moment spending time exploring my beliefs. As you know, many of them — good and not so good — are those we picked up in childhood. I'll leave the unsupportive ones aside for now.

The good ones include exploration, creativity, helping, integrity (as in keeping my word), fair play, change, and learning.

Rick: Did these come from your socioeconomic status, your home life, spiritual and/or religious experiences? If so, please describe.

Paul: By process of elimination, these must have come from “home life,” as I grew up in a home neither spiritual nor religious.

Rick: Exactly how did you get started in your business or career? What prompted or pushed you to be attracted to your field?

Paul: I was working as a corporate strategist and market researcher for large high-tech companies — like Dell, Compaq, IBM, Texas Instruments — even Industrie Canada and Bell Canada. As a hobby, I was coaching a few individual entrepreneurs in my spare time. One day in June 1995 I woke up — literally sprang out of bed and said to myself — “I’m not doing my life’s work... I’m 41 and had better get busy.”

I had no idea at the time what I thought my life’s work was, but by the end of the week I had left my job and started on the path of discovery... which brought me to this business.

Rick: What do you feel is your major accomplishment in business (list a few if you wish)? Did you have setbacks that were an influence on where you are today?

Paul: *Being right here is a major accomplishment!*

Every day I get to do something meaningful — every day I get to make a difference in the lives / business lives

“

...the idea of possibility as distinct from probability... has influenced everything I bring to clients. Whatever I think of — whatever exists in my mind as a possibility is just that; and the range is not bounded by what is ‘likely,’ or ‘doable,’ or ‘reasonable.’

”

of my clients. And rarely am I forced to do anything I consider a waste of time.

Of course, there have been setbacks. I had real money challenges in the beginning. Starting a business from scratch without a client base, or any experience, is a bold move, and has consequences — most of them financial. Using what I now know is the “Vacuum Law of Prosperity,” I’ve had to change the types of clients I worked with — several times — to bring my market more in line with the kind of work I was interested in. And of course, each time I changed the business, things got distinctly worse before they got better.

Your Influences

Rick: Who has been the most influential person in your life and why? These could be family members, friends, teachers, business associates, spiritual leaders, business leaders, authors, speakers, etc. If you have more than one, please tell us about the MOST important ones who were instrumental in helping you arrive at where you are today.

Paul: I’ve had many influences; what thinking person has not?

It’s hard to say who was most influential. Two majors were workshop leaders from the 80’s — Justin Sterling and Werner Erhard. Sterling ran a program which used to be called *Men, Sex and Power* (now tamely titled *The Men’s Weekend*) and Erhard is notorious as the founder of the *est* training and developer of programs produced by Landmark Education. I participated in seminars and was active as a volunteer in both organizations.

For me, Sterling’s contribution was the idea that *being anything less than precisely what I wanted was not acceptable*, and that the time to be on that path was right now.

Erhard's influence is primarily the idea of *simply being*. That there's no path necessary, no becoming — just being (right now). This last is central to the strategy work I do with corporations — making the instantaneous transition from becoming to being.

Erhard also instilled in me the idea of *possibility as distinct from probability*, which has influenced everything I bring to clients. Whatever I think of — whatever exists in my mind as a possibility is just that, and is in fact possible; the range is not bounded by what is “likely,” or “doable,” or “reasonable.”

Rick: What books or resources have been especially influential in your life?

Paul: I read so widely that this question is harder than all the others. Let me list a few...

Robert Fritz's *Path of Least Resistance*.

Seth (Jane Robert's) *The Nature of Personal Reality*.

Eric Butterworth's *Spiritual Economics*.

Alfred Korzybski's *Science and Sanity*.

Richard Bandler's *Using Your Brain*.

Gerry Celente's *Trend Tracking* — my first futurist book.

These are all really important books.

Of course, Napoleon Hill, *Think and Grow Rich*.

Joseph Campbell's *The Power of Myth* (I wanted to be Joseph Campbell). Everything written by Jay Abraham.

I have to add Will Durant — *The Story of Civilization* — at least the first 10 volumes. Knowledge of history is critical. This is the best synopsis — if you can call about 6,000 pages a synopsis. (Well, it is 3,000 years' worth...)

Rick: What is your favorite quote?

Paul:

Of course I can't settle on just one, I offer you three I like:

Until one is committed, there is hesitancy, the chance to draw back, always ineffectiveness. Concerning all acts of initiative there is one elementary truth, the ignorance of which kills countless ideas and splendid plans: that the moment one definitely commits oneself then Providence moves too. All sorts of things occur to help one that would otherwise never have occurred. A whole stream of events issues from the decision, raising in one's favor all manner of incidents and meetings and material assistance which no man would have believed would have come his way. — W.H. Murray

Everyone who is seriously involved in the pursuit of science becomes convinced that a spirit is manifest in the laws of the Universe — a spirit vastly superior to that of man. — Albert Einstein

A promise has real power. A promise made from the stand that who you are is your word engages you as a participant. You cease to be a spectator, and your words become actions that actually impact the world. With a promise you create a condition that supports your commitment rather than your moods. When motivational dialogue comes up about your preference versus your commitments, and you disregard the dialogue in favor of doing what you said you would solely because you said so, you distinguish yourself from your psychology. In that moment you are your word as an action rather only as an idea you have. — Werner Erhard

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What you want to do with fear is to develop the mindset of 'Unstoppable.'

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Courage and Fear

Rick: How much courage has it taken to pursue your goals?

Paul: I think of courage as taking action in the face of fear. To be honest, on the large scale I haven't been afraid to take the actions that led me here. Perhaps I should have been more so. This is not to say I am never fearful in my life, just not of the big things surrounding my work.

Rick: What role do you feel fear might play as an obstacle to personal and financial success, if any?

Paul: Fear for many people — obviously — is a massive obstacle. The issue, of course, is getting stopped by it.

To be fearful is to be human, and thus fear is part of the human condition. The problem arises, as you may have alluded in the previous question, when people lack courage, and their fears stop them from taking action.

Rick: Has fear ever been responsible for something great “not happening” in your life?

Paul: Definitely. In the past I've been a lousy networker. I simply hate walking into a room where I don't know anyone; I'm sure it's a fear thing. So, of course, that can be a real show-stopper, and has, I believe, kept me from meeting many important people.

What you want to do with fear is to develop the mindset of “Unstoppable.”

Everyone knows people who are unstoppable, right? What are these people like? Do you think they have fear? Of course they do. Do you think they occasionally get stopped by it? Of course they do. But when they do get stopped, it's only for a brief moment. As soon as they recognize getting stuck, they do something to keep going — quickly. They just keep moving — even when they don't feel like it. Even when they are fearful of the consequences.

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The SWOT model seeks to understand the company's internal position — Strengths and Weaknesses, and its external environment — Opportunities and Threats. I think it is critical to use a framework like this to validate your strategic approach at some point before you execute.

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Your Present and Future

Rick: What are your current projects and what do you hope to accomplish with them?

Paul: I'm working on a new book; the working title is *Inventing the Future/How to predict the future of just about anything*. It will include some of my own future forecasts, plus some hands-on stuff about how to reasonably predict the future of your industry, and your customer's industry.

I'm also working on a high-level CEO strategic retreat, for eight to twelve CEOs who will examine different issues relating to strategy and developing the futures of their businesses. Plus, I've just joined an international executive coaching / Business mentoring consultancy. We're working with Senior executives and offer an amazing and unique program called The Business Leaders Forum, bringing together executives from The US, Europe, and Australasia.

As you know, my ezine, *Extraordinary Results*, contains rather long articles about management, leadership, and strategic practices for executives and entrepreneurs. *Extraordinary Results* comes out monthly, and each piece is a major event to write. It's got a nice high-level executive readership, so I have no plans to drop it. Subscribe at exr@lemborg.com

I also want to do something with a futurist focus so I'm starting a new ezine which will probably be weekly — and will contain short writings about futurist developments and trends. Subscribe at futurefocus@leberg.com

Rick: What specific plans do you have for the future?

Paul: I'm doing more speaking about "the future." I'm very concerned with what I call the Ten Big Ones — how these massive trends have the potential — I'd say high potential — to reshape society, and using the terms of the current dialogue, reshape what it means to be a human being. So I'm writing my new book about this, and starting to speak to corporations and associations about how these Big Ones are reshaping their industries, our countries, and specifically about how they can shape their roles going forward.

I think this whole "human being thing" — what it means to be human (not just the flesh and blood stuff, because that's quickly becoming old hat), but working to discover what else — like consciousness, spirit, what is it that defines being human — that is not limited to this life in this body. I'm not sure where this is going yet.

I own a domain called SpiritualStrategy.com — and I want to develop this. It's not much more than a notion at this point, but I plan to work on it later this year. I think these issues are related for me; I'm just not sure yet.

The *SpiritualStrategy.com* project (and spiritualstrategyatwork.com) is more about using intuition, consciousness, connectedness, etc., as a **starting point** for business strategy, rather than market research and SWOT analysis.

The SWOT model seeks to understand the company's internal position — Strengths and Weaknesses, and its external environment — Opportunities and Threats. I think it is critical to use a framework like this to validate

your strategic approach at some point before you execute. But most people use SWOT or its variants as a starting place. They want the world to tell them what is OK.

From the spiritual perspective, people might consider configuring their businesses based on their personal missions — their personal sense of possibility, their sense of meaning, what they think they are “meant to do” — and turning that into a viable, world-changing enterprise... rather than doing something profitable and coming up with some kind of “spiritual” justification after the fact, in an attempt to give it meaning.

Spirituality in Your Business

Rick: In your opinion, is there a difference between religion and spirituality?

Paul: Absolutely.

Religion is an organized approach to promoting a belief system. Religions typically had their origin in spirituality, but have devolved into rule systems and structures for collecting power and exerting control over people.

When I examine the day-to-day operation of the world’s “great” religions, I find very little that makes sense from a spiritual perspective. Instead I find rules, regulations, domination, subjugation, profit, and overhead. (I don’t want to leave out what I think is the upside of religion — community.)

A friend of mine shared a great insight that sums it up: He suggested that today organized Christianity is more concerned with creating believers than creating disciples. Believers simply believe in the existence of Jesus, while a disciple’s goal is to act as Jesus acted, and live as he lived.

For me, spirituality is about discovering and deepening my connection to the consciousness of the universe — which is what I mean when I say God.

Rick: Do you bring spiritual principles to your day-to-day business? If so, specifically how do you do this? Please cite general things such as a mission statement or overall guiding principles, as well as specific examples of these, i.e., customer policy and customer service in action.

Paul: Yes, in the sense that my entire view of business and strategy is based on my understanding of universal consciousness. No, in the sense that on a minute-to-minute basis, I usually forget.

My approach to strategy and business design is to first gather tons of information — facts, ideas, possibilities — then turn it over to universal consciousness, intuition, etc. It's a left-brain, then right-brain, then whole-brain sort of thing.

Afterwards I seek to validate. I still want to make sure there is sufficient agreement in the market, the prospects — in the numbers, before I commit someone's money.

Rick: Has there ever been a time when you felt that spiritual principles had no place in business? If so, what changed your mind?

Paul: It's not that I thought they had no place, I didn't think about them at all. What changed my mind is I started thinking about them, and I can't tell you what made that happen — not because I won't, but because I just don't know.

I mentioned before that I read a lot. At one point I was reading books by Daniel Dennett and Stephen Pinker who both espouse the Computational Theory of Mind — which says that consciousness is an artifact; an

emergent property of a number of survival oriented “subroutines,” the result of natural selection. I think at

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Start to trust. Listen to the voices. Listen to the hunches.

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some point I decided (I’m not a scientist, remember, so I can decide something without needing the facts) that there was something more than that — much more.

Was this the turning point? I don’t know. But I’ve been thinking about it ever since. It’s ironic: those writers’ intent was to expose the myth of spirit in consciousness... and for me that very writing ended up creating that belief.

Rick: Has there ever been a time when you felt that your own failure to use spiritual principles may have caused you unnecessary challenges? If so, please give us as much detail as you are comfortable with.

Paul: Yes, whenever I’ve ignored my intuition — which I believe has a “spiritual” source — it has cost me big-time financially. Specifically, in the case of two separate business ventures. I partnered with people about whom I had serious misgivings (nothing I could articulate — just that “wrong” feeling), and plowed ahead regardless because I was seduced by the opportunity. The results were my two large-scale business failures.

Now, when I have an intuition — I listen. I don’t always have one — wish I did.

Rick: If you could give other business owners one key piece of advice on the subject of bringing spirituality into their business, exactly what would it be?

Paul:

Let it in. Hey, not everyone is wired for spirituality. Some people just don't have the antenna. But if you do, stop denying it. It's satisfying and can be wildly profitable.

Start to trust. Listen to the voices. Listen to the hunches.

After all, what do you think that stuff that happens in the shower is?!

Make sure your work is personally meaningful. If it's not — change what you're doing!

Ask: are you leaving the situation — the people, the places... the whole thing — better than you found it? After all, why are you here?

My business is a contribution. That's its whole purpose — to make a difference in the lives of the people I work with, to help them be more successful on their own terms. (By the way, if I don't agree with their terms, I don't work with them.)

Figure out what your purpose is. Not a purpose for you to shellac to a piece of wood and put on the wall. Not a purpose like a check box for your business plan. But a purpose like "What are you here on earth for?" That kind of purpose. Use that purpose as a guide to your business decisions — not *instead* of looking at cash flow or return on investment, but *alongside* of it.

Rick:

What are three things you know now that you most wish you had known earlier?

Paul:

- (1) Trust my intuition — always.
- (2) Clarify my purpose and use that as a touchstone.
- (3) Work from possibility, not probability. If I can think of it, I might be able to do it. Then be unreasonable in asking for what I want to get it. ...MUCH EARLIER!

Rick: What is the single most important thing you'd like to share with our readers that we haven't yet discussed?

Paul: I'll just underscore it: understand your purpose. Make sure it is authentically yours, not one you picked along the way from some writer, motivator, or religion — but yours. Use that as a guide to running your business. Not instead of the financials — this is a good way to go broke — but alongside them.

Closing Question

Rick: Even though the tragic events of September 11 are still very recent, do you feel they have (or should have) changed the way we conduct both our personal and business lives?

Paul: I think more people are choosing not to defer everything else until they've made enough money. More people are reflecting on the questions about why are we here. I even think more people are considering how does what they do contribute. I think these are good thoughts and good questions.



Interview with Michel Fortin



Michel Fortin is a copywriter, author, and consultant dedicated to turning businesses into powerful magnets. His specialties are long copy, email and Web sales letters. Get a FREE copy of his ebook and subscribe to his FREE monthly email newsletter, *The Profit Pill*, by visiting <http://SuccessDoctor.com> right now!

Your History

Rick: Many of our values come directly from our childhood and upbringing. What are the most important values you feel you still carry today from your parents and other family members, friends, teachers, etc.?

Michel: Many of the “values” we’re self-taught. You see, I’m a perpetual student. And I have been BECAUSE of my upbringing, which was not a perfect one. Scarred from an abusive father, it pushed me to learn and learn and learn. I finally came to the realization that my upbringing was the most beautiful, powerful, and rewarding lesson I have ever been given — it made me what I am today.

In order for me to fight early bouts of depression and fear, which were incredibly devastating for me, I became a student... I listened and read from the masters: from spiritual leaders to modern-day philosophers. I read the Bhagavad Gita, the Bible, the Torah, the Quran, the Dhammapada (Buddha), the Tao, you name it.

I also became engrossed with works from Wayne Dyer, Jim Rohn, Henry David Thoreau, Tony Robbins, Marsha Sinetar, Joseph Campbell, Dr. Maxwell Maltz,

Florence Scovel Shinn, Rene Descartes, Jean-Paul Sartre, Louise Hay, Stuart Wilde... You name it, I read it.

Let me back up a little, so you may understand what I mean...

I was emotionally and physically abused by an alcoholic father. Today, he is institutionalized, suffering from a mental illness called “Korsakov’s Disease,” which resulted from years of alcohol abuse.

You see, I entered this world with a physical disability. And my father, being a perfectionist, regarded me as a “failure.” This is when he started to drink heavily. I believe it’s because he couldn’t accept the fact that he “failed,” in other words.

I was a big baby — born at over 11 pounds. And my mother is a petite woman, measuring no more than four and a half feet tall! So, being such a big baby inside her tiny womb, my legs and feet grew crookedly. I had to wear special crutches until the age of three.

Over the years, my father called me “stupid.” I was told that I would never amount to much. I was a “failure.” And as a result, I became a recluse. Agoraphobic-like. I just hated being around other people because I feared rejection immensely.

Consequently, I practically lived inside my bedroom most of my childhood. And it lasted pretty much the remainder of my teenage years.

But deep down, I wanted to prove my father wrong. I wanted to succeed in order to show him that I am someone... that I’m not a failure.

How does one fight the fear of being with people, let alone the fear of rejection? As Henry David Thoreau said, “Do what you fear and the death of that fear is certain.”

So, I decided to dive into the world of sales in order to fight my fears head-on. In my mind, I had no other choice.

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...one should do what one loves. That's the ultimate rule of life, I believe. There's no other rule any greater than that, since everything else falls naturally once that 'primary directive,' if you will, is followed.
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Well, commissions were my only source of income. And since I wasn't successful, I fell deeply into debt in order to survive. Eventually, I declared bankruptcy at the still young age of 21.

It took me another four years before I became a top producing salesperson in a Fortune 500 company. Since I hated prospecting (and still do, in fact), I developed more effective strategies that caused high quality prospects to come to me instead of the other way around. I no longer had to prospect. I no longer had to be rejected. I no longer had to force myself to be with other people (unless they wanted to be with me). And over the years, I started teaching my techniques. I became a marketing consultant.

For the rest of my values, I guess most of them stem from my grandparents. Because of my parents' situation and my father's distaste for his own son, I grew up with my grandparents pretty much throughout my early childhood.

My grandfather was a hard worker, which became an endearing value for me. More important than that, he loved what he did. In fact, he told me something that I keep remembering (and falling back on), even to this day:

“A buzzy bee
is hard to see,
It teaches us all,
great or small,
We have a job to do.”

I was about nine years old when he told me that. And it still rings true to this day.

