



**Jim Bunch**

**Life Success  
Coach**



**CHRIS ATTWOOD:** This is Chris Attwood. I am the Features Editor with *Healthy Wealthy nWise* magazine. It is my pleasure to welcome you here tonight. I'm also the co-author of *The Passion Test: The Effortless Path to Discovering Your Destiny*.

Thanks to many of the people who are on the line I'm sure, *The Passion Test* went to number one on both Amazon.com and BarnesAndNoble.com just a little over a week ago. So thank you everyone so much! We so appreciate your help and support in getting *The Passion Test* and the knowledge it contains into the hands of those 80% of people we're told are not living a passionate life right now.

This series is called The Passion Series, because we are dedicated to helping you to discover your passions and align yourself with your personal destiny. These calls are aimed at supporting you and doing that by connecting you with individuals who have been remarkably successful in their own lives of following their passions and creating an extraordinary life.

There is a book which was just recently released on September 12. It's a book that I strongly recommend to all of our listeners. It's called *Success Built to Last*. It's based on interviews with over 300 people who have achieved success which has lasted for more than 20 years, who the authors call "enduringly successful people." It's also based on research that was done with over 5,000 people conducted in conjunction with Wharton Business School.

In that book, the authors say, "For enduringly successful people, the definition of success is a life and work that brings personal fulfillment and lasting relationships, and makes a difference in the world in which they live."

That is, of course, what we wish for all of you. That is really the meaning of a passionate life. Our guest tonight is someone who has absolutely achieved this definition of success.

Jim Bunch began his career working with two giants in the personal development world, Anthony Robbins and later Bob Proctor. He then dove into Internet entrepreneurship with his partners and grew the virtual tour pioneer Bamboo.com, which is currently IPIX.com, a business that married technology with listing homes from a tiny start-up to a 1,500 person market leader in less than 15 months. Isn't that amazing?

After completing a highly successful NASDAQ IPO, Jim went on to found two successful technology companies and the Happy Healthy Wealthy Enterprises,



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his personal development coaching company, which is focused on bringing balance into people's lives.

Jim has coached thousands of clients, and has led hundreds through his very unique and powerful Happy Healthy Wealthy Game, which we'll hear more about tonight. In over 13 years of professional speaking, he has made over 1,000 presentations to companies like Xerox, Frito Lay, Century 21, Pitney Bowes, Future Shop, Remax, Prudential, Arbonne, New Vision, Isagenix, and more. He's spoken for organizations like the International Coach Federation and the Young Presidents Organization, among others. Tonight we are so thrilled and honored to have him with us. Jim, thank you so much for joining us tonight.

**JIM BUNCH:** Thanks for the opportunity, Chris.

**CHRIS ATTWOOD:** I always feel a sigh of relief when I hear a guest's voice on the other end of the line. Jim, thank you! Jim, with your permission, can we plunge in and get started here?

**JIM BUNCH:** Yeah, let's rock and roll.

**CHRIS ATTWOOD:** Will you tell us how your passions, the things which are most important to you, led you to the work that you're doing today?

**JIM BUNCH:** I thought a lot about that concept of passions, especially since we interviewed you on our calls. What I got down to at the core of it, Chris, quite honestly was a lack of passion and frustration that got me searching.

I wish I could say I went to some seminar and everything became clear. But the reality is I was ready because I was frustrated. I didn't really know what my passion was. So that started the path to unfold, and as you know, while you're on the path, the journey begins to get a little easier and easier as you get closer and closer to your passion. And that's really what happened for me.

I was working at UPS. Our shift started at 4 AM, and I was one of the guys who was unloading the boxes out of the back of those big semis while I was going to college; I was pre-med. I was also teaching tennis. I needed to do that in order to make money to put myself through school.

One of the managers at UPS introduced me to a network marketing opportunity. I think I was about 18 or 19 years old at the time, maybe. Actually no, I take that back, I was about 21 years old. He introduced me to a network marketing



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opportunity. I did pretty well at the beginning of it, because I was excited about the concept of living this great life, and being healthy, and all this kind of stuff.

I did okay at the beginning with it. I made \$4,000 or \$5,000 a month for a couple of years. Then that led me to the next piece. I think this is the big message for people – one thing leads to another that leads to another that leads to another. That's where I met Tony Robbins, and then after that I went on to meet Bob Proctor and John Assaraf and some of the people we've been playing with for the last 10 to 15 years.

That's kind of how I started unfolding my passions. It was a little bit of frustration along with some co-opportunities.

**CHRIS ATTWOOD:** Thank you for sharing that, Jim. I think just about all of us who are listening can relate to that. There are times when we feel completely frustrated. One of the things that we love to ask our guests is this idea that making your first dollar is somehow a big milestone. In fact, as we've talked about it. We've said it's really going from amateur to professional when you make a dollar, or more than a dollar, living your passions.

Would you share with us how you made your first dollar actually following your passions?

**JIM BUNCH:** My passions became the network marketing opportunity and sharing health. What I found inside of that was what I was really interested in, the personal development. If you get into people's values and things, one of my top five values is learning.

It was a real good alignment when I went to work with Tony Robbins. I think that's probably where I made my first dollar in the personal development industry, which I really consider my passion. I've made a lot of money in other things like real estate and business and things like that. But my true passions are in the personal development arena.

When I went to work with Tony Robbins, I was 100% commission. I was in my early twenties. I was a part of what we call the SWAT team. What that means is there are four of us that they would drop into a city eight weeks before Tony would come to town to do the big event. Our job was to basically sell the tickets and put 2,500 people into the event eight weeks prior to him showing up. They gave us a cell phone, a phone book, and a place to sleep.



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Imagine that, you're in your twenties, and you have a cell phone, a phone book, a place to sleep and a rental car, and your job is to call on these corporations and book yourself as a speaker in there to show them how to change their mindsets and their beliefs so they can become more successful. That's how I got started, actually.

**CHRIS ATTWOOD:** That's an impressive story. To get 2,500 people into a room in eight weeks, that's very impressive.

**JIM BUNCH:** That was back in the mid-90s before Tony had done *Shallow Hal*. It's not quite as much credibility then, but he was doing great work even back then.

**CHRIS ATTWOOD:** *Shallow Hal*, that's what made Tony Robbins' career, there's no doubt about it.

**JIM BUNCH:** Yeah, that's right. One of my other top values is to have fun. So hopefully that got a chuckle out of people.

**CHRIS ATTWOOD:** We so appreciate that, Jim. As I mentioned when I was introducing you, you created a tremendously successful game called the Happy Healthy Wealthy Game. Just to tie it in with our subject tonight, how important is passion, in your opinion, in being happy, healthy, and wealthy?

**JIM BUNCH:** You know, that's interesting. Just off the top of my head, I think passion is paramount in your happiness, there's no doubt about it. If I look at the people in my life who are truly happy, whether it's my wife who is one of the happiest people on the planet, or our friends in the Transformational Leadership Council, or just the people that I play volleyball with and travel with and things like that, I have to think that passion is one of the components of happiness.