Bottom line, he inculcated in my psyche the idea that one should do what one loves. That's the ultimate rule of life, I believe. There's no other rule any greater than that, since everything else falls naturally once that "primary directive," if you will, is followed. When you do what you love, everything else seems trivial. Challenges, hard work, problems, even people.

Jim Rohn said: "Turn your vocation into a vacation."

I even tell my students to follow their hearts, their desires or their passions, even when this process could



...when you love what you do, you deliver superb customer service because you want your clients to feel the same passion you feel. You fall in love with your business and your product, and as a result, you automatically transfer that passion into other people, creating a much greater sense of credibility, trust and believability...



mean that they feel they must change their academic majors. (I'm sure my superiors at the college are not happy when I do that because some students may leave the marketing program altogether, but I believe in it so strongly that I feel my students are much better off — and they can become much better students, too, in whatever field they choose — if they follow their hearts and not their minds, their families' wishes or their wallets.)

As Confucius once said in 500 B.C.E., "Do what you love and you'll never have to work a day in your life." Marsha Sinetar, author of *True Wealth*, once said, "Do what you love and the money will follow."

One of my favorite contemporary philosophers is Joseph Campbell. A mythologist, Joseph professed that number one rule, which pervades all cultures and religions...

“Follow your bliss.”

Do what you love or love what you do. That rule is the basis of any religion or social belief system. (Or it should be, anyway.)

When you do what you love, everything else becomes so clear. And every problem or challenge you encounter seems so trite. It also makes everything else so much easier: from living and working, to accepting yourself (and others) and achieving true inner peace.

I mean, if you do what you love or love what you do, you’ll do it with so much passion and zest that everything else follows. Money becomes a by-product. A thriving business becomes a by-product. A life filled with peace and joy becomes a by-product. Happiness and finding that “one true love” also become by-products.

Speaking of business, when you love what you do, you deliver superb customer service because you want your clients to feel the same passion you feel. You fall in love with your business and your product, and as a result, you automatically transfer that passion into other people, creating a much greater sense of credibility, trust and believability — from vendors to clients.

In my marketing seminars, I talk about this “rule” by saying that it is the greatest marketing secret of all. If people follow that rule, marketing becomes natural. In fact, the more you love what you do, the less you need to promote your business — it emanates from everything you do. You become a marketer by extension, not by position. That’s why, in those seminars, I often add:

“Do what you love and the business will follow.”

I know that personally, in my life, since I’ve never made so much money and had so much fun since I

followed that number one rule. I've got enough clients to feed me for a lifetime. It's so true.

Rick: Exactly how did you get started in your business or career? What prompted or pushed you to be attracted to your field?

Michel: As stated earlier, I became a sales rep in order to fight my overwhelming fear of rejection. It certainly wasn't for the money or because of career advancement. It was simply to prove my father wrong.

But I hated rejection so much that I found ways to pre-qualify my prospects and get them to come to me, not the other way around.

Seeing how successful I was, my techniques became an object sought after by coworkers, colleagues, employers, and now clients. One thing led to another until it grew into the speaking and marketing consulting career that I work in and enjoy today.

I realized that you have to market in such a way that causes the right kinds of people to come to you. Too many marketers suffer from the "build-it-and-they-will-come" syndrome. That's even truer on the Web. Many rely on mere search engines for producing their traffic. That's not good.

Instead, you can become a magnet and attract qualified traffic to your website by using the same techniques I teach today. That's why my consulting career later spilled onto the Web... It was a natural extension, I guess.

Today, as a speaker, copywriter and consultant, I give



...these so-called "setbacks" were springboards, you can say, that launched my career. They were the best things that could ever happen to me.



seminars on marketing, copywriting and sales training (and now Internet marketing) all over Canada and the U.S. (and still do). Bottom line, all of my talks are somehow based on my unique set of experiences. Call it the “school of hard marketing knocks.”

Rick: What do you feel is your major accomplishment in business (list a few if you wish)? Did you have setbacks that were an influence on where you are today?

Michel: Writing four books. And being published and recognized as an expert in my field. For example, in the last five years I’ve written hundreds of articles that have been published in over 500 publications, and appeared on numerous TV talk shows and radio programs all over Canada, U.S., Europe and Australia.



There are some things in life that you don't have to know how it works. The main thing is that it works. While some are studying the roots, others are picking the fruits. Success just depends on which end of this you want to be.



But the better “rush” I get is when clients and followers email me or call me to thank me for how much I’ve helped them improve their lives, their businesses and their families through my works.

As for setbacks, I guess you can say that my bouts of depression, my fears, as well as the abuse I suffered and the bankruptcies in my early career were somewhat setbacks. But in reality, they’re not. Like the saying goes, “It’s not how hard you fall, it’s how high you bounce back.” And I certainly bounced back!

In other words, these so-called “setbacks” were springboards, you can say, that launched my career. They

were the best things that could ever happen to me. Without them, I wouldn't be here today conducting this interview with you. Don't you agree?

Your Influences

Rick: Who has been the most influential person in your life — and why? These could be family members, friends, teachers, business associates, spiritual leaders, business leaders, authors, speakers, etc. If you have more than one, please tell us about the MOST important ones who were instrumental in helping you arrive at where you are today.

Michel: Jim Rohn. Bar none. He's the one who inspired me so much. He transmitted all that I ever wanted to be, do or say throughout the rough patches in my career. He's the one I owe so much to.

But if you want something a little more concrete, here's one of my favorite quotes from Jim — my favorite quote of all time. It's been hanging on my wall, in front of me (above my desk), for over ten years now. It goes something like this:

There are some things in life that you don't have to know how it works. The main thing is that it works. While some are studying the roots, others are picking the fruits. Success just depends on which end of this you want to be.

I say that because, early in my career, I was desperate for a way to overcome my fears and reach success. As a result, I analyzed everything. I dissected everything. I questioned everything... from my life and business, to my setbacks and failures. I kept looking at everything I did (and did badly), and dwelled on it.

Of course, being analytical is not a bad thing — but there is such a thing as “paralysis by analysis.” I wasn't

going anywhere fast. And that quote “woke me up,” I guess you can say.

Rick: What books or resources have been especially influential in your life?

Michel: There are three of them.

The first is from Jim Rohn, *The Power of Ambition*. I think it’s available at <http://www.jimrohn.com>.

The second one is from Dr. Wayne Dyer, *Your Sacred Self* (a fantastic follow-up to another great book, *Pulling Your Own Strings*), which is available at <http://www.drwaynedyer.com>.

And the third one, my favorite, is from Joseph Campbell, *A Joseph Campbell Companion: Reflections on the Art of Living*, which is available at <http://www.jcf.org/works.php>.



...when you can look upon the dark corners of your life, and rather than wallowing on them, you use them as tools to propel you in the direction of your own choosing... courage then becomes an extension of your life.



Courage and Fear

Rick: How much courage has it taken to pursue your goals?

Michel: Lots. Mark Twain said it best: “True courage is not the absence of fear, it is the mastery of fear.” I mean, I certainly wasn’t brave when I tried to fight my fear of rejection. But my courage stemmed from a lifelong, deeply felt need to overcome my fear, to show the world that I am a success and to prove my father wrong.

I think courage is the basis of success, because the pursuit of any goal requires a good dose of courage. You don't need to reach your goals. You need to try... And try again.

For example, many “coaches” of our time say refer to what Yoda said in *Star Wars* to Luke Skywalker: “Do, or do not — there is no try.” The moral to that saying is not the fact that you shouldn't try. It's the fact that you should keep trying until you finally “do.” And I believe that courage is an underlying requirement for “doing,” for achieving any goal. There's an old Spanish proverb. It goes:

I fear not the man who tried and failed but the man who never tried at all.

Courage doesn't come easily, either. But when you can look upon the dark corners of your life, and rather than wallowing on them, you use them as tools to propel you in the direction of your own choosing... courage then becomes an extension of your life. In fact, over time you don't become fearless. You become courageous. You become “en-couraged.” That was certainly the case with me.

Rick: What role do you feel fear might play as an obstacle to personal and financial success, if any?

Michel: It meant everything. EVERYTHING. Fear is like “success gasoline.” Fear is what helped me to become what I am today. Without it, who knows where I would be!

As a matter of fact, if I didn't have any fear, then I would probably have become what my father told me all these years: a failure. Why? Because I wouldn't have feared — and without fear I would have accepted what life gave me, thus fulfilling my father's prophecy. That wasn't acceptable to me.

You know, it's like the story of the two twin sons of an alcoholic father who, years after they left the home-

stead, were interviewed. One was an alcoholic; the other one was a successful businessperson. To the question, “Why are you an alcoholic (or a success)?” they both gave the same answer, “I had no choice, look at my father!” The first one was definitely fearless. But the second one was courageous — he feared becoming like his father.

Fear is the foundation upon which we succeed in life, because we need to take risks. Jim Rohn once said: “You don’t know how far you can go unless you risk going too far.”

So, I say accept fear. Embrace fear. Love fear. Bottom line, look at fear as fuel.

Rick: Has fear ever been responsible for something great “not happening” in your life?



The path to true success and an abundance of personal greatness can often be found through the use of a personal ‘success’ journal.



Michel: Not at all. If I didn’t do it because of any fear, then it wasn’t worth calling it “great” in the first place. In other words, it wasn’t important — for if it were, I would have at least tried to master my fear.

I mean, everything happens for a reason. So, if I failed to become someone other than who I am right now, or if I failed to achieve or acquire something that I have not achieved or acquired to this day, then it wasn’t meant to be. It wasn’t “great.” It wasn’t worth it.

I tend to look only at what I did achieve, and not what I missed. If there’s something I really want, and am fearful for any reason, then I work hard at overcoming it.

And if it's really "great," I will succeed. Otherwise, forget it.

For example, there's a small quote that hangs on my bookshelf. And it says, *Some people only dream of success, others wake up and work hard at it.* To me, that's greatness.

There's only one piece of advice I can really give. It's something I've been doing for a long time and it helped me tremendously. I even tell my students — particularly those who feel they are not going anywhere in school or academically — to use this technique in order to find out what they really want in life. It's also an effective tool to overcome your fears. Based on my personal set of beliefs and experiences, it is the one tool that will lead anyone to true, abundant wealth and success.

It's something I've learned from Jim Rohn over 15 years ago, and I've been using it ever since. The path to true success and an abundance of personal greatness can often be found through the use of a personal "success" journal. Keeping a personal journal can be immensely rewarding and powerful. Never discount it.

Remember that you will never be as successful as you will be to your own self, and the journal can enlighten you in more ways in this area than you would have ever thought possible. William Shakespeare wrote in *Hamlet*, "This above all: To thine own self be true, and it must follow as the night the day, thou canst then be false to any man. "

You may think you know yourself well but this is rarely if ever true. You only know yourself to the degree to which you learn about yourself. A journal can positively and profoundly impact this important learning process.

Many great successful men and women have kept personal journals.

As a young salesman, the one thing that kept me hanging on was through writing and reviewing entries in my personal journal. Knowing how far I've grown was the fuel that helped me grow further.

My journals contain thoughts, feelings, inspirational messages and all sorts of information about me as well as about the people around me. You can use a hardbound, physical journal (one with gold trim, like what Jim Rohn uses), or simply a plain text editor on your computer — it really doesn't matter.

But use it to reflect on, develop and prioritize your personal set of values, goals and, most importantly, learning experiences. You can use your journal to help associate feelings to thoughts and thoughts to feelings.

And above all, a journal can help you to discover the motives that motivate you. Your journal is like your personal bible, for it contains the commandments and the prophecies you want your life to take, respect, and adhere to. In other words, make your journal your “personal gospel.”

I often advise people on using a journal for integrating what I call the “best-better” system. Specifically,

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Understand that you must first work on your strong points instead of your weak points. People often work on their deficiencies and, as a result, unconsciously lower their self-esteem.

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look at what is the best thing you can pull from or liked about any given situation in your life, particularly the difficult ones, and then look at how you would do better next time or how you can better yourself from the experience.

Don't write what you hate about an event or how terrible you were in dealing with it. And don't justify it by saying, "I have to know what I did wrong so I won't do it again."

Finding out what's wrong about a situation is in fact reinforcing it in the mind. You become what you focus on. You reap what you sow. Therefore, instead of what you did wrong, write down what is the best thing you can pull from what happened or what you liked best about your experience. And look at what will make things better or how you would handle the situation better next time.

Understand that you must first work on your strong points instead of your weak points. People often work on their deficiencies and, as a result, unconsciously lower their self-esteem. (That's what I did at the beginning, which is why I often refer to Jim Rohn's quote about "studying the roots versus picking the fruits.")

However, if they had focused on their strengths from the onset, many of their weaknesses would have been self-corrected in the process.

So, using a journal can help build your strengths, which in turn will increase your self-esteem. And that, in turn, is the key to understanding your weaknesses and how to correct them.

Your Present and Future

Rick: What are your current projects and what do you hope to accomplish with them?

Michel: Quite frankly, while I may have several projects on the go (I'm writing two new books, developing a new business, and planning on touring Europe as a speaker), I don't really care. Again, I love what I do tremendously. That's all I want. I'm having so much fun. And to me, this is what life and success are all about.

Wherever this journey takes me, I will follow. As long as I love what I do or do what I love, I am truly successful; no matter if I actually do accomplish anything — because success is not an end result, it's the journey.

Bob Dylan said it best: “What’s true success? When you wake up in the morning and go to bed at night, and in between you did what you wanted to do.”

Spirituality in Your Business

Rick: In your opinion, is there a difference between religion and spirituality?

Michel: Ah, well, I can discourse on this for ages. But here’s what I think. One thing illuminated me many years ago. Sales trainer Brian Tracy once said that (and I’m paraphrasing since I can’t recall the exact quote), “Faith is belief in God while religion is people’s attempt to connect with God.”

Wayne Dyer noted the same thing. More specifically, he said: “Religion is an attempt to reach God while faith is KNOWING God.”

I’m not condoning or condemning religion, here. And I’m certainly not proselytizing for any one specific religion, either. I think religion is important for those people who feel it’s important, and I strongly encourage it. Religion is a great way to commune with other people, since we are all ONE, or as Wayne Dyer once said, “Uni-verse, or one song.”

In fact, that’s what the word “church” means. It stems from the middle English “chirche,” which itself stems from medieval Greek “kurikon,” which means “group” or “community” in the “Lord’s (house).”

So, all I can say is you should know the difference. Believe in yourself, since you are a creation of God. If you believe in yourself, you also believe in God — even

if you're an atheist. And spirituality, or faith, is knowing that what's inside of you is bigger and better than what or who you are.

If you ever feel down, depressed or demoralized, or if you feel you're a failure or that you'll never amount to much (like I did, for example), realize that you are bigger than that... that you are much better than that... that you can be greater than that. I mean, you can call it God, spirit, soul, potential, karma, intuition, consciousness or whatever. But whatever you call it, it's within you. It's within all of us. And it connects us all.

Once I personally realized this important lesson, I then became truly "successful."

Let me explain.

I'm often asked, "What's true success?" Since time immemorial, success has been long equated with efficient, results-oriented, goal-achieving people. But the problem is the fact that this "Type-A success" can become more frustrating and self-effacing than it is actually gratifying.

Without a doubt, these types of successes in some areas seem to parallel failures in others. For example, one can be successful in business while at the same time fail with one's marriage, relationships, children, health (either mental or physical), or, paradoxically, even money. In fact, time management or stress management are now becoming but worn-out cultural cliches.

Albeit less tragic but worse, many successful people never seem to enjoy that for which they so desperately searched, or wonder why they are still unhappy once they've accomplished their goals.

They've "climbed the ladder of success and get to the top rung," as Lao-Tzu once said, "only to discover that their ladder has been leaning against the wrong wall." Ironically, outer success can indeed be a catalyst for creating a lot of inner turmoil.

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Your inner value, your spiritual nature, is your successfulness. True success is none other than the ability you have to tap into that ‘You’ within.
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But to me, true, fulfilling, authentic success is not about doing more, being more or getting more.

Yet today, most people measure success that way. They measure success according to some external criterion or equate it with the level of one’s prosperousness or productiveness. But in doing so, however, these people are merely — and literally — scratching the surface.

These external symbols of success are in and of themselves sheer opinions. And these things do not constitute true success.

A symbol doesn’t have any value in itself except for the value that it has been given. It doesn’t have any intrinsic worth — you must give it value. And that value comes from within, not without.

In other words, a symbol is oftentimes infallibly tied to not only how one feels about it but also how one wants others to feel about him or her as well. And the feeling that there is a lack of anything stems from the feeling that our value is lesser than the value we attribute to this external “thing.”

If you assign your own inner value to something outside of you, you are giving away something that can’t be given away in the first place. By doing so you will always feel compelled to constantly replenish it. (This is what Dr. Wayne Dyer calls “the psychology of more,” as in “I want more money, more cars, more titles, etc.”). You are unique and special, and worth much more than all the external symbols of success combined.

Your inner value, your spiritual nature, is your successfulness. True success is none other than the ability you have to tap into that “You” within.

Nothing more, nothing less.

While success is made up of things, true success, or “successfulness,” is measured by how successful you are inwardly rather than how successful you are outwardly. It is spiritual success. It is an everlasting success. And it is available to you right where you are now.

Look at it this way. External success occurs after a certain event, but true success is infinite and ongoing. Once you think you’ve achieved all that you can, have you really reached your full potential? Of course not. I mean, you’re not dead yet!

As long as you live, you can never fully achieve that which is infinitely possible. And your spiritual nature is indeed an “infinite possibility.” Your successfulness is and will always be greater than what you can ever possibly conceive.

Look at the word “potential” for a moment. The word “potential” implies that which is not yet attained. So, as long as you have a potential — which you always do, of course, since your spirit is infinite — you will never be able to fully achieve this infiniteness that you are in reality.

You can never measure the measureless nor can you add form to the formless. It is impossible. Your success isn’t some physical thing. It’s the process of progressively tapping into your innermost being, of gradually translating your potential into reality.

So, true success doesn’t come from something outside of you but from connecting with your intrinsic value. It’s your “invaluableness.” In other words, when you trust in your highest nature (and this, whether you achieve something or not, and whether you believe in God or not), you are living on, and guided by, an inner purpose.

You are successful right now. You are a success because you will always be a “You Potentiality,” a success waiting to emerge. While you can surely observe the

physical “You,” you can’t see, hear, touch, taste, feel, or smell a “potential,” can you?

Your successfulness is the highest that’s within you. You don’t have to search for it or wait for it to happen. In fact, there’s an old Hindu story that I love. It says that, shortly after the creation of mankind, the gods were debating on where to hide man’s divine essence. They did so in order to prevent him from ever discovering who he really is.

So, one day the deities conferred with Brahma, the godhead, and said, “We should hide it at the peak of the highest mountains.” “No,” Brahma answered, “for man will surely go there and find it.” “Then, let’s hide it deep inside the darkest forests or the lowest depths of the ocean,” another suggested. “Certainly man will never go there!” “No,” Brahma retorted, “man will eventually find it there also.” Perplexed, the gods asked, “Where, then?” After a short pause, Brahma replied, “We shall hide it where he will never think of looking for it... Deep within his own self.”

Rick: Do you bring spiritual principles to your day-to-day business? If so, specifically how do you do this? Please cite general things such as a mission statement or overall guiding principles, as well as specific examples of these, i.e., customer policy and customer service in action.

Michel: I often tell people that they should never set goals. Goals, in and of themselves, are very misleading. In-

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...when we set goals, we set our minds on external symbols. But it’s not really the symbols we want, it’s what those symbols mean, or in essence what we feel when we acquire those symbols.... That’s what we should set — guides, not goals.

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stead, I tell people that they should set guides — i.e., value-based goals, or goals buttressed by inner values. (I prefer to call them “guides” than “goals” for that reason, because they are not end results.)

For example, when we set goals, we set our minds on external symbols. But it’s not really the symbols we want, it’s what those symbols mean, or in essence what we feel when we acquire those symbols. In other words, it’s not money, titles, possessions and so on but their essence that people often seek (e.g., happiness, peace of mind, security, and a sense of fulfillment). That’s what we should set — guides, not goals.

Instead of “I want to earn a million dollars this year,” set, “I want to be financially independent” or “I want to feel secure and peaceful.”

For example, it’s not the latest fashion that one seeks but the prestige and self-confidence it brings. It’s not the sports car but the thrill of driving or owning one it gives. It’s not the money but the security and independence it provides. So, clothes, cars, and money are symbols because they merely represent what we want to feel deep down, not what we want to physically acquire.

For instance, is happiness this thing far out there that dangles in front of you like an elusive carrot? Is your thinking such that happiness is attained only after you’ve reached a certain goal, such as after you’ve won the lottery? Obviously, if success is the reason for your happiness and not the other way around, then you need to shift your thinking.

Your goals usually represent an inner yearning for happiness right now and not at some point in the future. By expressing your needs through your goals, you are in fact ignoring that which you already have. You see, a fulfilled goal will never give you a sense of fulfillment. A goal is but a tool to help remind you of something you already are right now — particularly during the process or reaching for your goals and not after the end result.

Rick: Has there ever been a time when you felt that your own failure to use spiritual principles might have caused you unnecessary challenges? If so, please give us as much detail as you are comfortable with.

Michel: YES! You see, a guide guides you. A goal is just an end result. So, if you're off course, those guides will tell you along the way. They provide feedback along your journey with which you can take course corrections, in other words.

Now, I'm not saying that goals and the trappings of success are dishonorable or wrong. Far from it. It's your feelings about or your attachment to them that are wrong. In fact, in Buddhism, they say that the cause of all suffering is attachment. But the path to true success is an inward one — it's detachment (or the freedom from attachment).

What's wrong isn't that which you want. What's wrong is to turn your "wants" into "needs," or to let your "cravings" become your "crutches." And goals, for many, become crutches, since they feel they are not happy unless they've achieved them. And the problem is, if they don't, it leads to feelings of failure, insecurity, low self-esteem, etc. A vicious, ceaseless cycle.

That's what happened to me — when I wasn't reaching my goals, I felt discouraged, despondent, and dejected. That lowered my self-esteem, which eventually pushed me away from my goals — and away from what I really wanted in the first place. So, instead of setting goals, I set guides first and follow those as much as I can. If at any point I'm steering away from my goals, then I know it's not my fault or the fact that my goals seem too lofty, but because I failed to follow my guides.

I set guides first, and then I set goals as potential end results of following those inner guides, which are my values, my personal set of priorities. When I do, I'm

truly happy and successful, not because I've achieved a goal or not, but because throughout the process I followed my guides — call it my conscience, intuition, soul, spirit, God or whatever. To me, that's spirituality.

Rick: If you could give other business owners one key piece of advice on the subject of bringing spirituality into their business, exactly what would it be?

Michel: I think I elaborated on that enough already, but here are three simple things:

- (1) Follow your bliss.
- (2) Start your journal.
- (3) Set your guides.

Rick: What are three things you know now that you most wish you had known earlier?

Michel: Why? Why wouldn't I think that? I mean, if I wish I've known anything earlier, I wouldn't have known that unless I went through what I went through! So, there are no regrets. It's not what you did or knew, that counts. It's what you are right now.

Rick: What is the single most important thing you'd like to share with our readers that we haven't yet discussed?

Michel: Believe in yourself. And do what you love. That's all.

Closing Question

Rick: Even though the tragic events of September 11 are still very recent, do you feel they have (or should have) changed the way we conduct both our personal and business lives?

Michel: Absolutely not. Everything happens for a reason. Now, I certainly don't want to lessen the tragedy of September 11. What happened was horrible and repugnant.

But what can we learn from this? What can we do from this? Where can we go from here? How can we use this tragic event and turn it into a springboard that will lead to miracles and blessings in our lives? It has happened already.

I mean, September 11 brought the U.S. and the world (as a whole) much closer together — and closer than ever before. The fact is, we are all one. One song. A “uni-verse.” When we are in business, we are dealing with our own selves.

September 11 probably taught us more about the value of other people and doing business with each other, since we've learned to love, respect, and serve each other, as much as we love, respect, and serve our customers. This is what being in business is all about! Think about it.



Interview with Bob Burg



Bob Burg is an internationally-known speaker, and author of the books, *Endless Referrals: Network Your Everyday Contacts Into Sales* and *Winning Without Intimidation: How to Master The Art Of Positive Persuasion*. <http://www.burg.com>

Each book has sold well over 100,000 copies. Bob also publishes a very popular FREE weekly ezine newsletter on the art of positive persuasion. To sample, please visit <http://www.burg.com/newsletter.html>

Editor's Note: You will read in Bob's interview that he uses "G-d" instead of "God." This is a show of respect in the Jewish faith.

Your History

Rick: Many of our values come directly from our childhood and upbringing. What are the most important values you feel you still carry today from your parents and other family members, friends, teachers, etc.?

Bob: There's a saying that the greatest gift parents can give their children is to love one another. My parents have been married for more than 45 years and are best friends. So I received an opportunity to witness firsthand how a marriage based on love, respect, honor, and genuine "like" can be a reality of life.

I also saw how my parents opened up our home to virtual strangers who needed food to eat and/or a place to stay. I saw how charity was a given, and that love for their children was simply a natural part of their being. I like to believe that I've learned from everyone who has ever been a part of my life, but my role models have, without question, been my parents.

Rick: Did these come from your socioeconomic status, your home life, spiritual and/or religious experiences? If so, please describe.

Bob: I'd say my home life, spiritual, and religious experiences. My home was very loving and that right there set my values straight regarding what should (according to my belief system) be expected from family life. Religiously, I have a strong Jewish background and within that background is a certain teaching regarding what is known as "Tikun Olam," which means "repairing the world."

Part of "Jewish Consciousness" is that a major aspect of being in this world is doing the best you can to help make the world a better place. I learned that from the example of my parents, as well as local Jewish organizations.

And, I also inherited a very, very strong faith and belief in G-d, and that everything that happens, happens for a reason. Not necessarily a reason that we as humans can figure out in the present, but a beneficial reason, nonetheless. We know it happens for G-d's sake and according to His will and purpose, and that allows for a feeling of peace during the seemingly awful times we all go through.

I also suffered (and still do actually, though not nearly as bad as in the past) from OCD, which is Obsessive Compulsive Disorder. I believe my faith in G-d is the only thing that kept me sane during those tough years, and there were plenty. One would actually have to have OCD (G-d forbid anyone should) in order to understand what I mean regarding this.

Rick: Exactly how did you get started in your business or career? What prompted or pushed you to be attracted to your field?



To me, that's the essence of free enterprise. To love what you do, help people, and earn a nice income while doing it. I believe the very principle of 'free-enterprise' is that 'The money one makes is simply in direct proportion to how many people he or she serves.'



Bob:

I began as a television broadcaster at an ABC affiliate in a small Midwestern town. Quite a change from the northeastern U.S. suburban town where I grew up.

I always knew I wanted to be in broadcasting, but thought it would be in the area of sports. The first television job offer I received, however — after more than 100 rejections — was as a newscaster. I thought, “Hey, why not?” :-)

Actually, it turned out I wasn't that good at it; paraphrasing Sigourney Weaver's comment to Bill Murray in *Ghostbusters*, I'd probably have made a better game show host. :-)

Because I needed money to support myself (small town news gigs don't pay much) I decided to begin selling airtime (advertising) for the station.

Not knowing anything about selling, it seemed as though I should learn. After reading — actually, devouring — Tom Hopkins' excellent book, *How to Master the Art of Selling*, my sales took off and I decided to learn as much as I could about this field.

I stayed in direct sales for a while and really loved it. After going to a Zig Ziglar seminar with some of my salespeople from a later sales management job, I knew I wanted to be a professional speaker. I began by selling

another speaker's tapes and soon went out on my own. I love it and feel totally blessed to be in this field. It's sort of a combination of being a broadcaster and a salesperson.

Rick: What do you feel is your major accomplishment in business? Did you have setbacks that were an influence on where you are today?

Bob: It isn't any one "accomplishment" per se that makes me so happy, but knowing that I have been able to absolutely love what I do (at night I can't wait to fall asleep so that I can get to the office the next morning), touch a lot of lives in a positive way, and make money while doing it.

To me, that's the essence of free enterprise. To love what you do, help people, and earn a nice income while doing it.

I believe the very principle of "free-enterprise" is that "The money one makes is simply in direct proportion to how many people he or she serves."

Your Influences

Rick: Who has been the most influential person in your life — and why? These could be family members, friends, teachers, business associates, spiritual leaders, business leaders, authors, speakers, etc. If you have more than one, please tell us about the MOST important ones who were instrumental in helping you arrive at where you are today.

Bob: Without question, my main influences have been my parents. Both in different ways, and I've been able to learn from both. There's no question I'm most like Dad. Both of us are the more public person, while Mom would much rather stay behind the scenes. Yet, when anyone asks Dad (who was raised in poverty) how he became

successful, he always credits Mom for being the person who's made it all happen. And, she has always been there for him, encouraging him, believing in him, and working alongside him.

Dad, though, is the person everyone seems to know, and for whom they'll do practically anything. In fact, my *Winning Without Intimidation* book and program are primarily based on what I learned from Dad... by watching him in action!

It's amazing how people just love him, and he loves people. The big difference between Dad and me is that his love of people and his people skills came naturally to him. I had to work at both of those: loving people and having the skills.

I've also had many teachers, and always seemed to be fortunate to be able to find mentors in specific areas when I most needed to. That includes successful speakers who helped me along when I first began my speaking career, and authors who helped me along when I began pursuing that, as well.

And, of course, some of my biggest mentors have been the ones I've found through books. I could go on and on regarding my favorite books and the many heroes I've found through these books. From Dale Carnegie to Benjamin Franklin to Rabbi Zelig Pliskin to so many others there are just too many to name.

I believe it was actually Groucho Marx who said, "Outside of a dog, a book is man's best friend... of course, inside of a dog, it's too dark to read." :-)



Liberty works for everyone — bureaucratic interference hurts everyone... most ironically, it hurts those who need help the most.



Rick: What books or resources have been especially influential in your life?

Bob: Well, this question certainly segues nicely from the end of the last one. Ah, the books I've read and from which I've learned. The only regrettable part about answering this question is knowing I only have room to list a few books, thus leaving out the many that have so positively impacted me.

Politically, books such as Ayn Rand's *Atlas Shrugged* really taught me how Laissez Faire Capitalism is by far the most just and *charitable* system of economics. Speaking of economics, Henry Hazlitt's *Economics in One Lesson* showed how it really IS that simple, and that government's toying with the economy only hurts; it doesn't help.

Mary Ruwart's excellent Libertarian book, *Healing Our World*, is the best I've ever read at showing, again, how "Liberty" works for everyone — bureaucratic interference hurts everyone... most ironically, it hurts those who need help the most. Harry Browne's *The Great Libertarian Offer* offers another perspective of the same issue and is just as good.

And Orwell's *1984*, well, what needs to be said about that? About the only thing incorrect in his book seems to be that he was a few decades too early in his prediction. I'm very concerned that we, as a people, are more than ever going directly against Benjamin Franklin's warning that "He who trades liberty for security will eventually have neither."

Success-wise, well, the classics such as Dale Carnegie's *How to Win Friends and Influence People*, Napoleon Hill's *Think and Grow Rich*, Clason's *The Richest Man in Babylon*, James Allen's *As A Man Thinketh* and Dr. David Schwartz' *The Magic of Thinking Big* are so wonderful they're beyond description.



It's natural to be afraid. We're all afraid at one time or another. And if, for some reason, you find that one person who's never afraid then that's just a gift he or she has been given. Then again, it might be a curse.



And there are many more, by many wonderful authors. Just too many to name.

Religion-wise, anything by Rabbi Zelig Pliskin is life changing. I've read about 14 of his 16 extraordinary books. Also, the incredible *Toward a Meaningful Life: The Wisdom of the Rebbe* by Rabbi Menachem Mendel Schneerson, compiled posthumously by Rabbi Simon Jacobson. This one has to be read to be believed. If you're interested in the meaning of life, read this book. One doesn't need to be Jewish to gain from it.

Rick: What is your favorite quote?

Bob: Another tough question, as I'm an avid reader and collector of quotes. There are actually four quotes taught to me early on by Dad. These quotes are from the Talmud, and he impressed these upon me from the time I was very young.

- (1) Who is rich? He who rejoices in his lot.
- (2) Who is wise? One who learns from all others.
- (3) Who is mighty? One who can control his emotions (and make, of an enemy, a friend).
- (4) Who is honored? One who honors others.

Courage and Fear

Rick: How much courage has it taken to pursue your goals?

Bob: I don't think it's taken any courage for me to pursue my goals. It perhaps took courage to get back up after being knocked on my rear end time and again. I'm always quick to let people (who might not think I'm very relatable because they believe I have always been successful) know that I've had far more losses than wins. Many more defeats than victories. It's just that I keep coming back and eventually the wins are big.

Dad says, "Who is a brave person? One who is smart enough to be afraid, and still do their job."

It's natural to be afraid. We're all afraid at one time or another. And if, for some reason, you find that one person who's never afraid then that's just a gift he or she has been given. Then again, it might be a curse.

Years ago, someone gave Dad a poem, which was actually a portion of a poem by Edmund Vance Cook. It goes like this:

*"You are beaten to Earth. Well well, what's that?
Come up with a smiling face.
It's nothing against you to fall down flat,
But to lie there, that's disgrace.
The harder you're thrown, why, the higher you'll
bounce.
Be proud of your blackened eye.
It isn't the fact that you're licked that counts.
It's how did you fight, and why."*

That became sort of the unofficial saying of the gymnasium school my folks owned, and a sign featuring that poem hung on a wall in Dad's office for as long as I can remember.

Rick: What role do you feel fear might play as an obstacle to personal and financial success, if any?

Bob: Fear is a huge obstacle. It certainly was to me as I built my life and my business. And don't for a minute think I'm over my fears. I struggle with them every day.

I think the key to “overcoming” them — if that’s the right word — is to understand that having them is natural. It’s a part of growth. A part of life. Thank G-d we have fears that we can overcome, that can help us to grow. On the other hand, that doesn’t mean we should be joyous in our fears.

My feeling is that we should do the best we can to get past them. How do we do that? Well, we seek out the knowledge necessary to beat them. Then we apply that knowledge. Finally, we stay persistent and keep getting back up until we overcome them.

Rick: Has fear ever been responsible for something great “not happening” in your life?

Bob: Absolutely! I can think of specific times that still make me cringe. :-)

Your Present and Future

Rick: What are your current projects and what do you hope to accomplish with them?

Bob: My projects mainly revolve around my life’s mission, which is bringing to the world the knowledge that you can deal with the difficult people in life, get what you want, and still have everyone come out a “winner,” either by helping them derive direct satisfaction with the results or, at the very least, helping them to feel good about themselves and about you.

I’m currently about to release an ebook which updates and expands greatly upon my original *Winning Without Intimidation* book. I’m totally excited about this.

Also, my weekly ezine by the same name goes to nearly 20,000 subscribers and I'm looking to build those numbers dramatically.

Rick: What specific plans do you have for the future?

Bob: There are several groups with which I want to become involved even more than I am now. As my income from



One can't lie and steal and act nasty to others from 9 am–5 pm, then come home and be an entirely different person. That kind of incongruence won't hold out very long, and will come back to haunt that person.



the Internet becomes larger and steadier, I can be on the road speaking less and less. That will give me more time with these organizations.

A particular passion of mine is in helping America to reclaim the freedom and liberty that made it so great because I truly love this country. As a member of the Libertarian Party (www.lp.org), we believe in individual liberty, personal responsibility, and total free trade between equally willing participants. We believe in charity, not coercion through taxation and its accompanying bureaucracy.

(Explanation of last sentence: not only does charity come from the heart, but typically, a private, charitable organization spends only 20% on administrative costs and 80% on its intended recipients. On the other hand, when government, via taxation, coerces/forces you to give — even for what might be perceived as a “good cause” — 66–80% goes to support the bureaucracy (and

its administering bureaucrats) only 20–44% to the intended recipients. Not to mention that the very essence of a bureaucracy is to create a need (employment for the bureaucrats). As such, there's a natural tendency — albeit in most cases an unconscious one — for them to keep people dependent on their programs.