I do know in my own life I have done things to become wealthy where I wasn't necessarily passionate about the things I was doing, but I was passionate about my goal that I wanted.

For example, when we decided to start investing in real estate, I didn't really have a passion for real estate. I knew that I could make some money in it. When we were building Bamboo.com, I really didn't have a passion for virtual tours. But I bought into the vision of changing the way that an industry looked at real estate.



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You remember back in the old days, when people would get into a real estate agent's car, which was basically a glorified taxi driver at the time, and they would drive around and look at virtual tours.

What I bought into was there is a better way to do this, and that is that people could go online to look at homes, and from there we could make a big difference in the world.

I think that for me, personally, passion is one of the most important things when you're discovering happiness. The other caveat here is that if you're truly going to be happy, healthy, and wealthy, without passion I think it would be temporary. I don't think that it would be long-standing.

**CHRIS ATTWOOD:** I have to agree with you, Jim. This book I mentioned at the beginning, *Success Built to Last*, by our friend Stewart Emery and a couple of others, that's what they found. In fact, in research with it, the people who had enduring success over a long period of time were all people who had developed the habit of consistently choosing in favor of those things that had real deep meaning in their lives, which is the way that we talk about passion.

You follow your passions. Wouldn't you say that's true?

**JIM BUNCH:** Yes, until I'm unclear on what they are. In other words, if I'm not being passionate, in other words, if I'm not excited about life or business or whatever's going on, then I have a tendency to step back and seek counsel to help me flush out what does make me happy.

I want to make sure, again, and one of my top values is authenticity, is that everybody understands that those of us who are presenting this way to live go through phases where we're not always passionate. There might be a little something that's off, or a little something that's missing. The difference is we don't wallow in that. We get help to quickly turn that around.

So, would I love to say that I've always followed my passions? I don't know if I can be authentic and say that. But I can say that I've been in pursuit of my passions once I understood what it was like to live passionately. I don't know that I really knew that, because I grew up in a town called DeBary, Florida, which one stop light and 13 bars. It wasn't the metropolis of happiness and passion, if you know what I'm talking about.



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I think for me, I had to become a little bit clearer on what does make me passionate. I had to have the right environments that actually facilitated that passion, like these calls that people are listening to, other people who have designed their lives.

I would have loved to have had this kind of stuff when I was growing up. I wasn't exposed to it until I got around Tony Robbins and he started doing his power talks and things like that. I listen to those every single day, over and over again, because that reality was better than what I was living at the time. So I chose to listen to that, and it did give me inspiration. It gave me hope, and eventually I think those were the stepping stones that helped me build the life that I've created today.

**CHRIS ATTWOOD:** Fabulous! And I was wanting to ask you, what were some of the key lessons you learned, and it sounded like you shared a couple of them. You certainly said that when you notice you're not passionate, you step back to get clear on what you really are passionate about at that time. You also shared the ones of surrounding yourself with people or programs that can support you in your passions. Are there other lessons that you've learned along the way that you could share with our listeners?

**JIM BUNCH:** Yes, I think they're kind of in alignment with what you're echoing here. One of the biggest things I can share with people is, know yourself better than you know anything else. In other words, know about the world inside you more than you know about the world outside you.

I'm working on some concepts in a new book right now called *Your Inner Architecture*. It's really simple. We, as adults, spend a lot of our time focused on the world outside. As kids even, we learn about math, science, English and history, all the things that are on the world outside of this thing called our body. If you start to understand the world inside you, in other words, your values, your rules, your beliefs, your passions, your strengths, your gifts, your attributes, your skills, all of this stuff that is intangible that you can't see, but you know it exists because you feel it and you start to think it.

If you understand that, it's like knowing your internal architecture or your road map for who you are. Then you can start to design the world outside you to be in harmony or in vibration with the world inside you. That's where you get into that state of flow, and you start to notice that life is easier. You can attract whatever it is that you want, and that your passions are just a normal part of your life.



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It's the exact opposite of what a lot of people think. I think you said 80% of the people on the planet are not in alignment with their passions. In my experience, it's because they don't know the inner workings of who they are, so the rest of the world looks like it's against them. And in reality, it is because they're not matching up the outside world with the inside world.

That's the long answer to know yourself better. And then, design the right environments outside of you to keep you growing, learning, and developing.

**CHRIS ATTWOOD:** Very profound, Jim. Thank you so much for sharing that. I have a feeling that this relates to what is a major focus for you. You have created this Happy Healthy Wealthy Game. Would you talk a little bit about how the game came to be, and how it relates to what you were just talking about?

**JIM BUNCH:** Absolutely! I think there are a couple of things in my life that probably pointed me towards that direction. Just like you and Janet and Jack and everybody that we're in relationship with now, you've had experiences in your life that set you up to be living your purpose and your passion. For me, a couple of things happened.

Number one, I got heavy into the personal development industry. I started noticing that as I was on the road all the time speaking and teaching people what they needed to do to change their mindsets and therefore change the results, I personally noticed that a large percentage of people coming out of the seminars were simply not applying what they learned. In the Happy Healthy Wealthy Game, we call it the hot bath effect. In other words, it's like stepping into a hot shower, and the moment you're out of the seminar, you cool off.

So that was one of the first things. I noticed there was an incongruity there, and that didn't fit in alignment with my value of authenticity. The second big piece that got me in alignment with developing the Happy Healthy Wealthy Game is that I was introduced to some really cool mentors, one of which was a gentleman by the name of Thomas Leonard. Thomas was known as the founder of coaching.

Coaching at its core is really about helping people win at life. If you've got a great coach, you look at pro sports or you look at anything, that's what their job is to do. If you've got Mike Shanahan, for example, who is the Denver Broncos head coach, if he doesn't win games by hiring the right players and teaching them the right skills and strategies to win the games, he gets fired. It's that simple.



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I was introduced to some amazing coaches and mentors, Thomas being one of them. He taught me a concept called The Seven Environments of You. The Seven Environments has now grown into something called The Nine Environments.

Once I got that concept, that there are nine different environments that are controlling the way that you think, the way that you feel, and the way that you act, my whole world shifted. I finally understood why people who were going to the seminars and saying they were going to do all these things weren't doing it.

It's because the environments we create in the seminars are awesome environments for dreaming, and for creating, and for all these things. But when they go back to their home environment, they didn't have an environment that supported them in achieving those things. So they were literally being set up to struggle. That was the second piece.

The third piece was when we were building Bamboo.com. Right before I went on board with Bamboo.com, I was living on the edge of a 200-foot cliff in an all-glass beach house. I was driving a \$100,000 sports car. I was working part-time. I was doing yoga and meditating. I was involved with my spiritual practices. I was basically just really enjoying life. I was doing coaching, and I had a really balanced life.