An individual voluntarily giving to charity is, in my opinion, a wonderful thing. It just works better when the giving *is*, in fact, voluntary.

Libertarians believe in peace and prosperity. We don't just “talk the talk” of small government, we “walk the walk.”

(Note: Incidentally, my love of Liberty and work within the Libertarian Party is my own personal belief and not to be confused with any religious beliefs I've discussed within this interview.)

Spirituality in Your Business

Rick: In your opinion, is there a difference between religion and spirituality?

Bob: To me, spirituality is a connection with G-d and religion is an organized method of expressing one's spirituality, in a way that is in common and in union with others of that same belief system.

Rick: Do you bring spiritual principles to your day-to-day business? If so, specifically how do you do this? Please cite general things such as a mission statement or overall guiding principles, as well as specific examples of these, i.e., customer policy and customer service in action.

Bob: Absolutely. I try as best as I can to live my entire life according to my spiritual principles. I don't believe there can truly be any type of separation in this matter, although I'm sure many people disagree with me on this

issue. On the other hand, I feel that the truly successful people in life do hold that principle to be true.

One can't lie and steal and act nasty to others from 9 am–5 pm, then come home and be an entirely different person. That kind of incongruence won't hold up very long, and will come back to haunt that person. How often have we seen that happen!

Instead of providing specific business examples, I would just say that in everything we do we ask, "Would G-d approve?" If the answer is yes, then fine. If no, well, we now know how to proceed (or *not* to proceed).

The two passages from the Jewish Scriptures by which I try and live are Leviticus 19:18, "Love your neighbor as yourself" and Micah 6:8, "Do justly, love mercy (or kindness), and walk humbly with G-d."

My feeling is that, if you keep those two passages in mind, you can never go wrong. And if you do go wrong, as we humans (especially me) are known to do, you repent.



The difference between unnecessary pressure and peace of mind (and often failure and success) is constant awareness that as long as we do the very best we can, it's up to G-d to do the rest.



We're told so many times in the Tanach (the Jewish Scriptures — what non-Jews would call the Old Testament), over and over again that G-d welcomes our repentance directly. We're not expected to be perfect, only to try our best. And when we fail, we are to pour out our heart to G-d through prayer and ask for His forgiveness.

The big test of repentance is, when the opportunity to commit the same sin again comes up, do we commit it, or walk away from it? If we walk away from it, we've succeeded.

Rick: Has there ever been a time when you felt that spiritual principles had no place in business? If so, what changed your mind?

Bob: I've never felt that from the time I've been in business. I grew up watching Mom and Dad in business. I never knew any different.

Rick: Has there ever been a time when you felt that your own failure to use spiritual principles might have caused you unnecessary challenges? If so, please give us as much detail as you are comfortable with.

Bob: Well, Jewish consciousness says that there is a partnership that human beings have with G-d. While everything is ultimately in His hands, it's still up to us to do the "hishtadlus" (human effort, work).

I think there have been times when I forgot that the results were still ultimately up to Him. Because of this, I put 100% pressure on myself to make it happen. Keep in mind, 100% *effort* is great; that is what we're supposed to do.

The difference between unnecessary pressure and peace of mind (and often failure and success) is constant awareness that as long as we do the very best we can, it's up to G-d to do the rest. And, if for whatever reason it doesn't work out as we would like, we can relax in knowing there must be a reason and a lesson to learn. In my case, not remembering this caused me a lot of unnecessary stress and anxiety.

Rick: If you could give other business owners one key piece of advice on the subject of bringing spirituality into their business, exactly what would it be?

Bob: This relates both to being and to doing. For instance, I believe the first part comes down to simply knowing what your beliefs stand for. What's the saying: "Be flexible on the small things and rigid on principles."

In other words, if your principles are etched in stone, then you'll never have a difficult decision in that particular area. Just live your beliefs. Run your business the way you run your life. Always ask, "Is this what I believe G-d would want me to do?" And suggest that those in your employ do the same.

This also relates to the proactive building of your business. Here is one specific example:

When I teach prospecting to sales people I often explain the concept of "posture." I define posture as "when you care... but not that much." In other words, although you care about the prospect and about making the sales, you are not emotionally "attached" to the results. When that happens you tend to be much more successful.

I believe there are two ways to have true posture. One way is to expand your network so that you are always able to get in front of new prospects. That will certainly



...everything we think and everything we do is based on a belief system (most of which was handed to us both on purpose and by accident) that was developed extremely early in our lives. My suggestion is to keep questioning many of your beliefs. Keep asking questions.



give you posture. The second way, however, is to go back to the above paragraph. That is, realize that all you are responsible for is your activity; whether they buy your product or service, or somehow involve themselves in your business is up to G-d. Now THAT knowledge will take the pressure off of you and help you to relax and develop true posture.

Remember, as I tell this to you, I'm really telling it to me. I need to constantly remind myself. Especially when I really want something and begin to feel the pressure that comes from attachment to the outcome.

Rick: What are three things you know now that you most wish you had known earlier?

Bob: Well, at 44 years of age, I wouldn't, for a moment, trade the knowledge and wisdom I've attained through learning from everything and everyone in order to be a kid again. Actually, I never really even enjoyed being a kid. In fact, the only way I'd want to be 15 again is if I could keep the knowledge and wisdom I now have as a 44-year-old. :-) And, maybe that's the first answer to this question.

(1) Perhaps I wish that I could have known then that life would turn out to be pretty great. That every year would get better and better, and that one mistake or two mistakes or a bunch of mistakes wouldn't be an end to my dreams.

(2) That I could find such joy in learning. I was a horrible student. Barely graduated from high school. Got into college "on probation." I don't mean I got into college and after a semester got on probation. I mean that the only way they would accept me in was on probation. And then I just barely graduated from college.

(3) I wish I knew then that certain things in which I had no confidence and thus didn't attempt, really were

achievable had I just “gone ahead and done it” instead of feeling bad that I couldn’t.

Rick: What is the single most important thing you’d like to share with our readers that we haven’t yet discussed?

Bob: Just to understand — and keep in your consciousness — that everything we think and everything we do is based on a belief system (most of which was handed to us both on purpose and by accident) that was developed extremely early in our lives.

My suggestion is to keep questioning many of your beliefs. Keep asking questions. Then ask some more questions. If something doesn’t seem right, if it doesn’t seem to be logical, then find people who might know the answers and ask them. And then ask some more.

Don’t worry. If what you have is the truth, it will withstand the test of time. If it isn’t, and your ego can let go of what’s false, you have an opportunity to improve your life dramatically.

I have no choice but to complete my answer with the following:

— **One World** —

People might tell you, “When you come to work, leave your spirituality at home. Don’t bother us with your peculiar lifestyle, your ethics, search for meaning... That’s all nice, but this is business. This is the *real* world.”

There is only one real world, and it belongs to one real G-d.

— A Daily Dose of Wisdom from the Rebbe, words and condensation by Tzvi Freeman
14 Iyar, 5762 * April 26, 2002

Closing Question

Rick: Even though the tragic events of September 11 are still very recent, do you feel they have (or should have) changed the way we conduct both our personal and business lives?

Bob: I think it's always good to keep searching for spiritual and practical lessons in everything. Perhaps the tragic events that occurred caused many of us to take an accounting of our lives and redetermine what is and isn't important.

Obviously, those who were directly affected by the terrorist attacks have had their lives changed. Those of us fortunate enough to not be directly affected may have also had to make some changes. To say we shouldn't change certain things we do (such as take precautions) would not be wise. On the other hand, if we as a nation decide that security is more precious than liberty, I fear we will fall into the trap that Benjamin Franklin warned us about over 200 years ago: *He who trades liberty for security will eventually have neither.* Let's not do that.



Special Exclusive Article: On the Field Of Life by Drew Bledsoe



This is an exciting opportunity for me! I studied writing in school and it is pretty fun to be asked to write! It is even more rewarding to be asked to write about something close to my heart.

In this piece I have decided to address some of the questions I've been asked over the years from people who want to know more about what prepared me to become a skilled football player.

The remarkable thing is that the experiences and instruction that prepared me for life off the field were also what best prepared me for football. It may surprise some people to discover that playing football has never been at the top of my personal priorities list. You can be certain playing football was high on that list, but it has always been secondary to other priorities like my family and maintaining my personal integrity.

Without a doubt, the most important influences in shaping my character and building my value system were my parents.

The man I am today, both on and off the field, is a result of the guidance and examples I received from my parents.

From an early age, I was taught that being successful at anything depends largely on the decisions I make. All of us make hundreds of decisions every day — what to wear, what to read, where to go, who to associate with, how long to practice, etc. My parents helped me to appreciate that the decisions I make will define who and what I become.

My parents were fond of saying that our family was a team — “It’s Bledsoes against the world!” was our motto (we all have belt buckles with that inscription). My dad has always said that a coach can’t make the plays on the field and parents can’t live their children’s lives, or be with them when they make those big decisions about smoking, drugs, alcohol, or sex. My parents believed that their most important role was to teach my brother Adam and me how to make responsible choices in those and many more situations.

On a football field, in business situations, and in all walks of life, we all are often challenged to make split-second decisions. Unfortunately, we don’t always make the optimum call because things outside of our control will often obstruct our progress.

The best decisions we make are usually the ones that we make ahead of time, before we are in the situation. A competitor launches a blitz out of nowhere and our grand play gets sacked; but if we have prepared for that blitz in practice we are usually pretty good at stopping it or defeating it. More often than not, if we choose what feels right and prepare carefully, we’ll throw more touchdowns than interceptions.

As a quarterback in the NFL for almost ten years, I have been living a dream shared by many young aspiring athletes. What it took to get to this point, and to stay in the Pros, is something that many people seldom appreciate. Desire and ability

must always be accompanied by personal commitment or it just doesn't come together.

When I was in the eighth grade, my coach told me that I needed to choose another position, as I would never make it as a quarterback. The difference between my coach and me was that I truly believed I could become a successful quarterback. I had a belief in myself, and my dreams, and I had a commitment and willingness to practice my vocation. This helped me to realize my dreams when others discouraged me.

I have always been a believer in training my mind as well as my body. When I was in high school, I began carrying around notes that I wrote to myself. These notes stated my goals as a player: "I throw three hours every day"; "I hustle on every play"; "The team always comes first"; "I'm the first on the field and the last to leave."

My notes are always personal and written in the present, and have positive connotations for me. Just as in business, a sports career offers no guarantees but, if we're mentally and physically prepared, our chances of success are always improved.

I have been asked what I fear the most. In addition to a 350-pound lineman bearing down on me at top speed, I will admit that I never got over my childhood fear of snakes. In general, I have the same trepidations of the unknown that the rest of us have. We can never be fully prepared for everything that will affect our lives, but there is peace and freedom from fear if we know that we are living our life in a positive manner.

Over the course of my professional career, I had the opportunity to be involved in a number of different charities: Boys and Girls Clubs, YMCAs, and the Children's Miracle Network to name a few. I came to realize that I was very lucky to grow up in a supportive and instructional home environment; not every kid has that atmosphere of encouragement and love. While I

thoroughly enjoyed working with those charitable children's activities, I struggled to find one that really touched my heart, something that came out of my own life.

I determined that the things that allowed me to be where I am — to be satisfied with what I am doing, and to be a happy and fulfilled person, husband, and father — were the result of my parents helping and guiding me to become who I am today. My way of giving something back was to establish the **Drew Bledsoe Foundation**.

I believe that effectively raising our children is the most important task we will ever have. My foundation was created solely to support a curriculum called Parenting With Dignity™. My parents created this videotaped course over a 24-year period of time. It is a course that teaches parents new, effective, and workable parenting skills. It gives them the tools necessary to create an encouraging, and loving home for their children.

I honestly believe that you and I can help change the world by making sure our children know how to make good decisions to address some of the problems they are facing, at their source. To do this, we must teach parents more effective parenting skills that really work. I urge you to visit our website on the next page and learn more about this wonderful program.

About Drew



Parenting With Dignity™

No triumph on the playing field compares to the happiness and fulfillment I get from being a husband and father. My parents, Mac and Barbara, instilled a sense of family in me that has shaped my life, my moral code, and my devotion to my family.

Those values stirred my desire to 'give something back' for all the blessings I have received. My wife Maura and I established the non-profit **Drew Bledsoe Foundation** as a means to help parents learn how to address some of the problems our kids are facing today, and to provide tools to use to create an encouraging, and loving home for their children. Our foundation sponsors a program called... **Parenting With Dignity**.

Interview with Joan Gustafson



Joan Gustafson is an award-winning international speaker on the topics of success, leadership, and change. She is president of Success and Leadership Dynamics, a consulting company specializing in organizational productivity and personal development, and is the author of *A Woman Can Do That! 10 Strategies for Creating Success in Your Life*. As a faculty member of Income Builders International, she teaches marketing excellence. Joan is also on the faculty of University of Phoenix, where she teaches graduate-level courses in international management and e-Business.

Visit Joan's website at www.leaderdynamics.com. She can be contacted at 877-824-3014 (toll-free) or joan@leaderdynamics.com.

Your History

Rick: Many of our values come directly from our childhood and upbringing. What are the most important values you feel you still carry today from your parents and other family members, friends, teachers, etc.?

Joan: From my parents, I learned the value of integrity, honesty, keeping commitments, and working hard. I later learned the value of also determining and living my priorities and working smart.

Rick: Did these come from your socioeconomic status, your home life, spiritual and/or religious experiences? If so, please describe.

Joan: These came from my home life and from my spiritual experiences. I always knew that honesty was important,



When I turned 50...I did some soul searching. I had enjoyed my career up to that point, but I realized that the part of my positions I enjoyed most was mentoring other people and watching them develop to become even greater human beings.



but it was later in life that I realized that honesty was just one part of integrity. To me it is doing what I say I'll do. It is refraining from making promises that might be impossible to keep because of existing time commitments. This ties into knowing my true values and living my priorities.

Rick: Exactly how did you get started in your business or career? What prompted or pushed you to be attracted to your field?

Joan: My career has evolved and expanded since I was 14 years old and I visited my uncle's workplace. My Uncle Ralph was a computer engineer in the days of the first generation of computers when a computer filled a room that was the size of a gymnasium and had a fraction of the power of the current handheld computers. I was impressed with the computer and made a decision to pursue a career in computers. However, I took many detours along the way (early marriage, divorce, illness, etc.) until I finally decided that I could be successful if I worked at it.

I became a computer programmer, a systems analyst, and then a systems supervisor. In the meantime, I earned both my bachelors and masters degrees by going to school at night, while working full-time and raising my two children as a single parent. I then went into marketing, marketing management, and international management.

When I turned 50, I started thinking about the legacy I might leave to the world, and I did some soul searching. I had enjoyed my career up to that point, but I realized that the part of my positions I enjoyed most was mentoring other people and watching them develop to become even greater human beings.

I retired early from corporate life and started a new business, Success and Leadership Dynamics. I wrote two books on success and leadership to share my strategies with others. I am currently a professional speaker, specializing in inspirational messages encouraging people to reach for their dreams. In my business, I also do some executive and career coaching, as well as coaching of people who want to enhance their public speaking skills.

Rick: What do you feel is your major accomplishment in business (list a few if you wish)? Did you have setbacks that were an influence on where you are today?

Joan: Some of the major accomplishments include:

- Organized and managed 3M's marketing e-Business department; structured the 3M *Communications Resource Network (CRN)* and Corporate Marketing's *Enhancing Customer Interface Department*; organized 3M Corporate Marketing and Public Affairs *Productivity and Quality Department*; organized, managed and led initial research and implementation of 3M's *Communicating for Growth* program that has provided better responsiveness to customers; pioneered the *Sales Support Systems* effort at 3M; and directed and managed 3M departments consisting of as many as 150 managers and professionals.
- Wrote two books. The first one, which is about success, was published last year. The second one, which is about leadership, will be published later this year.

Yes, I have had several setbacks (mistakes, serious illness, etc.) Each of these has given me an opportunity to grow.

Your Influences

Rick: Who has been the most influential person in your life — and why? These could be family members, friends, teachers, business associates, spiritual leaders, business leaders, authors, speakers, etc. If you have more than one, please tell us about the MOST important ones who were instrumental in helping you arrive at where you are today.

Joan: There have been three.

- My mother, Betty Notto, for setting an example of care and benevolence.
- My dad, Len Notto, because of his hard work and perseverance through adversity.
- My husband, Cliff Gustafson, for believing in me.

Rick: What books or resources have been especially influential in your life?

Joan: *The Greatest Salesman in the World* by Og Mandino.
The Greatest Secret in the World by Og Mandino.
The Book on Mind Management by Dr. Dennis Deaton.

Rick: What is your favorite quote?

Joan: *The greatest discovery of my generation is that human beings can alter their lives by altering their attitudes of mind.* — William James



Fear is definitely an obstacle, as it can be immobilizing. We can become extremely successful if we fill our minds and our hearts with optimism, knowing that we are capable of achieving success to the highest degree.



Courage and Fear

Rick: How much courage has it taken to pursue your goals?

Joan: I've never thought of it as courage, but I was a pioneer for women in business roles. It was more of a challenge, but I enjoyed the journey, as well as the destination.

Rick: What role do you feel fear might play as an obstacle to personal and financial success, if any?

Joan: Fear is definitely an obstacle, as it can be immobilizing. We can become extremely successful if we fill our minds and our hearts with optimism, knowing that we are capable of achieving success to the highest degree.

Rick: Has fear ever been responsible for something great “not happening” in your life?

Joan: No.

Your Present and Future

Rick: What are your current projects and what do you hope to accomplish with them?

Joan: They include:

- Publishing my second book, *Some Leaders Are Born Women!* This will help many women to realize that they can be great leaders, not only in business, but also in other areas of their lives.
- Developing an ebook with WZ.com. The title of the book is *Control Your Destiny Through Your Attitude*.
- Expanding my inspirational speaking business. This will help me to reach more people with my message that they can be, do, and have anything they desire in life and to give them the tools to do so.

- Expanding my speaker coaching business. This will help not only professional speakers, but also those who need to give business presentations in order to maximize their success.

Rick: What specific plans do you have for the future?