Something was missing. I couldn't identify what it was at the time. Later on I realized that I was missing being a part of something bigger, and a team. So when the opportunity came, when John came up and said, "Hey, you need to be a part of this Bamboo.com thing. We're going to change the way the world does real estate", I gave up everything that I was doing from a lifestyle standpoint and hopped on board to play what I call the wealthy, wealthy, wealthy game.

You know that game, don't you? So you figure, you know what? Maybe just another home run and then I'll go back to this great lifestyle that I'm living. Those three things, the frustration with the personal development industry, the awareness about the concept of the seven, now nine environments, and then the experience of being super-balanced and then going way out of balance really helped me start to craft the Happy Healthy Wealthy Game.

I realized that what most people really want more of are more happiness, more health, and more wealth. I couldn't think of anything else that they wanted. Most things kind of fell underneath that. Then I started recognizing if you put your happiness first, then your health, then your wealth, you actually start experiencing life a little differently.



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That's the things that started the game, if you will. It's developed over the last five years now, 4,000 coaching clients, and 26 coaches, into something. We've incorporated some technology, some accountability, some awesome tracking tools that we actually get to see the progress of every one of our players as they play this 90-day game.

I know I'm doing a bit of an infomercial there, but I am truly passionate about the results that people get in their lives. That's what I've dedicated the last five years to now, other than our other business and technology companies that we own. That's where my true passion is right now.

**CHRIS ATTWOOD:** I know that people come out of that with some amazing experiences. I want you to tell us, is it really possible for someone to become happy, healthy, and wealthy in 90 days?

**JIM BUNCH:** You know, at the core, I'd ask you a question, Chris. I'd say, "How long does it take to create a habit?"

**CHRIS ATTWOOD:** Well, we've been told 21 days, Jim.

**JIM BUNCH:** All right, it sounds like a set-up question, doesn't it? I know where you're going with this.

We've been told 21 days. That's probably the standard response for most people. If you said 21 days, or thought 21 or 30 days, the reality is you've been programmed to think that. Being from a science background, I wanted to test or prove whether or not we could actually get people to change their habits.

If you get people to incorporate the habits of happiness, the habits of health, and the habits of wealth, then they're ultimately going to have the results of happiness, health, and wealth. It's a no-brainer formula, right?

The question was can somebody really become happy, healthy and wealthy in 90 days? I would say absolutely, if they're willing to do what it takes, which is to take three actions a day over the course of 90 days. If you did that Monday through Friday for three months, then you're going to end up taking over 180 focused actions towards happiness, health, and wealth.

If you do that, and you have the right environments in place to support you in doing that, here's the key. Most people, if you look at the results they're



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producing, and their happiness, their health, and their wealth, and I say most, I would say about 94% of the people out there would not say that they are truly happy, healthy, and wealthy. That means that only six percent can say, “Yes, I’m moderately to fully happy, healthy, and wealthy.”

If you look at the habits of people who are truly happy, healthy, and wealthy, they do consistent things every single day. They also have environments in place that allow them to maintain the happiness, the health, and the wealth. The clients that we’ve had go through our experience, when they start doing three actions a day, one in the area of happiness, one in the area of health, and one in the area of wealth, about four weeks in they notice that something happens. Four weeks in they start re-writing their subconscious software and they start doing things differently.

In other words, they’ve been in the habit of being unhappy, sick, or broke for 10, 20 or 30 years, if you look at the results. And now all of a sudden in 90 days we’ve got them focused on their happiness, their health, and their wealth. About four to five weeks in, there’s a conflict or a clash, or what I call the resistance phase, where their old programming of being unhappy, sick, and broke is actually being overwritten by their new programming, which is called being happier, healthier, and wealthier.

If they’re left to their own devices without our coaching, our systems, and the proper environment, they will revert back to their old programming. The people who maintain it and continue, we say the only way to lose the game is to quit, the people who maintain and continue and get over that four to five week hump have had incredible testimonials, such as losing 20 to 30 pounds in 90 days. We’ve had people double their income, had people pay off debt, had people actually discover their life purpose because they’ve never spent time and energy focused on what makes them happy.

It’s kind of like you guys when you’re doing your Passion Test. In a matter of minutes, you can help somebody identify their top five passions. They may have never even known they could have something called passion. It’s not something that most of us grow up thinking or believing you can have.

Long answer to a short question, can somebody do it? Absolutely, if they design the right environments and they simply take three actions a day. It’s really that simple.



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**CHRIS ATTWOOD:** Now, is there something magical about three actions? Somehow I have a sense there's something specific about those actions as opposed to just any old actions.

**JIM BUNCH:** Yes, they have to do one in the area of happiness, one in the area of health, and one in the area of wealth or our online scorecard will actually give them zero points for the day. Here's what I started noticing, especially here in the U.S. This is different, and we've had players in Singapore, London, Australia, all over the world.

What I notice is, here in the U.S. we seem to be really, really driven to play the Wealthy Wealthy Wealthy Game. You'll look at people's online score cards, our coaches can see them, the other players can see them, so we have an environment of accountability that all of the players can kind of know what's going on with the other players. So there's really no hiding out in our environment.

What I noticed is, if people have 50 things they're trying to accomplish, how much do you think they actually get done? None! They just don't, they're in overwhelm. This is the way a lot of people are operating. They think they're being efficient by doing a lot of things, and the reality is, they're doing a lot and accomplishing nothing.

What we've found is that we get you to focus on three goals for 90 days, one in the area of happiness, one in the area of health, and one in the area of wealth. If your listeners get nothing else other than that, if they could just get clear on three things that they want, one in each category of happiness, health, and wealth, their whole life would get a lot simpler.

Now that means they have to let go of a lot of stuff they're doing that isn't working for them, which can be a challenge. But that's a big key. The second key is, once you know the three goals you'd like to accomplish in the 90 days, we define your top ten habits you'll do over the course of the 90 days, and we put those into our online scorecard. You do three habits a day, one happy, one healthy, and one wealthy.

As I mentioned before, over the course of three to four to five weeks, in our experience of looking at people's patterns and habits with our online scorecards, we can see that about four to five to six weeks in people actually start shifting, and they cross over the chasm, if you will, into the area of new habits. I think that one of the most important things that people can understand is the way to create a good habit is done the same way you would create a bad habit.



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Let's say, Chris, you and I decided - this would never happen - but let's say you and I decided that we were going to become really fat, overweight, and have low energy. What is it we would do? We would sit on the couch, watch Monday night football, drink beer, eat pizza and chips, and talk bad to our wives. That's how we would achieve that goal. And we wouldn't just do it once; you'd do it over and over and over again.

The same thing is true for your happiness, your health, or your wealth. It's little things done daily that add up to massive changes over a short period of time.

**CHRIS ATTWOOD:** Will you repeat that? I want you to say that one more time.

**JIM BUNCH:** It's little things done daily that add up to massive things over a short period of time. People seem to underestimate what they can accomplish in a long period of time, and they overestimate what they can accomplish in a short period of time. The idea here is just do three simple things a day over the course of 90 days, 180 days, 365 days, and your life will dramatically change.

We're basically an accumulation of our habits. John Assaraf and I were talking; he and I are good friends, as you know. We were talking the other day, and I think he mentioned to me that we make somewhere in the neighborhood of 30,000 decisions a day.

The challenge is, most people are making the same decisions today that they made yesterday, that they made five years ago, that they made ten years ago, because their mind isn't changing. They're using the same mind today that they used five years, 10 years, or 20 years ago. If the mind stays the same, then the behavior stays the same, and therefore the results stay the same.

That's what I noticed when I was living in the bomb shelter. I'd just finished writing an article for Jack for a *Chicken Soup for the Soul* book, I think it's *Chicken Soup for the Prosperous Soul*, of how I went from living in a bomb shelter to living in a beach house. When I look back over that time in my life I can see specifically what I was thinking, how I was feeling, and the actions I was taking that put my butt right into the bomb shelter. And then I know specifically the day when it turned for me and I started focusing on my passion, what it was I truly wanted to contribute to the world. I can see what I started thinking, feeling, and acting then, and my whole reality changed.



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I went from being six figures in debt to being a multi-millionaire. Now all my friends, the people I surround myself with, the environments I've created are just that. It's not because I'm that into the money side; it's just that those people seem to operate in a higher frequency and they have more to give to more people. I know I'm going off on a little tangent here, but it's a reality.

**CHRIS ATTWOOD:** No, no, it's really great. I want to come back to this idea of environment. You talked about how the environments that we create are so critical. I know in the game a lot of importance is given to the environment. Can you talk a little bit more about the nine environments and how they affect the success that people get.

**JIM BUNCH:** Let me give you the overview of the concept here. We really aren't going to have time to drill down into all nine of these environments. But if people want to know more, I think at the end of the call you are going to introduce people to another one of our free calls we do, where we will go deeper into the nine environments so people understand how to actually apply some of this information.

Let me give you the general overview. The concept is real simple. Imagine a circle, and in the middle of that circle is two more circles. The very middle circle, like a bulls-eye, is Y-O-U. In other words, you're in the middle of that circle.

The next circle out, the second circle, or ring if you will, is called memetic. That's a memetic environment. Now Y-O-U, you, are surrounded by this thing called the memetic environment. Of the nine environments, the memetic is probably one of the most powerful.

Memetic stands for means, which are ideas, concepts, and information that is being handed to you either from your current reality, or your past reality. In other words, your current reality where we get our ideas, concepts, and information would be from who? Who are some people who give us some of our ideas, concepts, and information?

**CHRIS ATTWOOD:** Teachers, parents, colleagues, friends . . .

**JIM BUNCH:** You got it, teachers, parents, colleagues, and friends, anybody that we're around, right? So you've heard this before, if you take a look at the net worth of the five people you spend the most time around, your net worth is probably in that same ballpark.



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That's where we get our ideas, concepts, and information. We have those same kind of stories. If I were to hang out with people who talked about drama and chaos and those kind of things all the time, I would eventually start to think, feel, and act that way.

The second one was the means or memetic environments that were handed down to us from generations before. In other words, my parents had a whole set of beliefs that they graciously handed me.

If I were to take a look at those beliefs now, knowing what I know, I would not automatically accept every single belief that they gave me. They gave me certain beliefs such as, money doesn't grow on what – doesn't grow on trees. Money is the root of all – evil. If you could fill those in, then you've been handed a set of means.

Those beliefs, even though subconscious, in some way, shape, or form, are dictating your reality. And if your reality is money doesn't grow on trees, then you will not look for money as if it were prosperous and growing.

I reframed that belief years ago. The simple truth is, money is made out of what? Made out of cotton, which is kind of like paper, and actually, it does grow on trees. You've got to look at some of this stuff and say, "Do the things that I believe really support me in getting what I want to achieve?" A lot of times the things that people believe don't help them achieve the things that they want.

When you understand that's one of nine different environments, the way that you think, in other words your ideas, concepts, and information, when you learn how to change that, you will literally change the way you view the rest of the world. And that breaks into these eight other environments.

These eight other environments are surrounding you 24 hours a day, seven days a week. I'll give a couple of them as an example here.

One of the primary ones is called relationships. In that outer circle, you would chop that up until there were eight more sections, and one of them will be called relationships. With relationships, what we're talking about is what I call your primary relationships. In other words, the people you spend the most time around. That might be your spouse or significant other, it might be your kids, it might be the people that you work with. You could make a list of the top five or ten people that you spend the most time with.



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If you take a look at their happiness, their health, and their wealth, all of them, you will probably in some way, shape, or form measure up to their happiness, health, and wealth.

That's one of the primary relationships. One of the things I realized is that I actually had to leave my environment that I grew up in, because I grew up in an alcoholic environment. That environment was not conducive to the way that I wanted to live my life. For me, I actually had to remove myself from that environment.

Interestingly enough, since I've removed myself from that environment, that environment has gotten exposed to the kind of things that we teach, and they have actually shifted, which is just magical. Now I go back to that environment and have different types of conversations than I used to. That's one of the environments.

Another environment that a lot of the people spend a lot of time and energy on is their financial environment. If you don't set up your financial environment properly, it will cause you stress and frustration. If you don't understand the "Three C's" of money, which are cash flow creation, cash flow management, and cash flow investing, then you're in trouble with finances. That will run or dictate the rest of the environment.

Here's another one of the concepts, Chris. When you change one environment, it's not enough. You have to work consciously on all the environments or else Y-O-U in the middle will not change long term. That's why some people will change a relationship short-term, but they don't change the rest of the environments. And guess what they end up doing? They go right back into their same old patterns.

It doesn't matter if you go to a weekend seminar. A weekend seminar will get you excited. It will shift your memetic environment for a moment. You might even meet some new relationships. But if you go back to your old relationships, your old habits, and your old thinking, you'll produce your old life again.

Except, here's one problem. Now you know you should be doing life differently, but you're not, so there's a level of frustration.

If people are more interested in the nine environments, I encourage them to come on to one of our introductory calls for the Happy Healthy Wealthy Game. We actually give you a diagram for the nine environments, and we go into more



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detail with the rest of the nine environments. That way you guys can actually map out your current environments, and then you map out the environments you would like to have around happiness, health, and wealth.

That's exactly what I did. I wrote down: Who are the people I want to spend the most time around? What do I want my finances to look like? What businesses do I want to own? What real estate do I want? What industry do I want to be associated with?

I looked at my physical environments and I said, what home do I want to live at? I looked at my nature and said, I want to live on the beach in southern California. How do I design that? I looked at my spiritual environments and said, how do I create a connection with what I think my higher purpose is, my calling?