Joan: To reach more people and to create more success and cooperation for success throughout the world.

Spirituality in Your Business

Rick: In your opinion, is there a difference between religion and spirituality?

Joan: Yes, however they overlap for me.

Rick: Do you bring spiritual principles to your day-to-day business? If so, specifically how do you do this? Please cite general things such as a mission statement or overall guiding principles, as well as specific examples of these, i.e., customer policy and customer service in action.

Joan: Yes. When I speak of success, I tell of my own successes, starting with career success, financial success, and material well-being. Then I quickly add that, for me, these are not the most important aspects of success. It is success in relationships. It is spirituality. I'm happy to say that I feel successful in these areas, also.

I review some definitions of success from my book, *A Woman Can Do That! 10 Strategies for Creating Success in Your Life*:

- Success is a mental, physical, emotional, and spiritual balance in one's life.
- Success is being whom one wants to be and doing what one wants to do in this life.

- Success is feeling good about oneself.
- Success is making a contribution in this life and leaving a legacy for which one can be proud.
- Success is being able to fulfill our desires in all areas of life.
- Success is being able to determine one's own direction and to set one's own limits.
- Success is being able to do what God gave one the talents to do, based on what one has experienced and the lessons learned in doing so.

I add, "When I look at you, I see that each one of you is unique. Each one of you is precious. Each one of you has special skills, talents, and abilities that are yours alone. And you can use your special skills, talents, and abilities to increase your own success and to help other people to be more successful."

Rick: Has there ever been a time when you felt that spiritual principles had no place in business?

Joan: No.

Rick: Has there ever been a time when you felt that your own failure to use spiritual principles might have caused you unnecessary challenges? If so, please give us as much detail as you are comfortable with.

Joan: Yes. There have been times that I have put my spiritual principles on the back burner. Almost every time, I have become physically ill. It was almost as if I needed to be knocked over the head to be reminded of my principles.

Rick: If you could give other business owners one key piece of advice on the subject of bringing spirituality into their business, exactly what would it be?

Joan: Trust your spirituality. Don't be afraid of what others may think. I believe we are all spiritual beings, but not everyone knows it yet. In most cases, people will admire your integrity to be the person you really are.

Rick: What are three things you know now that you most wish you had known earlier?

Joan: They would definitely be...

- (1) Cooperation works much better than competition.
- (2) The world is full of friends I might not have met yet.
- (3) People actually love to help other people.

Rick: What is the single most important thing you'd like to share with our readers that we haven't yet discussed?

Joan: Believe in yourself and dare to dream, and your dreams will come true.

Closing Question

Rick: Even though the tragic events of September 11 are still very recent, do you feel they have (or should have) changed the way we conduct both our personal and business lives?

Joan: For many people, the events changed the way they conducted both their business and personal lives; however, as time has gone by, many people are going back to their old ways. I cried that day out of sadness, but I cried even harder when the legislators got together that night and sang, "God Bless America!" in unison. If we could get everyone involved in this spirit of brotherhood/sisterhood, how wonderful this world would be!



Interview with Michael Angier



Michael Angier is the founder and president of Success Networks. Its mission is to inform, inspire, and empower people to be their best—personally and professionally. Visit <http://www.SuccessNet.org> for free subscriptions, memberships, eCourses, eBooks, and SuccessMark Cards or email InfoPlease@SuccessNet.org.

Michael works with senior executives who want to build world-class companies and with people who want to do value-driven work. If you're interested in having him speak to your organization, you may contact him at speaker@MichaelAngier.com or visit <http://MichaelAngier.com>

Your History

Rick: Many of our values come directly from our childhood and upbringing. What are the most important values you feel you still carry today from your parents and other family members, friends, teachers, etc.?

Michael: I grew up on a Vermont farm in a large family (five boys). My parents were and still are devout Catholics who instilled in me a strong sense of right and wrong.

Although I didn't ultimately choose to follow my parent's religious faith, I believe that my upbringing in a home filled with love, devotion, and integrity helped me to develop and enlarge my personal spiritual beliefs.

Doing the right thing, being fair, kind, and considerate were not only talked about but also demonstrated on a daily basis in my family experience.

Rick: Did these come from your socioeconomic status, your home life, spiritual and/or religious experiences? If so, please describe.

Michael: At only 20 years old, my father was a World War II bomber pilot. He flew B-17s out of England over France and Germany. He was shot down, captured, and tortured by the Nazis. He was liberated after nine months when the war ended.

I believe these experiences had a profound effect on him, and on his children as well. We grew up with a deep respect for our country, for freedom, and for justice. To this day, I have a great appreciation for the simple pleasures of life. I don't take ANYTHING for granted.

We all worked hard on our family farm and I think this work ethic has helped me through some very difficult times — both personally and in my career.



I'd say it's true that good judgment comes from experience. And experience comes from bad judgment.



Rick: Exactly how did you get started in your business or career? What prompted or pushed you to be attracted to your field?

Michael: I've had several careers, really, but I've always been an entrepreneur. Except for a few brief jobs, I've been self-employed most of my life. From the time I was a freshman in high school, I paid my own way. I bought my own clothes and paid for my own cars.

My first career was as a farmer. I became a writer/speaker by way of my interest and passion for personal growth. I've studied the masters for over 30 years and now make my living sharing what I've learned with others. I would do what I do now for nothing if I could afford to. And as it turns out, I'm also able to make a good living at it.

Rick: What do you feel is your major accomplishment in business (list a few if you wish)? Did you have setbacks that were an influence on where you are today?

Michael: My magnum opus (to date) is Success Networks. I've built an organization of over 23,000 people from more than 57 countries in just a few years. For a farm boy from Vermont working out of his home, that's pretty cool. Every day I hear from some of our members as to how we're making a difference. There can be no greater reward than that.

Most of my setbacks occurred in other businesses. I've had some pretty painful and expensive learning experiences. I'm a bit more cautious today and certainly more experienced. I'd say it's true that good judgment comes from experience. And experience comes from bad judgment.

In 1991, the cash flow for my magazine business took on the glide angle of a brick. We went from receiving five or six checks a day to five or six days between checks. It was a very painful crash and burn.

Things have been much different with my current business. My biggest challenge with Success Net has been to develop a revenue model that worked. I went very slowly because I knew I didn't have a proven model and I had no money to invest. I tried a number of things and it wasn't until almost two years ago — after four years in business — that things started to click. If I'd HAD a lot of money, I might have blown most of it on strategies that didn't work.

Your Influences

Rick: Who has been the most influential person in your life — and why? These could be family members, friends, teachers, business associates, spiritual leaders, business leaders, authors, speakers, etc. If you have more than

one, please tell us about the MOST important ones who were instrumental in helping you arrive at where you are today.

Michael: It's a long list to be sure. But my wife, Dawn, has been and will always be, the greatest inspiration in my life. She's my partner, my best friend, my teacher, my student, my critic, and my supporter.

My father and mother were certainly role models and always encouraged me. I can't ever remember when they ever told me I couldn't do something — other than stay out late, use drugs, etc.

At an early age, I started reading biographies of great men and women. This was of great influence upon me. I have always been inspired by ordinary people who have done extraordinary things.

Rick: What books or resources have been especially influential in your life?

Michael: *Think and Grow Rich* by Napoleon Hill was probably the first book I ever read that caused me to see that success was not about luck but about principles. It remains one of my top ten books. Jim Rohn, Stephen Covey, and Wayne Dyer also stand out.

Rick: What is your favorite quote?

Michael: I'm a collector of inspirational quotes. We have thousands of them on our Web site. But my favorite is one of Henry David Thoreau's:

If one advances confidently in the direction of his dreams, and endeavors to live the life which he has imagined, he will meet with a success unexpected in common hours.

The second part of Thoreau's writing — and I think more spiritual part — is not quoted as often and I feel it's even more profound than the first:

He will put some things behind, will pass an invisible boundary; new, universal, and more liberal laws will begin to establish themselves around and within him; or old laws will be expanded and interpreted in his favor in a more liberal sense, and he will live with a license of a higher order of beings.

A “license of a higher order of beings.” Now that's exciting.

Courage and Fear

Rick: How much courage has it taken to pursue your goals?

Michael: That's a tough question. In many respects, it doesn't seem like it's taken all that much courage. And yet, I suppose it did.

The greatest courage I needed to muster was to start another business after having already failed in a business. It was a very public endeavor (a magazine) and the fear of failure was high. What I came to was that I feared living with myself having NOT gone for it more than I feared actually failing.

Rick: What role do you feel fear might play as an obstacle to personal and financial success, if any?

Michael: Fear is a powerful emotion. I'm continually surprised at how much it holds people back. And most fear is unacknowledged fear — fear we aren't really conscious of having.

Rick: Has fear ever been responsible for something great “not happening” in your life?

Michael: I've usually "gone for it" but my fears have sometimes caused me to fall short of my goal. I overcame my fears and took the risk, but was not always able to overcome my fears enough to keep me from doing my best work. There may have been some self-sabotage in there.

Your Present and Future

Rick: What are your current projects and what do you hope to accomplish with them?

Michael: My biggest project is myself. Developing myself and actualizing my unique potential.

Beyond that, I'm continuing to grow Success Net into a much larger and more influential organization. I want it to be a no-brainer to not only become a free member but to become a Gold Member and go for the best that's within you. My vision is for it to become a well-known and highly respected force for good in the world.

Rick: What specific plans do you have for the future?

Michael: I'm creating several new self-development products and e-courses. I'm also starting another book about the laws of success with sailing and sailing principles as a metaphor for how and why they work. I love to sail and I've come up with a sailing concept to explain every success principle I know of. It should publish late this year or early in 2003.

Spirituality in Your Business

Rick: In your opinion, is there a difference between religion and spirituality?

Michael: I think there is. I view religion as being a certain culture — a dogma — for people to follow. I personally find it too restrictive and I'm not part of any organized religion.

“

We must forgive ourselves for our shortcomings and move on. To me, it's only bad if you continue doing something you know to be wrong.

”

Spirituality, on the other hand, is an understanding of a higher consciousness. And for me, it means a recognition that we're all part of that higher consciousness — that we are ourselves divine. It doesn't mean that we are all that God is, but we are PART of all that God is. Like a teacup of seawater is not the ocean but it nonetheless contains the ESSENCE of the ocean.

Rick: Do you bring spiritual principles to your day-to-day business? If so, specifically how do you do this? Please cite general things such as a mission statement or overall guiding principles, as well as specific examples of these, i.e., customer policy and customer service in action.

Michael: I don't make a big distinction between my business life and my spiritual life. I'm not sure there really is a difference. There's just LIFE. Just as I don't make much of a distinction between my personal life and my work life. I look at it all as life.

I try to live my life each day with integrity. I do my best to be fair and honest. I try to be kind and considerate. I desire to live my life with no shame or regrets. It's not always easy but I think it's gotten easier over time.

For instance, there's nothing in my life that anyone could blackmail me for. Not that I would want everyone to know everything. There are a few things I'm not proud of. Shortcuts I've taken. Bad judgments. Selfish acts. But nothing that I'd pay money to someone to keep hidden. I sleep well at night.

We must forgive ourselves for our shortcomings and

move on. To me, it's only bad if you continue doing something you know to be wrong.

I like to review my day and my week and look at what worked and what didn't. I ask myself if I made my choices based upon my values and my conscience. And I try not to be too hard on myself for not completely living up to my standards. I believe that our integrity can only be increased by the constant observation of our LACK of integrity.

The challenge is to do it without invalidating yourself. Someone once referred to sin as Self-Inflicted Nonsense. That might just be so.

Rick: Has there ever been a time when you felt that spiritual principles had no place in business? If so, what changed your mind?

Michael: Business is a great playing field. It's one upon which we can test our theories and our beliefs. In the long run, they will prove themselves to be true or not.

To me, spiritual principles always have a place in business. Spiritual principles are practical. The fact is, they WORK — at least in the long run. It's that way in other parts of our life as well.

If spiritual principle isn't practical, what good is it? I think it was Eric Butterworth who said, "Some people are so heavenly minded, they're no earthly good."

Rick: Has there ever been a time when you felt that your own failure to use spiritual principles might have caused you unnecessary challenges? If so, please give us as much detail as you are comfortable with.

Michael: There have been several. Mostly it's been around not having enough faith in myself and in what I was doing— not following my intuition.

For example: When I was publishing *Creating Excellence*, we started to promote some well-known speakers at live events. It was a nice complement to our business and provided not only excellent exposure for us, it was profitable as well. It was also high-risk in that we committed to the speakers before we sold the program.



As I've interviewed and studied successful people — people who have achieved something exceptional — I've found that they had the same doubts, the same fears, the same ordinariness that the rest of us experience. It's just that they wanted something and believed in something more than the rest of people.



One of my sales people convinced me to promote a speaker who I didn't have a good feeling about. It just wasn't a good fit for us. But I allowed myself to be seduced by the chance to make a substantial profit. We committed critical resources to the project only to find that we couldn't sell the seminar. We ended up backing out of the event at a huge loss of money and credibility.

I wasn't true to myself and didn't have the courage to follow my gut and say, "No deal."

Rick: If you could give other business owners one key piece of advice on the subject of bringing spirituality into their business, exactly what would it be?

Michael: My advice would be to be who you are. Your business is an extension of who you are and you must be congruent with your values in order to have any degree of comfort in your business.

Clarity leads to power and the clearer you are on who you are, what your company is, and what you want to accomplish, the more successful you will become.

The “why” of your business and your success is much more important than any “how.” Knowing what you want and why you want it will overcome any challenge. It sounds simple and it is. It’s also a very powerful and often overlooked principle.

Rick: What are three things you know now that you most wish you had known earlier?

Michael: (1) I know now that people don’t think about us as much as we might believe they do. Being afraid of what people will think of us keeps us from doing many of the things we know in our hearts we should do. And we suffer for not having done them.

(2) I used to be driven by guilt. Somehow I had it wired up that to feel guilty was virtuous. I thought you weren’t a good person unless you felt guilty about your transgressions.

Today, I see that guilt is a very destructive emotion and serves no purpose except to keep oneself in bondage. It took several years and some painful mistakes to get this for myself but today I don’t waste any time feeling guilty. If I can fix what I did wrong, I do. If I can’t, I don’t think about it any more.

(3) I know now that people who do extraordinary things are not really special people. By that I mean that they aren’t really any more talented, smarter or privileged. I used to think they were. As I’ve interviewed and studied successful people — people who have achieved something exceptional — I’ve found that they had the same doubts, the same fears, the same ordinariness that the rest of us experience. It’s just that they wanted something and believed in something more than the rest of people.

Rick: What is the single most important thing you'd like to share with our readers that we haven't yet discussed?

Michael: I think one of the most profound things I've learned—and continue to learn at new levels — is that it's our resistance to what is that causes our pain. We expend far too much energy and experience way too much discomfort because we don't like something.

What is, is. Once we acknowledge what is, we can make choices as to how we're going to respond to it, but we shouldn't waste time lamenting about how terrible something is and questioning why we have to endure it.

One could spend a lifetime exploring the intricacies of this concept.

Closing Question

Rick: Even though the tragic events of September 11 are still very recent, do you feel they have (or should have) changed the way we conduct both our personal and business lives?

Michael: I think we're more aware of things. We have a greater understanding of problems in the world and how they might affect us. Certainly many are more afraid or at least feel more vulnerable.

But as to changing the way we conduct ourselves, I don't feel much different. I'm more aware of what's going on around me. I'm more observant when I fly. The truth is, we've always lived in a dangerous world. I believe we're actually safer now than at any time in history. It's just that tragedy is more visible due to our modern communication.

I am gladdened by how well the free world has pulled together. And am heartened by the renewed patriotic feelings. I think freedom is much more appreciated than before. And that's a good thing.

I think, too, that we've been reminded in a profound way of how precious and fragile life really is. Most of us knew someone killed or injured on September 11 or the war on terror that it started. Even if we DIDN'T know anyone, we were all touched by it — personally, economically, emotionally, and yes, spiritually.

I believe we live in the most challenging and exciting time that anyone has had an opportunity to experience. Not long ago, you either believed in science or you believed in religion or spirituality. Today, we are finding that they are not two worlds, but rather one. As they begin to understand the building blocks of the universe, scientists are becoming more spiritual. High touch is meeting high tech.

I'm an optimist — always have been. And I believe there are no problems that cannot be solved. In spite of the horror we might see on TV, I think we stand at the dawn of a new age — one where love overcomes fear and our humanity transcends our human limitations.



Interview with Yanik Silver



Yanik Silver: Just 28 years old, Yanik Silver is recognized as a leading expert on creating automatic, moneymaking websites... and he's only been online full time since February 2000! He is the author and publisher of several best-selling marketing books and tools including:

- www.InstantSalesLetters.com
- www.InstantInternetProfits.com
- www.InstantMarketingToolbox.com
- www.33daystoonlineprofits.com
- www.WebCopySecrets.com

Yanik specializes in creating powerful systems and resources for entrepreneurs to enhance their businesses. When away from the office Yanik enjoys playing beach volleyball, ice hockey, skiing, and working on his terrible golf game.

Your History

Rick: Many of our values come directly from our childhood and upbringing. What are the most important values you feel you still carry today from your parents and other family members, friends, teachers, etc.?

Yanik: My family is from Russia. We came over during the bicentennial celebration of 1976 and I was two years old so I don't remember much. My father came with \$356 in his pocket for myself, my mother, and himself. Just two years after getting here, my dad started his own business (because he was fired for moonlighting) which is now a \$2.5M+ a year business.

I believe much of this "immigrant spirit" resides with me. I can pinpoint a couple of these values:

- **Entrepreneurial spirit** — The idea of starting from just an idea and building an empire.
- **Value of education** — My father packed many of his technical books with him instead of TVs or other “knickknacks” like other people packed to take with them to the U.S. To me, education is the one thing no one can take away from you. So if I went bankrupt, I could get everything back (and more) knowing what I know now.
- **Self-discipline** — You can’t always get everything you want immediately. You have to set your price for what you want and what you’re willing to sacrifice. Instead of watching TV every night like many of my friends, I spend that time reading and learning.

Rick: Did these come from your socioeconomic status, your home life, spiritual and/or religious experiences? If so, please describe.