I went through each of the environments and said, how would I design my ultimate life? And then I started living it.

Again, I know I'm elaborating on this. But I hope I'm giving people some things to think about, and ultimately wanting you to shift your thinking so that you guys begin to take new actions.

When I was sitting in the bomb shelter being miserable, and being poor me and having no hope; financially I was in the can, there's no doubt about it. The worst part was, spiritually and emotionally, I was bankrupt. I had no sense of my purpose and no sense of my passion.

Once I got tapped into this concept of how wealth is really created, which wealth is really created by the number of lives you impact, and your ability to be replaced. Once you understand that, you ask yourself, "Am I impacting enough people's lives, and am I easily replaced?"

**CHRIS ATTWOOD:** The first one is obvious, Jim. Will you expand just a little bit on the second one?

**JIM BUNCH:** Yes, absolutely!

**CHRIS ATTWOOD:** Why is the ability to replace yourself key?

**JIM BUNCH:** Here's the thing. It's like we say in our business partnerships. If you and I have the same skill sets, one of us isn't needed, right? If you take a look at the world, there are a lot of people who are doing great work.



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So for example, I can hire somebody to come in here and clean my house and I really value that work. But is that person easily replaced? Sure! I can find 100 people to come clean my house at any time. There's nothing wrong with that, it's a great value, she's helping me, and she's probably helping four or five other families, right?

But the reality is that person is easily replaced. The kind of work you're doing and the kind of work that leaders are doing is that they're impacting millions of people's lives. Because they have mastered something, because they've chosen an area of interest to become passionate about and to learn at a very high level, they can see things and they can impact people in ways that other people can't.

Whether you're running a major corporation and you've learned leadership skills, communication, delegation, outsourcing, finance, operation, sales, and marketing, and you've put a great team in place. I mean, that's a very valuable skill.

In Bamboo.com, we grew from six employees to 1,500 employees our first year. I wasn't a partner in that; you mentioned I was a partner. I owned shares in the company because we were in early in the company. But I wasn't a real partner in that company.

But it was a great opportunity, and we impacted millions and millions of people's lives. So we were paid really well for that. We took an idea that was nothing more than an idea that two 27-year olds had and built a team, raised capital, built the company, and then changed an industry called real estate, and then eventually changed the world. That's a major difference, and there are not a lot of people who know how to think, feel, and act to build that kind of a team and to make that kind of a difference.

So that's what I meant by the second piece. You're going to be paid in direct proportion to the amount of lives you impact and your ability to be replaced.

**CHRIS ATTWOOD:** So the less it's possible to be replaced, then the more valuable you are, and the more replaceable you are the less valuable you are.

**JIM BUNCH:** You got it! This goes back to the concept that I know you and I have talked about. If you're consistently investing in yourself, in other words, you're investing in the way that you think, through whether it's books, tapes, seminars, coaching, all those things, not one of them, but all of them. If you're



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investing in your foundation, if you're investing in your life, then you're going to make yourself more valuable. That's what the word invest means. It's "to vest." So at some point, you get a return on that investment.

**CHRIS ATTWOOD:** Now I know one of the things in the Happy Healthy Wealthy Game is, from what I've understood, it helps participants simplify their lives, particularly to eliminate distractions that may get in the way of our ability to enjoy success.

Can you talk a little bit about distractions? You mentioned it earlier in this call. And specifically, are there suggestions you can give our listeners for dealing with the distractions that they're experiencing?

**JIM BUNCH:** Especially in today's day and age where we're so easily accessible through cell phones, emails, instant messengers, and all kinds of stuff, it's really easy to get distracted today.

So again, we go back to focus on three things for 90 days, and take three actions a day. That's the real key. The other piece is to take a look at where distractions start to stem from. In other words, what is it that pulls you into those things? The opposite of distraction is focus. I think we all know the power that's associated when you begin to focus on something.

Distraction is what I call power-less. In other words, all your power is being divided amongst 100 different things. So you've got the same amount of energy, but instead of it being focused on one, two, or three things, you're focusing on 10, 20, or 50 things. So it's a simple division of your power. I think that kind of sums it up if you understand from an energy standpoint.

I'll also give you an example of focus and how it works. If you want to learn how to go from being chaotic to being focused in an instant, I'll do a little exercise. And you're not driving obviously, are you Chris?

**CHRIS ATTWOOD:** I'm not driving.

**JIM BUNCH:** Good to know. If anybody is driving and listening to this call, do not do this exercise. I don't want to get an email from Chris saying that we lost some of our valued clients here.



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For those of you who aren't, I want you to try an exercise. I'm going to walk you through it real quick. You'll see the difference between when you're focused and when you're unfocused.

I want you to look ahead of you at something that's on a wall or desk, or something in front of you, and find a spot or a point that you can focus on. So find that spot or point. Look only at that spot or point. On the count of three, I'm going to ask you to look in four directions - up, down, left, or right, or for some people, they'll know it as north, south, east, or west. But I'm going to say up, down, left, or right.

When I say one, two, three, I'm going to want you to follow my voice and look in whatever direction I tell you. Then I'm going to have you stop. So notice how you feel right now focused on that one direction. Your breathing has probably slowed down, your mind has probably calmed down, your eyes have become extremely focused, and your body probably feels pretty calm and centered.

On the count of three you're going to follow my voice and look where I tell you to look. One, two, three – look up, look down, look left, look up, look down, look right, look up, look down, look left, look up, look down, look right, look right, look up, look down, look left, look up, down, stop! How do you feel now? Overwhelmed, confused, frustrated and chaotic?

Go back to the center point and look at one thing, look at that point. How do you feel now? You feel calmer, you feel focused, you feel more present, and you feel more powerful.

Now this is a simple, fun exercise, because your eyes are the part of us that focuses. And one of the things that happens nowadays is people have, I think, slipped into what I call a subconscious state of disease. What I mean by that is, they're not at ease. The opposite of being at ease is dis-ease.

If you look at what most people are doing, they're multi-tasking and trying to get a thousand things done. I know women will fight me on this. They'll even show surveys and studies that show they are better at multi-tasking. That may be true, but it has nothing to do with focus.

When you can focus on a smaller amount of things, those things get more of your attention, your energy, and you resonate at a higher frequency. The key to this is to get you to focus in on one or two things that will make the biggest difference in your life, and do that for 90 days.



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It's amazing how quickly a year goes. I mean look at us, we're entering the Q4 coming up of 2006. It seems to me I was just with you guys down in Mexico not too long ago at the Transformational Leadership Council, and that was what, almost a year ago now?

**CHRIS ATTWOOD:** It was nine months, at least.

**JIM BUNCH:** Nine months, yes. January I think it was. The key is, people will underestimate what they can do in a long amount of time, and overestimate what they can do in a short amount of time. I'm asking you to focus in on just three things that are most important over the course of 90 days. That will help you become more focused.

Now one of the other things we do is we teach nine different lessons over the 90 days. They're one-hour lessons, one of which is the nine environments; but lesson three is actually called Eliminate and Simplify. We take you through a full hour of strategies and concepts on how to start to simplify your life so you get rid of all the things that are distracting you, and you can focus on what's really important.

It's funny, I look at people's lives every single day. And most people are managing lives they don't even want. Here's what I mean, specifically. If you're spending all your time managing debt and paying bills, and managing unhealthy relationships, you've filled up your life with things you don't want. You will never, ever get to the life you want by focusing on the things you don't want. I learned this a long time ago.

When I had six figures in debt, I realized that I was spending all my time juggling credit cards and trying to figure out the best way to move this balance over here, and to move that balance over here. I spent all that energy doing that, and guess what I wasn't focused on? I wasn't focused on creating wealth.

And the moment that I got it, that I could shift my focus, in other words, where I put my attention to, and wherever I put that attention would create my reality. Then I realized that I'll never get wealthy by focusing on debt. I'll never get healthy by focusing on sickness, and I'll never become happy by focusing on all the things that are wrong.

You do need to look at them, identify them, and then immediately start to focus on the solutions to those problems. That's really what we're doing; we're getting people to change their focus. The reality is most people don't focus on their



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happiness at all. They put their wealth first, then their health. Then if there's any time left, which there really is, they focus on their happiness. They wake up at the end of their lives saying, "How did this happen?"

We want people to have that reality now, not in three, four, five years, or when they're on their deathbed and they say, "I should have done life differently."

**CHRIS ATTWOOD:** Jim, unfortunately the link that I was given to your introductory call does not work. I know that many of our listeners would really love to be able to hear your introduction to the Happy Healthy Wealthy Game. My understanding is that they can do that without charge, right?

**JIM BUNCH:** Absolutely!

**CHRIS ATTWOOD:** Is there a link somewhere you can send them that they can go to be able to hear more about the Happy Healthy Wealthy Game and what's involved?

**JIM BUNCH:** Yeah, I think actually they had set up something at your guys' website, is that correct?

**CHRIS ATTWOOD:** Well, they had, but it's not working. So I'm seeing if there's something you had.

**JIM BUNCH:** Okay, well here's what we can do. There's something I wanted to give your clients as a bonus, something that I learned when I started to reprogram and recondition my thinking, because that's a big piece of this.

It's called The Six Phases of Change. What I realized is as I started reprogramming my mind using this simple idea of a shower CD player and an affirmation CD that I recorded in my own voice, I started noticing that about three to four weeks in I went through these six phases. I'll share the six phases with you, and then I'll give you the link where people can go. I want to share this with you because I'm going to give this away as a freebie for anyone who is on your call. They can download this MP3 audio.

I want to warn you guys, the quality of this audio is low quality. It's not a high quality studio recording. As a matter of fact, the reason we decided to go ahead and publish it was because the content was so good. It was one of those things where they got me on a call and they asked me about this concept called The Six Phases of Change.



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Then some things started happening on the call that people started saying, “Yes, wow, that helped me here”, and “Wow, I didn’t see this.” So we recorded that, and now I want to give that to your people so no matter what, whether they join us for an intro call or they don’t, they can listen to The Six Phases of Change and recognize where they are in the change.

The first is called Hearing the Affirmation. The second phase is called Ignoring the Voice. In other words, that’s where you try to block out your own change happening. The third is called The Resistance Phase, that’s where you actually push back against all the good things that you want in your life. And step four is called The Breakthrough Phase. That’s where you actually get over the hump, and life starts to look differently.

Step five is called The Conscious Phase. In other words, now your awareness starts to accelerate, and you see how to create whatever it is in your life. And then the sixth phase is what I call The Excitement Phase, or the Energy Phase, where your life gets to be on a roll.

I would love to give that audio recording. I think it’s about an hour long. And they can go to [www.JimBunch.com/affirmationmastery.html](http://www.JimBunch.com/affirmationmastery.html). If that’s too long for people, shoot an email to [support@jimbunch.com](mailto:support@jimbunch.com) and we’ll make sure we get you that link.

But on that you can register, download the free audio, and then there’s also a link on there if you want to sign up for one of our introductory Happy Healthy Wealthy calls, where we’ll spend an hour going over three major concepts, one of which is the nine environments, to share with you how you guys can actually be a part of making more happiness, health, and wealth in your life.

**CHRIS ATTWOOD:** First of all I want to thank you for that kind gift. I really, really appreciate it, and I know all of our listeners will. I’ll ask you to give that website out again before the end of this call.

Right now, I wonder if you would talk a little bit more about a concept that you mentioned during this call, and that is accountability. One of the things you said is that there is a structure of accountability in the Happy Healthy Wealthy Game. How important is accountability to achieving success, and are there ways of creating accountability that can actually help us increase our motivation and the level of achievement that we get?



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**JIM BUNCH:** Yes, absolutely. I think there are three principles that we talk about in order for somebody to achieve true happiness, health, and wealth - that's awareness, action and accountability. The awareness says, "Hey, what I'm doing isn't working." The second piece is taking the right actions in the right order consistently. That leads us to the third piece, which is accountability. I call them the 3 A's - awareness, action, and accountability.

The accountability is what comes down to really the bottom line. Are you going to consistently do the things that you need to do to create the life you want, or are you consistently going to do the things that you don't want to do, and create the life you don't want?

In order to create accountability, you've got to be willing to put the proper environments in place. Environments could be people, it could be physical things. In other words, you might need reminders. You might need your affirmation CD's. You might need a coaching program. You might need a seminar every 90 days. You might need all these different things that are going to cause you to change your habits and your behavior.

There are thousands of environments that are impacting you 24 hours a day, seven days a week, and most of them work on your subconscious mind. If you start to look at environments that cause you to feel happier, environments that cause you to feel healthier, whether that's a gym membership, a trainer, or just a buddy, those things will help you become happier, healthier, and wealthier.

In our game, we created nine one-hour teleclasses over the course of 90 days. Each of those one hour calls is an environment designed specifically to change the way that you think about your life. We also created an online scorecard system that every Monday through Friday you will load in your Happy Healthy and Wealthy goals and your actions, and the players and the coaches can look at the actions that you take every single day.

That holds you accountable, because if you're not doing the actions and the other players and the coaches are looking at your game, they're going to call you out on it and say, "Hey, you wanted to reach this goal, but you're not taking the actions."

Then there are some other things that we do that will hold you accountable, but I don't want to give away all the goodies on this call. We help you put some environments in place that literally help you change your behavior in the course of 90 days. We've got an extremely high success rate in the industry for people



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who sign up and play, and actually win the game. There are points and prizes and all kinds of stuff like that.