Yanik: Mostly my home life. I was always surrounded by entrepreneurs. My father, my uncle, and nearly all our family friends all had their own business. We started off being very frugal with money.

But as I got older, my father began to flourish and I could see the rewards that come from “doing your own thing.” It seems like friends’ parents might have started off in a better position with a safe secure job but then our family began to take nicer vacations and drive nicer cars.

Rick: Exactly how did you get started in your business or career?

Yanik: I’ve always been fascinated with advertising and since my father has trouble with English I was the perfect candidate to do his company’s marketing... and I was only 13 or 14. I was familiar with Mac computers so I’d

design the company's ads on the computer and print them up as flyers. You should have seen the old material I did — it was so embarrassing — but it was a start.

Not only did I do some of the ads but my father also had me start working for the company doing telemarketing. I sold latex gloves to dentists during the AIDs scare. That was interesting. I created the flyer selling the gloves; I would call the doctors; I would follow up; I would send out the samples and I would book the orders. That's when I started getting a taste for commissions!

When I got my driver's license, my dad told me to go pound the pavement and call on physicians to sell to them. Looking back, I can't believe some of these middle-aged doctors even gave a 16-year-old kid a chance!

So I guess you could say I started pretty young in the marketing world. And it was this experience of direct selling face-to-face that really helped with one of the favorite things I do... copywriting. I write words on paper (or now on my computer) that make people reach into their wallets and hand me money. It's amazing!

Rick: What prompted or pushed you to be attracted to your field?

Yanik: It was actually one of my clients, an orthopedic doctor, who handed me a Jay Abraham tape that literally opened my eyes to the possibilities of direct marketing.



What really attracted me to selling information was the fact that I could sell paper and ink packaged up in a binder for \$900 when it cost me about \$40 to put everything together.



I remember listening to that tape over and over again. I probably heard that tape about a dozen times.

From there I ended up spending several thousand dollars over the next few years on all kinds of marketing educational material. I remember being completely enthralled by all of it. I was a “marketing junkie.” I started using my new insights into creating more powerful ads for my dad’s company (in fact they still use some of those same ads today and they continue to work).

Once I started to see the results and I started learning more and more, I had a longing to do something on my own. I was tossing around the idea with my stepbrother to create a report to sell to doctors for \$50 or so.

That’s when I came into contact with a course on how to produce your own information product and sell it to niche industries for high prices. I picked cosmetic surgeons since I was familiar with the medical field. I created a package that sold for \$900.

I still remember the first order I got for that product, it came over on the fax machine on the last day I set for the expiration date on the order form. I hadn’t fully created the product yet — just the sales letter — so I got to work finishing up the manual. What really attracted me to selling information was the fact that I could sell paper and ink packaged up in a binder for \$900 when it cost me about \$40 to put everything together.

As my doctor’s information business was starting to increase, I noticed the Internet. The Internet started to fascinate me as an information publisher because if I sold digital products (ebooks, downloads, membership sites, etc.) there was ZERO fulfillment or product cost. That’s when I jumped in!

Rick:

What do you feel is your major accomplishment in business?

- Yanik:**
- Growing my Internet business from \$0 to over \$500,000+ within 18 months.
 - Featured in *Six Figure Income* magazine.
 - Speaking at \$1,295 – \$4,995/person seminars.
 - Becoming one of the top experts on Internet marketing in less than two years.

Rick: Did you have setbacks that were an influence on where you are today?

Yanik: The major problem I faced was that I was working for the family company. I didn't want to disappoint my father by leaving the company — but I couldn't continue working there knowing my heart wasn't in it. This challenge has influenced me a great deal today because I always think of how hard that decision seemed at the time, but how happy I am now working on my own.



If you want to be part of the top 5% you have to do things differently....if you want to become an expert in any subject you simply had to read one hour a day on your chosen subject.



Your Influences

Rick: Who has been the most influential person in your life — and why? These could be family members, friends, teachers, business associates, spiritual leaders, business leaders, authors, speakers, etc. If you have more than one, please tell us about the MOST important ones who were instrumental in helping you arrive at where you are today.

Yanik: Aside from my father, one of the most influential people has been Earl Nightingale. His tape set, *The Strangest Secret*, really ‘spoke’ to me and resonated with my feelings.

He was the first person who told me successful people are different. If you want to be part of the top 5% you have to do things differently. I also heard from him that if you want to become an expert in any subject you simply had to read one hour a day on your chosen subject. And within three years you’d be an expert and within five years a world expert. I decided to see what would happen if I read two or three hours a day on marketing.

Rick: What books or resources have been especially influential in your life?

Yanik: There are so many to list here. I try to read at least 1 book/week. Some of the first ones that come to mind are:

- *Scientific Advertising/My Life in Advertising* by Claude Hopkins.
- *You Were Born Rich* by Bob Proctor.
- Anything by Earl Nightingale (tape sets).
- *Rich Dad/Poor Dad* and *Cashflow Quadrant* by Robert Kiyosaki.
- *Riches Within Your Reach* by Robert Collier.
- *Winning Through Intimidation* by Robert Ringer.
- *Ogilvy on Advertising* by David Ogilvy.
- Any audio program by Foster Hibbard (very tough to find).
- *Influence: The Psychology of Persuasion* by Robert Cialdini.

Rick: What is your favorite quote?

Yanik: *You'll always achieve more through movement than meditation.* — Gary Halbert, copywriting genius

Courage and Fear

Rick: How much courage has it taken to pursue your goals?

Yanik: It would have been easier just to sit back and keep working for my father, but I couldn't do that. It took a fair amount of courage to say to him, "This is the life I want to live for myself."

Rick: What role do you feel fear might play as an obstacle to personal and financial success, if any?

Yanik: Fear is definitely something I still deal with. Once you become successful it doesn't mean you don't have any fears. But you have to remember the feeling of overcoming your fear and how it felt when you took action.

Rick: Has fear ever been responsible for something great "not happening" in your life?

Yanik: I wouldn't say not happening but I would say not happening as fast as it could. I probably could have left my father's company sooner or I could have left for an out-of-town college instead of staying close to home so I could continue to work.

Rick: Feel free to elaborate and give any advice here for our readers.

Yanik: I really like the book *Feel the Fear and Do It Anyway* — that's a good one to help people with this. Essentially, you have to realize fear doesn't go away — you just have to realize it's there and move forward.

I try to always think what the absolute worst-case scenario could be. Now it's almost 100% likely this won't happen so then I can move forward.

Your Present and Future

Rick: What are your current projects and what do you hope to accomplish with them?

Yanik: I have several upcoming projects that I'd really like to move forward with. Some are in the same field of Internet marketing and others are totally unrelated areas. I'm one of those people who has an idea a minute and if I'm not careful I can easily get wrapped up in too many projects and not work on really big, audacious goals I want to achieve.

Rick: What specific plans do you have for the future?

Yanik: I have two long-term goals:

(1) To use my father's immigrant success story as a springboard to interview other immigrant successes and share the success philosophy of the "start from scratch" mentality.

(2) To help foster entrepreneurial dreams in young people so they don't only see getting a "safe and secure" JOB as their best choice.

Spirituality in Your Business

Rick: In your opinion, is there a difference between religion and spirituality?

Yanik: Yes, but it's a tough distinction. I wouldn't consider myself overly religious. I do practice. However, I would consider myself much more spiritual than I am religious.

I think spirituality deals with Universal laws and principles.

Rick: Do you bring spiritual principles to your day-to-day business? If so, specifically how do you do this? Please cite general things such as a mission statement or overall guiding principles, as well as specific examples of these, i.e., customer policy and customer service in action.

Yanik: Good question. I have a set of values that I look at each and every day which I use to guide me. One very important Universal Law I strongly believe in is that your rewards are in direct proportion to your service. Therefore I decided I would become rich by enriching others 10 to 100 times what they pay me in return. (That's actually a direct quote I've had in my planner since October 6, 1998.)



One of the best things I try to do now is use my intuition and 'gut feeling' whenever I'm thinking about a deal. It seems like your initial reaction is almost always the correct one.



Also, I strongly believe the world does not reward people who put out average efforts so I focus on being extraordinary.

One of Earl Nightingale's sayings is practice "cheerful expectancy" and that's what I try to practice every day. In my heart of hearts I knew I could succeed online. I think this has a lot to do with your belief structure. If you think you can — you can — and if you don't — you can't.

Next, I try to practice the law of attraction. I focus on what I want each and every day. That means reading my

value statements and reading my goals. Spending 5–15 minutes just focusing on what I do want instead of what I don't want.

Finally, I am grateful for all the gifts and rewards I already have. Each morning when I wake up with money in my email box — I silently say “thank you” for each order. I believe being grateful keeps you connected with your source.

Rick: Has there ever been a time when you felt that spiritual principles had no place in business? If so, what changed your mind?

Yanik: Not with my company. I try to run my business the way I'd want to be treated if I was buying from myself. To me, being fair and over delivering (the 10x–100x in value of what they paid that I mentioned) is actually one of the most selfish things I could do in business even if it wasn't the right thing to do. You see, when you over-deliver people naturally want to keep doing business with you.

Rick: Has there ever been a time when you felt that your own failure to use spiritual principles might have caused you unnecessary challenges? If so, please give us as much detail as you are comfortable with.

Yanik: Not that I can recall.

Rick: If you could give other business owners one key piece of advice on the subject of bringing spirituality into their business, exactly what would it be?

Yanik: One of the best things I try to do now is use my intuition and “gut feeling” whenever I'm thinking about a deal. It seems like your initial reaction is almost always the correct one.



Spend as much as you can afford on your education....the criteria you need to judge material by is if the person actually has 'real-world' experience doing what they say or are they a theorist. You only want to learn from the people actually doing what they say...



As a man, I try to rationalize doing deals with certain people or companies where I felt it wasn't the right thing to do. In almost all the cases my first gut feeling is correct. Women are much better at this than men. If you have a trusted female advisor, ask her to tap into her feelings. It might sound strange, but it really works.

I particularly remember one deal where I was going back and forth thinking about doing it or not. I stood to gain a small fortune but I wasn't 100% comfortable with the partners involved. I just about went ahead until I finally listened to my inner voice telling me it would be a bad idea. That notion was confirmed when I talked to a colleague who let me know he would never do a deal with this company in this instance.

Rick: What are three things you know now that you most wish you had known earlier?

Yanik: Well, I still feel like I'm learning every day but if I were to name three things they would be:

(1) To focus on proactive activities first in the day. The stuff that generates the income — if you focus the majority of your effort there and leave the non-paying \$8/hour administrative work to someone else, the better you'll do.

(2) Get excited about what you do and have fun! I truly love several parts of my business. I love the teaching and

I love turning an idea (starting from zero) and turning it into cash.

(3) To get away from “dream stealers” and negative people ASAP. I have a family member who is a big downer. Any time you mention an idea to him his reply is, “It’ll never work.” Stay away from these people. I mean it. Run. It’s especially tough when it’s in your family but you have to be the one sustaining your dream. Don’t share your precious dreams with people who want to stomp on it so that you’ll share their misery with them. No thank you!

Rick: What is the single most important thing you’d like to share with our readers that we haven’t yet discussed?

Yanik: Spend as much as you can afford on your education. I now spend about \$15,000–\$20,000 per year on improving myself. You want to learn from the real “doers” and don’t be afraid to buy their time (if possible), take them to lunch, attend their seminars, and purchase their books. But the criteria you need to judge material by is if the person actually has “real-world” experience doing what they say or are they a theorist. You only want to learn from the people actually doing what they say — and you should pay almost any price to invest in that knowledge.

Knowledge can never be taken away from you. So maybe that means instead of buying a new car you get a used one and spend the remainder on books, tapes, and seminars. Trust me, it’s a much better investment in the long run. In fact, many of my friends kindly joke about my car being called the “university on wheels.” I don’t think it’s any coincidence that the most successful people are always filling their minds with educational information while driving, working out, or whatever.

Closing Question

Rick: Even though the tragic events of September 11 are still very recent, do you feel they have (or should have) changed the way we conduct both our personal and business lives?

Yanik: No, I believe the terrorists were attacking our way of life and business. Namely capitalism. It couldn't be more evident with their target of the World Trade Center — a symbol of capitalism in the free world. It is imperative to continue our economic growth and not curtail our prosperity.

And on a personal level, I always believe things happen for the best. Even the incredibly tragic loss of life I sincerely believe will result in an ultimate good.



Interview with Chris Widener



Chris Widener is a popular speaker and writer as well as the President of Made for Success and Extraordinary Leaders, two companies dedicated to helping you turn your potential into performance, succeed in every area of your life, and achieve your dreams. Chris has spoken on success and leadership to groups at some of America's finest organizations like General Electric, the Harvard Business School and Cisco Systems. You can join subscribers in over 100 countries around the world and get Chris' FREE weekly *Made for Success Ezine* by sending a blank email to success-on@mail-list.com. Please visit Chris' websites at <http://www.madeforsuccess.com> and <http://www.extraordinaryleaders.com>.

Your History

Rick: Many of our values come directly from our childhood and upbringing. What are the most important values you feel you still carry today from your parents and other family members, friends, teachers, etc.?

Chris: I wasn't brought up in a home where we focused on spirituality per se, but my single mother did instill in me a few basic issues of morality that gave me a head start when I did begin my own spiritual journey at age 17.

First, she taught me to respect all people regardless of their gender, color, or creed. My mother worked in the engineering department of a local university and would bring home students from all over the world on special holidays to enjoy a meal with us. This gave me a tremendous respect for the value of all people.

Secondly, my mother taught me to be honest. I believe honesty is the root of all authentic relationships, whether it is between two people or a person and God.

Lastly she taught me a sense of hard work and accomplishment. God didn't put me here to sit around putting in time. God put me here to make a difference — so I should work hard and do all that I can for myself and for others!

Rick: Did these come from your socioeconomic status, your home life, spiritual and/or religious experiences? If so, please describe.

Chris: Mainly they came from my home life and the influence of my mother, who was left to raise me alone after my father died when I was four. When I was 17 years old, toward the end of high school, I began a journey of spiritual development and awakening through a nearby church. This was the first time I had read anything spiritual or had been involved with anybody who considered themselves spiritual, so it was a true starting point for me.

Rick: Exactly how did you get started in your business or career? What prompted or pushed you to be attracted to your field?

Chris: When I was about 15, I picked up a book on public speaking called *Put Your Money Where Your Mouth Is*. So the idea that I would speak before audiences was in me from the time I was young. I have always been a talker — my mother still is amazed that people pay me to do what she always told me to stop doing!



Fortunately, even in the setbacks, there are things that I can learn, and I have. I have learned weaknesses of mine that I can work on as I work with people. This enables me to practice and express my life and spirituality in the workplace.



Specifically though, after college I worked with junior high and high school kids and I began to be asked to speak at summer camps through the Midwest. This was a starting point. I did my first time management seminar after a man from my church heard me do something on time management for a small group there and he asked me to come do it for his business. When I started Made for Success and it took off so fast is when I really began to see my opportunities open up.

Rick: What do you feel is your major accomplishment in business? Did you have setbacks that were an influence on where you are today?



...he believed I had what it took to become successful and that he wanted to help me. What that did for me was to give me an outside objective source who was successful in his own right, who confirmed that I had what it would take to do what I dreamed of.



Chris: I have a few major accomplishments I am proud of. One is that the Made for Success Newsletters have subscribers in 100 countries around the world! That means that I am able to influence people in over half of the countries of the world.

Since one of my main goals is to make the world a better place and to help people achieve their dreams, this certainly goes a long way. Another accomplishment I am proud of is that I have been given the honor, at quite a young age, to speak to groups at some of America's finest institutions like General Electric, Cisco Systems, and the Harvard Business School. Since one of my goals is to build the lives of leaders, this is very exciting and something I am proud of.

As far as setbacks go, the ones that have been the most disappointing have been relational setbacks. When a relationship that was so positive breaks down and people go their separate ways that is very disappointing, no matter how well the business is going. Ultimately you would like to be successful in both the business and in the business relationships.

Fortunately, even in the setbacks, there are things that I can learn, and I have. I have learned weaknesses of mine that I can work on as I work with people. This enables me to practice and express my life and spirituality in the workplace.

Your Influences

Rick: Who has been the most influential person in your life — and why? These could be family members, friends, teachers, business associates, spiritual leaders, business leaders, authors, speakers, etc. If you have more than one, please tell us about the MOST important ones who were instrumental in helping you arrive at where you are today.

Chris: The most influential person in my life was a man I met when I was twenty-two years old. At the time he was the Senior Vice President of one of America's largest and most well known companies. He eventually became and currently is the President of that company.

What he did that propelled me more than anything was that he told me he believed in me. When I struck out on my own at 25, he approached me voluntarily and gave me both moral and financial support.

The most important thing he did was to tell me that he believed I had what it took to become successful and that he wanted to help me. What that did for me was to give me an outside objective source who was successful

in his own right, who confirmed that I had what it would take to do what I dreamed of. His encouragement was powerful and something I fell back on regularly when I would doubt.

Rick: What books or resources have been especially influential in your life?

Chris: The most influential books in my life have been, in order: *The Bible*, *Journey of Desire*, *Spiritual Leadership*, *West Point Way of Leadership*, and *Developing the Leader Within You*.

Rick: What is your favorite quote?

Chris: I have three quotes (remember, I have a daily quote service so I know many!) that must be my favorite because I regularly quote them:

The true measure of a man's wealth is found in the things he can afford not to buy. — Ralph Waldo Emerson

It isn't that Christianity has been tried and found wanting, but that it has been found difficult and left untried. — G.K. Chesterton

Far better it is to dare mighty things, to win glorious triumphs, though checkered by failure than to rank with those poor spirits who neither enjoy nor suffer much because they live in the gray twilight that knows neither victory nor defeat. — Teddy Roosevelt

“

I think the key is to remember that you get one go-round here in this life. That's it. When it is over, you can't go back for a second shot. So take risks, pursue your goals and dreams, and do what you can to make your life a success and to help others achieve the same.

”

Courage and Fear

Rick: How much courage has it taken to pursue your goals?

Chris: It has taken a tremendous amount of courage. Every time I have made a move I went from a secure environment to one that really took a lot of faith. From guaranteed income to potential income. In all of this I had to take risks — and that takes courage.