**CHRIS ATTWOOD:** You mean it's a fun game?

**JIM BUNCH:** Well, it's fun for some people. I will tell you that some people, to be quite honest and authentic with you, some people get in and they realize that they've really created a mess of their lives. The simple reality is it takes a little work for them to change that. They're stuck in their old ways and old patterns, but we can help them through that. And we do that in a loving, fun, playful kind of way. But we've got some pretty darn good coaches who hold people to the fire. And if they say they want to win the game, then we hold them to it.

**CHRIS ATTWOOD:** And that's so valuable. That's really what a coach in any field endeavor is about, isn't it? It's like the true champions, to whether it's Tiger Woods, or Serena Williams, or any of the great champions. They all have coaches. It must be somehow tied to this idea that we perform better when we have someone who is holding our feet to the fire, as you say.

**JIM BUNCH:** There are only really three areas that a coach should be coaching somebody on, their mind-set, their skill sets, and their environments. If the coach works on their mind-set, their skill sets, and their environments, the players have to win – it's that simple.

**CHRIS ATTWOOD:** Fabulous! You've mentioned the word several times in this call of attracting things to us. Is it possible to attract success? And if it is, how do you go about doing that?

**JIM BUNCH:** I think it's not only possible, I think it's probably one of the only ways to do it. I've seen so many people who have actually repelled success. And when you become successful, you see people do it every single day. Once you've gotten on the other side of success, in other words the good side of success, you can see how people push away success.

How do you attract success? It's a couple of things. Number one, you have to understand focus and the law of attraction. Where you put your focus is where your energy goes. Where your energy goes is where your actions go. And wherever your actions go is where your results go.



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Something magical happens. This is a neat little exercise people can do on their own. I actually have done this myself with my team. One thing you can do is go watch the movie *The Secret*. I know that's a big buzz right now. Everybody who is in that movie is in the group that you and I are in, the Transformational Leadership Council. It's a great DVD – you can buy it at [www.TheSecret.tv](http://www.TheSecret.tv). I think it's \$30.00.

Watch that DVD. They give you five strategies for invoking the law of attraction. The simple answer to this is, if you do a little exercise where you notice what you're focusing on over the course of 30 days, and if you'll focus on one thing. So let's say, for example, that I'm going to focus on prosperity or wealth for the next 30 days. You keep a little chart, just one sheet of paper, and put numbers one through 30 on there. You write down everything that you attract as far as ideas, people, resources, or even results in the area of wealth.

Your mind will now focus on wealth, your energy will go towards wealth, your actions will go towards wealth, and you will magically, as it seems, start to attract ideas, people, and resources to create wealth.

If you're not focused on wealth, in other words you're focused on poverty, or all the things that are going wrong with your finances or debt, then you're going to attract all of those things. It's a really simple formula. The funny thing about the law of attraction is it's always working, whether you realize it or not.

So that's a real simple exercise for somebody to do. And you can see the results by writing down what you attract. The first time I did this with my team, the next day we started I got a check for \$1,600 from somebody who owed me money from eight years ago I had even forgotten about. He wrote me a letter saying, "Hey, I just wanted to apologize. You've probably written this off and not even thought about it. But I owed you this money." And sure enough, I kept that envelope and a copy of that check, because that was the first day we started tracking the 30 days of what we focus on.

**CHRIS ATTWOOD:** It's such a cool concept, Jim. I'd like you to just review one more time, because it's such an important thing, what you just said – that the law of attraction is always working. I'm not sure that is obvious to people, even though you've given them a couple examples of it tonight. Would you just review it once again and explain to people why and how the law of attraction is always working, whether we're aware of it or not?



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**JIM BUNCH:** You want an example? Would that make it work? If you were to write down a goal, and let's say that goal was in the area of wealth, because it seems that's what a lot of people are interested in creating. Let's say you set a goal that for the next 30 days you were going to have wealth consciousness, and every day you're going to think about wealth for a minimum of five to ten minutes. You're just going to put your conscious attention on wealth.

What happens at a scientific level is that when you focus on wealth, there's a part of you called your RAS, Reticular Activating System. It's a part of the brain that actually causes you to lock on like a laser to that target. So if you focus on wealth, what will happen is that Reticular Activating System will start to notice different people, ideas, and resources that will bring you more wealth.

You may notice it and say, "Oh, that's not for me," or "Oh, I could never take that opportunity," or whatever. You may reject the ideas, but you will have attracted those ideas.

A classic example is I remember when I first bought one of my sports cars. At the time I bought it brand new, there was none of this model out. It was a brand new convertible Porsche. Every single time I got in that car I saw somebody else with it. And I could have sworn I was the only one in southern California with it. But my Reticular Activating System all of a sudden became aware of that car. And you see this happen every single day.

The same thing works with wealth, or health, or happiness.

**CHRIS ATTWOOD:** Thank you for sharing that. For our listener's benefit, I just want them to get this point, that the law of attraction is always working; this concept that, what you put your attention on is growing stronger in your life.

If you do as Jim is suggesting and you clearly put your attention to something which is important to you on creating wealth, for example, then that's what will begin showing up in your life more and more. If you put your attention on the things that you don't choose to have in your life, that you're worried about or anxious about or upset about, then those things you're going to attract more and more. That's what I heard you saying, Jim. Is that true?

**JIM BUNCH:** You got it! We had this question the other day and I couldn't come up with the answer, remember that? You asked me a question and I couldn't come up with the answer, because it was something that was causing me to think about something that wasn't working in my life, or something like that.



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And I couldn't come up with an answer. That's because I simply don't put energy into thinking about things that don't work in my life any more. I used to; I used to spend a lot of time doing that. But I just can't do it anymore.

**CHRIS ATTWOOD:** It was such a great example of the power of what you're teaching, Jim. Will you share with our listeners three things that they can start doing now that can help them, the principles you've been talking about tonight? You've shared a number of things during this call. Can you boil it down to three specific things that they can do?

**JIM BUNCH:** Yeah, I'll tell you one of the things, and this goes back to awareness. I would tell people to quit being the ostrich. What I mean by being the ostrich is, if you look at ostriches, what do they do? They bury their heads in the sand, and then what's up in the air? Their rear ends, right? They are fully exposed. So they've got their heads in the sand and their butts up in the air.

I would say quit being the ostrich. In other words, tell the truth about where your life is at right now. Look at your results in the area of happiness, health, and wealth, and write it down. Say, "This is where I'm really at."

Then, once you do that, start dreaming about what you want your life to look like. When I lived in the bomb shelter, I got tired of looking at the bomb shelter, and I said, "I want to live on the beach. I want to drive the cars that I want. I want to have freedom financially. I want to be in great shape."

So write down where you're at. Be honest with yourself, and then don't ever pay attention to that again. Start focusing on what you want. That's the first thing.

The second thing is to look at your current environments and upgrade them as soon as possible. In other words, get into a bigger game. Start playing a better game. If you're not winning the game of life right now, you've got to play a bigger game.