Rick: What role do you feel fear might play as an obstacle to personal and financial success, if any?

Chris: I think it is the primary obstacle. I believe almost everyone has the potential to do almost anything they desire.

From working with people through the years though, I have found that it is almost always fear that keeps people from moving to the next level. I put it this way because even “successful” people can get to a level wherein they are afraid to go to the next level. Their courage had a cap on it that only took them so far. In order to go higher, they need to increase courage and faith and walk through fear.

Rick: Has fear ever been responsible for something great “not happening” in your life?

Chris: Absolutely! Every time I gave into fear. Every time I took the safe route. Every time I failed and then failed to learn from it. Thankfully, I have been given many chances, and, slow learner that I am, I took the follow-up shots I was given.

I think the key is to remember that you get one go-round here in this life. That’s it. When it is over, you can’t go back for a second shot. So take risks, pursue your goals and dreams, and do what you can to make your life a success and to help others achieve the same.

Even if you don't achieve all that you want to, you will achieve a lot more than if you sat back and didn't try.

Your Present and Future

Rick: What are your current projects and what do you hope to accomplish with them?

Chris: My current goals are to do the following:

One, to develop my live seminar company. Usually people hire me to come speak to their groups. I am going to develop my Extraordinary Leaders company to hire others and put on world-class live leadership seminars for business people.

Two, to continue to develop my Made for Success website so that it clearly becomes the stopping point on the Internet for people looking for personal and professional growth. Right now, with subscribers in over 100 countries, we are well on our way.

Three, to promote my book, *Live The Life You Have Always Dreamed Of*, so that it achieves best-seller status. I am so excited about this powerful book that gives practical, step-by-step guidelines to help a person accomplish their dream life no matter what that may be.

Four, a long-term goal is to generate millions of dollars that will go to helping impoverished people around the world. In America anyone can accomplish anything. But in some countries, where political situations are bad, there are no opportunities whatsoever. These are the people whose situations break my heart. They will never achieve anything or have anything no matter how many goals they set because there simply is no opportunity. As one who has been given so much, I want to do my best to help them.

Rick: What specific plans do you have for the future?

Chris: To accomplish those goals mentioned above.

Spirituality in Your Business

Rick: In your opinion, is there a difference between religion and spirituality?

Chris: In my mind, religion is man-made and spirituality is God-made. Religion is about what is bad, and spirituality is about what is good. Religion is about rules, and spirituality is about relationship. Religion is tainted with the errors of humankind, while spirituality is pure and always leads to loving God and others.

Rick: Do you bring spiritual principles to your day-to-day business? If so, specifically how do you do this? Please cite general things such as a mission statement or overall guiding principles, as well as specific examples of these, i.e., customer policy and customer service in action.

Chris: Certainly. In fact, Alexis de Tocqueville said that everyone's behavior is directly linked to what they believe to be true about God. In essence, everyone lives out their "theology" every day in what they do, whether it be raising kids, going to school, or attending to business.

Specifically, I think my spiritual principles are the following:

- Live by what Jesus called the greatest and second greatest commandments: Love God with all your heart, and with all your mind and with all your soul... and love your neighbor as yourself."

This means when I do business with a person I treat them as a cherished member of creation and I

act toward them in the same way I would act toward myself or have others act toward me.

- Always be honest.
- Be patient with people because we are all on a journey of process.
- Consider other people's interests as more important than my own.
- Let my values govern what I do, not money.

This means when I interact with others in a business relationship I am working with them, not against them. I am seeking a relationship wherein we are both satisfied, not just one wherein I “get one over” on them and walk away with more money, etc. This takes incredible focus on integrity and self-awareness so as to actually do it. In the heat of the battle it is easy to be tempted to “cut corners.”



Most people spend more time researching their new car purchase than they do finding God! I would encourage everyone to pursue their spirituality and get to a place where they can be at peace.



Rick:

Has there ever been a time when you felt that spiritual principles had no place in business? If so, what changed your mind?

Chris:

I think there are times when talking about spirituality has no place in business (let me go on record though, to say that I think we have detrimentally excluded the talk of spirituality from the marketplace), but I think that acting on your spiritual principles is always the right thing to

do. We are not business people who have spirituality. We are spiritual people who do business.

Rick: Has there ever been a time when you felt that your own failure to use spiritual principles might have caused you unnecessary challenges? If so, please give us as much detail as you are comfortable with.

Chris: The person I should have fired — and didn't. This was a lack of integrity on my part. I knew he was wrong for the organization but I kept him around because he was useful and inexpensive. I also didn't want the battle. This brought me greater trouble down the line though, because there came a time when he had to go and by that time he was fully integrated into the organization and that made it harder on everyone. The greater lesson was that true integrity would have made the hard call and let him go as soon as I recognized it. It would have been the right thing to do for everyone.

Rick: If you could give other business owners one key piece of advice on the subject of bringing spirituality into their business, exactly what would it be?

Chris: First of all, know your spirituality. The “God questions” are the most important ones and it is imperative that we give them proper pursuit. Think about it: Most people spend more time researching their new car purchase than they do finding God! I would encourage everyone to pursue their spirituality and get to a place where they can be at peace. Read good books, practice prayer — the things that will open your world up to God.

Secondly, when you get to that place, live it. Put it into practice. If you get the chance to talk about spirituality with others and help them in that way, great, but always live it. Mother Theresa said, “In all things witness of Christ, and if necessary, use words.” So, know

your spirituality and live it even when that may be hard. This is the key to spiritual success while practicing business.

Rick: What are three things you know now that you most wish you had known earlier?

Chris: (1) There is more to life than work. When it is time to work, go at it with all your gusto. When it is time to quit, go home and give yourself to your family.

(2) Work now on what you eventually want your legacy to be, because it will be.

(3) Things always go slower than you think they will or should, so work hard but be patient and trust that God is in control.

Rick: What is the single most important thing you'd like to share with our readers that we haven't yet discussed?

Chris: It has to do with a verse from the Bible that is hidden right behind a very famous verse. Everyone has seen the signs at sporting events that say, "John 3:16." But John 3:17, tucked in right behind it, is a powerful one as well. It says, "God did not send His son into the world to condemn the world but to save it."

To me, this says that no matter what business we are in we ought to be about saving the world and not condemning it. Yes, there may be times when we have to speak out against something, but it should always be with the goal of saving the world and not condemning it. We are to love people, not hate them. This is also a truth for us as well: God is for us, not against us. When we realize that, it makes it easier to pursue our spirituality.

Closing Question

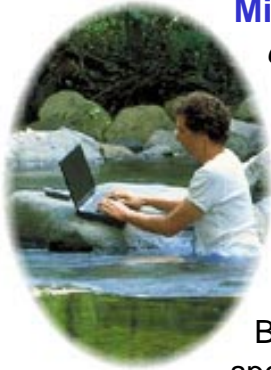
Rick: Even though the tragic events of September 11 are still very recent, do you feel they have (or should have) changed the way we conduct both our personal and business lives?

Chris: I think September 11 served as a wake-up call. It showed people that some pretty terrible things can go on in this world and that we all need to do what we can to make a difference for the positive.

The old quote, “All it takes for evil to prevail is for the good man to do nothing,” was clearly demonstrated for us on that day. Now it is time for good people all over the world to unite and become a powerful force for good.



Interview with Dr. Michael Norwood



Michael Norwood is the author of *The 9 Insights of the Wealthy Soul*, *The Vision of the Wealthy Soul* and *The Making of the Wealthy Soul* available at www.wealthysoul.com. He has been writing his entire life and his books have been featured in places like *The Wall Street Journal*, *The Atlanta Constitution* and *The Arizona Republic*. Michael is a Doctor of Chiropractic and a Board Certified Kinesiologist and Nutritionist. He speaks four languages and teaches seminars on becoming a Wealthy Soul. He writes a newsletter called *Wealthier Weekly*, which you can receive free of charge by going to www.wealthysoul.com. He resides in the beautiful red rock canyon country of Sedona, Arizona.

Editor's note: My good friend Michael chose to combine many of the key questions here and not answer some that he addressed in prior questions.

Your History

Rick: Many of our values come directly from our childhood and upbringing. What are the most important values you feel you still carry today from your parents and other family members, friends, teachers, etc.?

Did these come from your socioeconomic status, your home life, spiritual and/or religious experiences? If so, please describe.

Exactly how did you get started in your business or career? What prompted or pushed you to be attracted to your field?

What do you feel is your major accomplishment in business (list a few if you wish)? Did you have setbacks that were an influence on where you are today?

Michael: The president of my college gave the best speech any luminary ever could have at my graduation. Addressing the hundreds of students, he said that now that we were graduating, our success in life no longer depended on our I.Q., but rather on our *F.Q.*, our *Failure Quotient* — how many times we could be knocked down but keep getting back up and slowly moving forward.

I don't know if any of my fellow graduates remembered those words, but I never forgot them. I have seen over and over again in my life, and in the lives of others, how a high F.Q. is the key to success — the one factor that all people of accomplishment have in common.

Having a high Failure Quotient is a paradox; we aren't accustomed to equating failure with success.



...my motivating force in writing The Wealthy Soul series was the passion to share that paradoxical secret: how to transform our everyday challenges and our greatest life adversities into wealth of every kind.



When we think of super-winners or super-successful people — whether they be superstar athletes like Michael Jordan, renowned politicians like Rudy Giuliani, or famed entrepreneurs like Ross Perot or Walt Disney — we usually think of them in the lap of luxury, at the top of the world, at the height of ease and power.

Yet Michael Jordan is known as the greatest basketball player of all time for one thing: his ability to “turn on” in the fourth quarter; not the first, second or third quarter, mind you. But in the *fourth quarter*, when his team is often down, when things are most crucial —

when lesser players in sports and more passive people in life — are ready to throw in the towel.

If you look into the lives of the other people I named, you will see the same ability. Everyone knows Rudy Giuliani as the hero of September 11, the man who mobilized his city and lifted our country and the world up out of the grip of fear surrounding one of the most traumatic events in history.

Few people remember that just a short time before September 11, 2001, Rudy Giuliani's future had been discounted. He had to withdraw from the New York Senate race because of a diagnosis of prostate cancer. This was followed by a very public and messy divorce splashed across every newspaper column in the country and jibed at by every radio and TV talk show host on air.

I could go on and on describing the true stories behind the people we most look up to. I, in fact, do exactly that in *The Wealthy Soul* books I've written while describing the nine universal principles that such role models used in their triumphs over adversity.

But in context to this article, I've been asked to provide insight into my own story. This has importance only in that my motivating force in writing *The Wealthy Soul* series was the passion to share that secret: how to transform our everyday challenges and our greatest life adversities into wealth of every kind. And that motivation came from having grown up under a circumstance that I knew left most people grief-filled and often crushed.

Paradoxically, it left me filled with drive and tenacity, and a sense of having been blessed with many of life's most profound gifts.

And it was in wanting to help others learn the process of transforming grief into grace, and tragedy into triumph, that I felt compelled to tell my story in the first *Wealthy Soul* book, *The 9 Insights of the Wealthy Soul*.



Having grown up in the face of death, I always knew what a true challenge was; everything else simply fell short. This lies at the roots of the paradoxical truth regarding having a high F.Q., or Failure Quotient.



This was the story of a World War II pilot's lessons to his son — my father's lessons to me — in stock investing while he was facing a terminal illness. Each of the nine lessons my father taught became much deeper lessons for me about life, death, and transforming our greatest challenges into our greatest wealth.

I had wanted to tell such a story ever since I was a teen, growing up with a sister who had terminal cancer for six years. While other boys were out playing football, laughing, joking, and just being kids, I spent a large part of my teens being a caregiver, giving my parents a break from what can only be described as the greatest possible human trauma: losing a child.

Perhaps it was because I was so young when it all started — 10 years old — and had none of the fears adults have built up about death, that I somehow was imprinted with little of the trauma, yet received so many of the gifts.

There are many of these gifts, but in context to success, the most relevant is the *Gift of Proportion*: having had something to weigh all other challenges against in my life, where they could never, for long, knock me down.

Having grown up in the face of death, I always knew what a true challenge was; everything else simply fell short.

This lies at the roots of the paradoxical truth regarding having a high F.Q., or Failure Quotient. Rudy Giuliani's strength reached that of tempered steel from the failures and misfortunes he faced just prior to September 11.

If you look at Oprah Winfrey — another wealthy soul I portrayed in one of my books — she grew up being sexually abused throughout her childhood. Della Reese, prior to rising to fame, had a husband who beat her. Walt Disney was constantly on the verge of bankruptcy.

Ross Perot had something like 200 straight rejections over an eight-month period before ever selling his first computer system. Mikhail Gorbachev faced a government, a people, and a country's history that defied change prior to the unbelievable actions he would take that would not just change his country, but the world.

In my case, 16 years after my sister died, when my father came down with a terminal illness and of all things wanted to teach me about stock investing as a final legacy, I realized his lessons provided the perfect entertaining means for me to tell the much deeper story I had always wanted to tell since childhood.

That story was about how finding grace is just a tiny step away from experiencing grief. How triumph requires just a fractional shift of perspective to rise up from the depths of tragedy. And how the experience of miracles comes automatically from just slightly refocusing away from our misfortunes.

My father's *9 Insights of the Wealthy Soul* provided a beautiful step-by-step process for me to share with others not just how to develop a high F.Q. and achieve material wealth, but most importantly, how to find the greatest wealth of the soul. It wasn't until many years later that I realized his principles were *The 9 Universal Principles of Transformation* itself.

Your Influences

Rick: Who has been the most influential person in your life — and why? These could be family members, friends, teachers, business associates, spiritual leaders, business leaders, authors, speakers, etc. If you have more than one, please tell us about the MOST important ones who were instrumental in helping you arrive at where you are today.

Michael: My greatest influence in my life was my father. He was a former WWII pilot who was nicknamed The Death-Cheater for the spectacular way he several times would pull out of the clutches of death. More importantly, he was someone who lived through the devastating loss of his child and the resultant loss of his livelihood.

Though oftentimes my relationship with him was contentious — as is typical with many strong-willed fathers and sons — for me he is the ultimate model of coming back to triumph over life's greatest adversities and of leaving a legacy to his family of finding the greatest wealth of all.

Rick: What books or resources have been especially influential in your life?

Michael: Three books changed my life. The first was *Jonathan Livingston Seagull*. Prior to my sister's death as a teenager, I read spy novels almost exclusively. But right after my sister died, somehow I was lead to this extraordinary book, which gave words to my unexpressed sense of grace over my sister's passing, and wings to my budding spirituality. Two additional books followed that had a tremendous effect on me, but not books you might ordinarily think of.

The first, *The Source* by James Michener, was a fictional story about an archeological site in Israel. As

the scientists dug through each layer of past civilizations, beginning with prehistoric man and leading up to modern history, Michener wove a fascinating story of that period. This gave me such a feeling of how short a period of time we each are here for, but how a human story and a human soul may live forever.

The other book was *Sho-gun* by James Clavell, another fictional story. It centered around the pilot of an English ship, John Blackthorne, and his personal journey of growth in Japan during the 1600s.

Like *The Source*, it was a long book, and in the three months it took me to savor, a shift occurred in my own



Winning isn't everything, but TRANSFORMATION is.



consciousness. It was as if I lived along with John Blackthorne, and as the sea pilot gradually underwent his transition from looking at the Japanese as barbarians to inexorably being swept into their life, culture, and philosophy, I was swept with him.

“Karma is karma, neh?” was the catchword of the book, the phrase repeated over and over again every time Blackthorne was overcome by the whirlwind of politics, emotion, and death. So it was, night after night, going to sleep with this continual tutoring received by *Anjin-san*, Pilot Major John Blackthorne, that this concept became ingrained inside me. It reinforced the concept of how success is achieved by letting go of the things we can't control in order to triumph over even the greatest challenges.

The most recent book I read that had tremendous meaning to me was on Vince Lombardi, the famed

football coach with the most winning record in football history. Lombardi ingrained in his players the idea that winning was a process of constantly overcoming challenges, coming from behind, putting in your all when things looked the bleakest whether on the football field or on the field of life. He constantly tested the commitment of his players, and continually gave them the tools to rise up to triumph over the greatest challenges.

Though his famous saying, “Winning isn’t everything, it’s the only thing,” became misconstrued for winning at all costs, his deeper meaning to his players was that the drive to win, and the will to achieve excellence is everything.

For the purpose of the *Wealthy Soul*, I’ve rewritten this as a motto for my series in a way I believe Lombardi would have liked:

Winning isn’t everything, but TRANSFORMATION is.

Rick: What is your favorite quote?

Michael: To see a world in a grain of sand,
And a heaven in a wild flower,
Hold infinity in the palm of your hand,
And eternity in an hour.

This verse by William Blake encapsulates for me my father’s first Insight: Insight itself. How happiness and wealth aren’t *over there*, but right *here*, right *now*: that if we look deep enough into any one thing in God’s creation — if we get to know any one thing well enough — we will find the greatest beauty and highest meaning.

This has an important message regarding a high Failure Quotient, as well. If we look deep enough into the events of our own lives, we will find the most potent seeds of our success, greatness, and wealth have come from the transformation of our most trying moments.

Courage and Fear

Rick: How much courage has it taken to pursue your goals?

What role do you feel fear might play as an obstacle to personal and financial success, if any?

Has fear ever been responsible for something great “not happening” in your life?

Michael: After the publication of *The 9 Insights of the Wealthy Soul*, I wrote two handbooks entitled *The Vision of the Wealthy Soul* and *The Making of the Wealthy Soul*. After more than a year of work, they both were finally ready to go to press at perhaps the most fearful moment in history — the week following September 11.

Though I had been approached by major publishers for my first book, I had opted on starting my own publishing company so as not to be limited by anyone whose Vision of my series was less than my own. Now, however, I was facing a tremendous challenge.

First, I had the good timing to get back into the stock market months earlier to take advantage of the tremendous fall of the Nasdaq from its peak. Unfortunately, my timing never took into consideration a September 11, and thus I, too, was severely hit by the effects of this tragedy on world markets.