The simple reality is all of us are going to be at the end of this game at some point. The only thing that really matters is the time in between when we started the game and when we end the game. Did we enjoy the process, and did we do what we want? If that's not happening for you, make a decision that you're going to invest your life the way that you want to.



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And the third thing is set your life up to win by building a dream team of coaches, mentors, and buddies. If you start to surround yourself with people who think, feel, and act the way that you do, and I do, and the rest of the people who are teaching the strategies that we use.

I didn't grow up with this stuff. I grew up, as I mentioned, in a one stoplight town with 13 bars. My mom was a dental hygienist and my dad was an electrician. I didn't have these strategies of wealth and happiness and health around me. I had to discover them. I did that by finding coaches, mentors, and people who were willing to share with me the way that they thought, and the things they had discovered.

So set up your life to win by building your dream team of coaches, mentors, and buddies. Do whatever you have to do to get around those people every single day. I went to work for one of these for free for a year, on the road, selling his stuff so that I could change the way that I thought. And that's the simple thing. Those are the three things I would give you guys as just a farewell, go-get 'em kind of thing.

**CHRIS ATTWOOD:** Fabulous! Jim, you are online so that people can actually learn from you and apply this principle relative to you. Would you share again the URL where they can get the gift which you have so kindly made available to all of our listeners? What is the website address where they can go and get the Six Phases of Change recording?

**JIM BUNCH:** You can go to [www.JimBunch.com/affirmationmastery.html](http://www.JimBunch.com/affirmationmastery.html). If you have a problem with that, send an email to my assistant at [support@jimbunch.com](mailto:support@jimbunch.com), and she will send you the link. That is a hidden page which is just for your listeners, Chris. We haven't made that offer to anybody else.

So, I'd love to get people's feedback of what they think about this. As I mentioned before, the quality is low, but the content is extremely valuable content, in other words, the recording quality. Hopefully people can listen to it and enjoy it.

**CHRIS ATTWOOD:** Fabulous! Thank you so much for that, Jim. As you know, at *Healthy Wealthy nWise* we believe strongly in the power of intention to manifest outcomes. What is your current, most important project, and what intention would you like us here at *Healthy Wealthy nWise*, along with our readers and listeners, to hold from you?



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**JIM BUNCH:** I think there's so much synergy between what you guys are doing and what we're doing. Our mission is to inspire happiness, health, and wealth world-wide. It's that simple.

As a result, all the products and programs we create are designed to raise people's awareness, and the results in those three areas. So the projects I'm working on right now, we're taking the Happy Healthy Wealthy Game and we're joint venturing with other people who want to get it out to more people so their clients will actually get the results that we've been talking about, about their happiness, their health, and their wealth.

I've personally launched a new program called The Ultimate Game of Life. This is for people who are really looking at leadership. It's a one-year program, and it is with me, personally. Our coaches teach the other games now, and they are some of the best coaches in the world. They've played the game, and they've helped others win the game.

I have been focused on a year-long program called The Ultimate Game of Life. That's really where we're working with people on their inner architecture so they can clearly know the world inside them and then clearly define the world outside them that they want to live. That's a pretty intense program, and it's not for everybody. You have to have a minimum of a six-figure income or seven-figure net worth to even be considered to join the game.

You can find all that kind of stuff at [www.JimBunch.com](http://www.JimBunch.com). I'm happy to share through our books and tapes and things like that also. Those are the programs that have really got my passion and my interest right now.

**CHRIS ATTWOOD:** Fabulous! We will hold the intention that those continue to touch the lives of many thousands of people, and that this Happy Healthy Wealthy Game becomes a process that people all over the world are living. Thank you so much for your commitment to it, Jim.

In closing, what single idea would you like to leave our listeners with tonight?

**JIM BUNCH:** It's probably a combination of two ideas, so I'll make it sound like one, how's that?

This thing that I would share with people is, just live each day like it's your last, but experience it like it's your first. Don't take anything for granted. And



## Jim Bunch

### Life Success Coach



remember, the best way to help the poor, the sick, and the unhappy is simply not to become one of them.

Challenge yourself to be happier, to be healthier, and to be wealthier, and then create that for more people in the world. Once you've done that, you've really made a difference in your life and the lives of other people.

As Gandhi said, "Be the change that you wish to see in the world." That's what I would like to leave people with. Focus on your happiness, focus on your health, focus on your wealth, and that becomes contagious.

**CHRIS ATTWOOD:** Fabulous! What a pleasure it's been to be with you tonight, Jim. Thank you so much for taking this time, and for sharing your wisdom and your knowledge and some very, very profound points tonight. It's really, really been a pleasure.

**JIM BUNCH:** Chris, I really appreciate the opportunity to play with you at a bigger level. I know that you're making a massive difference in a lot of people's lives, and you said is it possible to attract what you want. That's how you and I met, is through vibration and attraction, because we're working on the same mission, to bring consciousness to the world.

I really thank you for the opportunity to connect with you and your listeners. Hopefully this call alone will change somebody's lives, and they'll make decisions to improve their life tomorrow, tonight, or the next day.

**CHRIS ATTWOOD:** Absolutely! Thank you Jim, and for all of our listeners, again, Jim has made available this very, very wonderful gift that you can take advantage of. There is no cost to it. It's a very powerful recording of an interview, of a talk that Jim gave called The Six Phases of Change. Just go to [www.JimBunch.com/affirmationmastery.html](http://www.JimBunch.com/affirmationmastery.html).

Then be sure and join us on October 10<sup>th</sup> for our next call. We'll be interviewing Lynne Twist, who for over 20 years was the pioneering fundraiser, one of the major forces in The Hunger Project, the world-wide project to end world hunger, and who worked for a number of years with Mother Teresa.

Jim mentioned that he and Janet and I are all members of the Transformational Leadership Council, which was founded by Jack Canfield after he took the Passion Test, actually.



**Jim Bunch**

**Life Success  
Coach**



Lynne Twist spoke at the last meeting of that group and absolutely blew the room away. It was such a profound talk. I encourage, urge, invite, whatever it takes for you to be on this call October 10<sup>th</sup>. She's a very, very special woman, a woman who is making a major, major difference in the world. We're so happy to be able to bring her to you. So that's on October 10<sup>th</sup>.

On October 24<sup>th</sup> Jay Abraham will be interviewing Dr. Srikumar Rao, who is a professor at Columbia University, and the author of a book called *Are You Ready to Succeed*. Dr. Rao is someone who comes at the personal recommendation of Jay Abraham, probably one of the greatest marketers for small to medium sized businesses. He's worked with over 10,000 businesses. I know many of you have heard of him. Jay is someone we have the greatest respect for, and Dr. Srikumar Rao is a major force in this whole area of understanding what it takes to succeed in life. So that will be on October 24<sup>th</sup>.

In the meantime, thank you all for being with us. I'm going to open up the lines now and we'll say goodnight.