Second, everyone was afraid to leave their homes after September 11, and sales of everything — including bookstore sales — fell precipitously.

Thirdly, when I contacted book distributors, the only things they said people were buying were warfare books and books on Al Queda.

When I spoke to trusted friends, everyone advised me against publishing then, telling me the venture could very well be a wipeout.

I had recently moved to a beautiful part of the country, and took a morning off to sit in a stream and allow

myself to hear deeper whispers, so drowned out at that time by the roar of our fear, our television sets, and the repeated images of jets crashing into the World Trade Center.

And what I heard was that there could never — *ever* — be a more appropriate time to publish my series about triumphing over adversity and finding the greatest wealth of all.

The first major event I did once the books finally were printed was a book signing at a Waldenbooks in Atlanta, Georgia, during the week leading up to Christmas. More than 1,000 books were sold from one single store, and *Publishers Weekly* had a reporter talk to me about this record-setting feat.

Another benefit that came out of that signing was the reason you are reading this story. Someone who bought my books there contacted Rick Beneteau, who contacted me regarding writing an article for his ezine, *People Building People*. My growing relationship with Rick, who subsequently introduced me to Audri Lanford of WZ.com Inc., has led me to begin my first forays into the incredibly exciting world of Internet publishing.

Your Present and Future

Rick: What are your current projects and what do you hope to accomplish with them?

What specific plans do you have for the future?

Michael: *The Wealthy Soul* series will be a continuing one, each new book focusing on a different facet of how to become a Wealthy Soul — how to find the Vision that gives the greatest meaning, success, and happiness in our lives; how to tap our own genius to excel at whatever we choose to do; how to use adversity to achieve every kind of wealth; and how to achieve the balance that allows us

to achieve our highest dreams while making a profound difference in the lives of those around us.

I am also following up on leads to have *The 9 Insights of the Wealthy Soul* turned into a feature movie, which is an exciting long-term venture.



The first and greatest spiritual insight of all oftentimes is simply that “I Can” — meaning I Can do this, I Can turn this tragedy into a triumph, I Can overcome this failure, this mistake, this obstacle, this blow.



Spirituality in Your Business

Rick:

In your opinion, is there a difference between religion and spirituality?

Do you bring spiritual principles to your day-to-day business? If so, specifically how do you do this? Please cite general things such as a mission statement or overall guiding principles, as well as specific examples of these, i.e., customer policy and customer service in action.

Has there ever been a time when you felt that spiritual principles had no place in business? If so, what changed your mind?

Has there ever been a time when you felt that your own failure to use spiritual principles may have caused you unnecessary challenges? If so, please give us as much detail as you are comfortable with.

If you could give other business owners one key piece of advice on the subject of bringing spirituality into their business, exactly what would it be?

Michael: I believe when we live by universal principles, there is no differentiating between business and spiritual practices. You can succeed financially by violating spiritual principles, but universal laws will exact major tolls on you in other areas of your life.

The first and greatest spiritual insight of all oftentimes is simply that “*I Can*” — meaning *I Can* do this, *I Can* turn this tragedy into a triumph, *I Can* overcome this failure, this mistake, this obstacle, this blow.

This is a very down-to-earth exercising of the spiritual nature of our unlimited human potential. When we raise ourselves up a level of consciousness, what appears impossible at a lower level becomes merely a problem to be solved on another, and barely a distraction on an even higher level.



There are a number of other spiritual insights necessary for success and balance on all levels. Each is a hologram wherein you can discover a world of wealth and transformation just fathoming the depths of that single essence.



That same insight allows us to find the *how* — *how* I will make this transformation come alive, *how* I’ll overcome this hurdle, *how* I’ll create a winning situation for all.

And one of the greatest means of obtaining insight is the way I mentioned I did facing the crucial decision whether or not to publish my series after September 11. By quieting ourselves down ... removing ourselves from the noise around us, the fear inside us, and the well-intentioned voices of others that would tell us what to do ... we receive the insight of our personal truth, which

only we can truly know. And that deep, quiet voice always is life supporting and always wealth awakening.

The second spiritual insight vital to success both on a material and spiritual level is *Timing*. The *timing* to know what our next most appropriate step should be. The *timing* to know when we need to wait until tomorrow. The *timing* to know when our focus, passion and commitment — and that of others — is most primed so we don't waste a lot of effort with *halfhearted* attempts that never lead to excellence. This same *timing* makes our plans fall in line with the universal flow that avoids force and promotes life-giving balance.

The third spiritual insight so essential to achieving every kind of wealth is *Patience* — the quality which allows us to live through all the details and obstacles of achieving our goals until we finally start to experience that flow of energy, life, and success. Without *patience*, there is no such thing as *timing*. And without *timing*, there is no way to fulfill the *insights* that lead us to our boldest *Visions*.

There are a number of other spiritual insights necessary for success and balance on all levels. Each is a hologram wherein you can discover a world of wealth and transformation just fathoming the depths of that single essence. Like all universal principles, each allows us “to see a world in a grain of sand and a heaven in a wild flower.” When we begin appreciating, studying, and following these universal principles, not only do we achieve financial success, we gain the greatest wealth of all.



In Closing...

The Introduction to *Success — A Spiritual Matter* was written mostly in advance of the receipt of the completed interviews from our wonderful contributors.

Admittedly, I expected a common thread to evolve, which it has, as there really are so few, simple truths that govern the universe that would be expressed, albeit in various ways in their answers. Much to my delight though, and quite often, a revelation — a pearl of wisdom — would shine through that was so strong, it has now become part of my “operating system.” Sometimes, I even got goosebumps! You know, those “aha’s” that really shake you up. Powerful! It is my deepest hope that you have been impacted in such a way and can begin to put this powerful information to work for you!

Here’s something else. As co-editor of this ebook, I read each interview several times. It’s very normal to miss certain things on a first read. I was happily surprised to discover so much more each time I re-read these interviews, and I strongly encourage you to print out these pages and read them several times if you can. I guarantee you will be the benefactor for doing this!

I need to tell you that I couldn’t be more pleased with *Success — A Spiritual Matter*, for it surpassed even what I thought it would be. There is only one reason for this — the giving nature of the contributors for taking their valuable time to share their deepest beliefs with all of us.

In closing, I encourage you to visit my special online newsletter and resource center, **People Building People**.

People Building People has been a true labor of love for me; I’ve invited many of the world’s top business and personal motivators (as well as best-selling authors, syndicated radio talk show hosts, and even major sports superstars) to share their secrets to

great personal and business success. I even stopped publishing my large and lucrative ezine in order to devote my time to People Building People.

Click here to see [What the World Needs Now](#).

Lastly, I want to leave you with something I wrote on the next page which only my *People Building People* subscribers and a few chosen friends have read. It's called *In My Life* and I hope you enjoy it!

In My Life

In My Life

I have savored the sweetness of Victory.

In My Life

I have been Vanquished and know too well the bitter taste of Defeat.

In My Life

I have been so overwhelmed with Joy that I thought I could not contain it.

In My Life

I have been so overwrought with Sorrow that I believed I could not bear another moment of it.

In My Life

I have Believed so strongly that no person or circumstance could impair my conviction.

In My Life

I have Doubted so deeply that a single criticism could sway my belief.

In My Life

I have been so Optimistic there wasn't a single dream of mine that I was not convinced I could make a reality.

In My Life

I have been so Discouraged that I dare not dream.



In My Life

I have lived with Hope and been
magnificently empowered.

In My Life

I have been Hopeless and rendered powerless.

In My Life

I have enjoyed Abundance where I felt no person or
circumstance could ever take away my worldly possessions.

In My Life

I have lost all my worldly possessions and been
humbled by destitution.

In My Life

I have recklessly Judged and caused
pain for others.

In My Life

I have felt the brutal sting of being Judged.

In My Life

I have been Admired so ardently that it was
almost embarrassing.

In My Life

I have been Despised so deeply that I felt like
crawling away and hiding.

In My Life

I have Apologized and felt the amazing healing.

In My Life

I have Forgiven and felt the amazing freedom.

In My Life

I have flown with Angels and felt the true comfort they brought.

In My Life

I have danced with the Devil, delving into shameful worldly temptations.

In My Life

I have bathed in the pure calm of Peace.

In My Life

I have endured the calamity of Chaos.

In My Life

I have been Charitable and made a difference in someone's life.

In My Life

I have accepted Charity that made a difference in my life.

In My Life

I have been Selfish and made a difference to one.

In My Life

I have Compromised and created a better outcome.

In My Life

I was too ignorant to know when Compromise was a good thing and there was no outcome at all.

In My Life

I have been a Hero — to my partner, to my children, to my parents, to my siblings, to my friends, and to strangers.

In My Life

I have acted Cowardly — towards my partner, my children, my parents, my siblings, my friends, and strangers.

In My Life

I have been willing to Sacrifice for the greater good.

In My Life

I have been so reluctant to risk my Security that I missed so much goodness.

In My Life

I have learned that I will never do wrong by doing anything for the right reason.

In My Life

I have learned that I will never be right by doing anything for the wrong reason.

In My Life

I have discovered that the greater Good doesn't always
feel good.

In My Life

I have discovered that when the greater Good was not my goal,
that nothing good was accomplished.

Now, may I ask...

In Your Life...?

My greatest wishes for your continued personal and business
success!

Rick Beneteau

Resources

About Rick Beneteau

Rick has been marketing online since 1998 and is the author of three top-selling Internet marketing eBooks — *The Ezine Marketing Machine*, *Branding YOU* and *Breaking the Bank*, and *Power Publicity*. The 47-year-old is also the purveyor of those famous traveling billboards known as I.D. IT! Plates. He published the large and highly respected publication, *The Mirror — Your E-chievement Ezine* until...

...something happened — September 11, 2001. Rick admits to struggling for several months after the horrific happenings of that day. He decided that he could better serve people on a “higher level,” something that creating and promoting marketing products could never achieve. In March 2002, he stopped publishing his money-making *Mirror* and released **PeopleBuildingPeople.com**, an online newsletter and resource center devoted to “Building Success by Building People.”

Days after that he was on the phone with Audri Lanford of WZ.com proposing the idea of this ebook. The rest is history.

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Inspirational Books, Audios, and Poems

Books

1984, George Orwell

<http://www.amazon.com/exec/obidos/ASIN/0451524934/wzcom>

A Joseph Campbell Companion: Reflections on the Art of Living,
Joseph Campbell

<http://www.jcf.org/works.php>

As A Man Thinketh, James Allen

<http://www.amazon.com/exec/obidos/ASIN/0948390557/wzcom>

Atlas Shrugged, Ayn Rand

<http://www.amazon.com/exec/obidos/ASIN/0452011876/wzcom>

Attaining Your Desires, Genevieve Behrend

<http://www.mrfire.com/desires.html>

The Book on Mind Management, Dr. Dennis Deaton

<http://www.amazon.com/exec/obidos/ASIN/1881840344/wzcom>

Cashflow Quadrant, Robert Kiyosaki

<http://www.amazon.com/exec/obidos/ASIN/0446677477/wzcom>

Developing the Leader Within You, John Maxwell

<http://www.amazon.com/exec/obidos/ASIN/0785266666/wzcom>

Economics in One Lesson, Henry Hazlitt

<http://www.amazon.com/exec/obidos/ASIN/0930073193/wzcom>

Excuse Me, Your Life is Waiting, Lynn Grabhorn

<http://www.amazon.com/exec/obidos/ASIN/1571741941/wzcom>

Feel the Fear and Do It Anyway, Susan Jeffers

<http://www.amazon.com/exec/obidos/ASIN/0449902927/wzcom>

The Greatest Secret in the World, Og Mandino

<http://www.amazon.com/exec/obidos/ASIN/055327757X/wzcom>

The Great Libertarian Offer, Harry Browne

<http://www.amazon.com/exec/obidos/ASIN/0965603695/wzcom>

Healing Our World, Dr. Mary Ruwart

<http://www.amazon.com/exec/obidos/ASIN/0963233629/wzcom>

How to Make a Fortune from Public Speaking: Put Your Money Where Your Mouth Is, Dr. Robert Anthony

<http://www.amazon.com/exec/obidos/ASIN/0425113272/wzcom>

How to Master the Art of Selling, Tom Hopkins

<http://www.amazon.com/exec/obidos/ASIN/0446386367/wzcom>

How to Win Friends and Influence People, Dale Carnegie

<http://www.amazon.com/exec/obidos/ASIN/0671723650/wzcom>

Illusions: The Adventures of a Reluctant Messiah, Richard Bach

<http://www.amazon.com/exec/obidos/ASIN/0440204887/wzcom>

Influence: The Psychology of Persuasion, Robert Cialdini

<http://www.amazon.com/exec/obidos/ASIN/0688128165/wzcom>

Jonathan Livingston Seagull, Richard Bach

<http://www.amazon.com/exec/obidos/ASIN/0380012863/wzcom>

The Journey of Desire, John Eldredge

<http://www.amazon.com/exec/obidos/ASIN/0785267166/wzcom>

The Magic of Believing, Claude Bristol

<http://www.amazon.com/exec/obidos/ASIN/0671745212/wzcom>

The Magic of Thinking Big, Dr. David Schwartz

<http://www.amazon.com/exec/obidos/ASIN/0671646788/wzcom>

My Life in Advertising and Scientific Advertising, Claude Hopkins

<http://www.amazon.com/exec/obidos/ASIN/0844231010/wzcom>

The Nature of Personal Reality, Jane Robert

<http://www.amazon.com/exec/obidos/ASIN/1878424068/wzcom>

Ogilvy on Advertising, David Ogilvy

<http://www.amazon.com/exec/obidos/ASIN/039472903X/wzcom>

Out of This World, Neville Goddard, combined into *Resurrection*

<http://devorss.com/display.cgi?tpl=item&record=311>

Path of Least Resistance, Robert Fritz
<http://www.amazon.com/exec/obidos/ASIN/0449903370/wzcom>

Permanent Peace, Robert Oates
<http://www.createpermanentpeace.com/>

The Power of Myth, Joseph Campbell
<http://www.amazon.com/exec/obidos/ASIN/0385247745/wzcom>

Pulling Your Own Strings, Dr. Wayne Dyer
<http://www.amazon.com/exec/obidos/ASIN/006109224X/wzcom>

Rich Dad/Poor Dad, Robert Kiyosaki
<http://www.amazon.com/exec/obidos/ASIN/0446677450/wzcom>

The Richest Man in Babylon, George Clason
<http://www.amazon.com/exec/obidos/ASIN/0451205367/wzcom>

Riches Within Your Reach, Robert Collier
<http://www.amazon.com/exec/obidos/ASIN/0912576138/wzcom>

Science and Sanity, Alfred Korzybski
<http://www.amazon.com/exec/obidos/ASIN/0937298018/wzcom>

Sho-gun, James Clavell
<http://www.amazon.com/exec/obidos/ASIN/0440178002/wzcom>

The Source, James Michener
<http://www.amazon.com/exec/obidos/ASIN/0449211479/wzcom>

Spiritual Economics, Eric Butterworth
<http://www.amazon.com/exec/obidos/ASIN/087159269X/wzcom>

Spiritual Leadership, J. Oswald Sanders
<http://www.amazon.com/exec/obidos/ASIN/0802467997/wzcom>

Spiritual Politics, Corinne McLaughlin
<http://www.amazon.com/exec/obidos/ASIN/0345369831/wzcom>

The Story of Civilization, Will Durant

<http://www.amazon.com/exec/obidos/ASIN/1567310184/wzcom>

Think and Grow Rich, Napoleon Hill

<http://www.amazon.com/exec/obidos/ASIN/0449214923/wzcom>

Toward a Meaningful Life: The Wisdom of the Rebbe, Rabbi

Menachem Mendel Schneerson, compiled posthumously by

Rabbi Simon Jacobson

<http://www.amazon.com/exec/obidos/ASIN/068814196X/wzcom>

Trend Tracking, Gerry Celente

<http://www.amazon.com/exec/obidos/ASIN/0446392871/wzcom>

True Wealth, Marsha Sinetar

<http://www.amazon.com/exec/obidos/ASIN/1564554023/wzcom>

Using Your Brain, Richard Bandler

<http://www.amazon.com/exec/obidos/ASIN/0911226273/wzcom>

The West Point Way of Leadership, Colonel Larry R. Donnithorne

<http://www.amazon.com/exec/obidos/ASIN/0385417039/wzcom>

What It Takes To Be #1: Vince Lombardi on Leadership,

Vince Lombardi

<http://www.amazon.com/exec/obidos/ASIN/0071370609/wzcom>

When Pride Still Matters: A Life of Vince Lombardi, David Maraniss

<http://www.amazon.com/exec/obidos/ASIN/0684844184/wzcom>

Winning Through Intimidation, Robert Ringer

<http://www.amazon.com/exec/obidos/ASIN/0449207862/wzcom>

Your Invisible Power, Genevieve Behrend

<http://www.amazon.com/exec/obidos/ASIN/0875160042/wzcom>

Your Sacred Self, Dr. Wayne Dyer

<http://www.drwaynedyer.com/books/94757.cfm>

You Were Born Rich, Bob Proctor

<http://www.amazon.com/exec/obidos/ASIN/0965626431/wzcom>

Audio Tapes and CDs

The Law of Attraction, Abraham-Hicks Publications

<https://www.abraham-hicks.com/Publications/vol1.html>

The Power of Ambition, Jim Rohn (click on Online Catalog on sidebar)

<http://www.jimrohn.com>

The Strangest Secret, Earl Nightingale

<http://www.amazon.com/exec/obidos/ASIN/1893984001/wzcom>

Poems

Edmund Vance Cook's *How Did You Die?*

<http://www.seekerscircle.com/Articles/howdidyoudie.htm>

Henry Wadsworth Longfellow's *A Psalm of Life*

<http://www.everypoet.com/archive/poetry/>

[Henry_Wadsworth_Longfellow/](http://www.everypoet.com/archive/poetry/Henry_Wadsworth_Longfellow/)

[longfellow_voices_a_psalms_of_life.htm](http://www.everypoet.com/archive/poetry/Henry_Wadsworth_Longfellow/longfellow_voices_a_psalms_of_life.htm)

Rudyard Kipling's *If*

http://www.kipling.org.uk/poems_IF.htm