

Chris Attwood:

This is the *Healthy Wealthy nWise* Passions series, where twice a month, we interview people who are incredibly successful in their own lives and are able to show us what it means to live a passionate life. It's our hope and intention that these calls will help you get aligned with your passions so you can give the world your unique gifts.



Our aim in these calls is to help you discover those talents which point the way to your own destiny. As J.W. von Goethe said, "The person born with a talent they are meant to use will find their greatest happiness in using it."

Tonight we're interviewing a man who has used his talents to build a multi-million-dollar fortune. Dean R. Graziosi is the author of the recently-released book *Totally Fulfilled—It's Easier than You Think*. He is also the creator and founder of "Motor Millions" and "Think A Little Different," both of them successful business opportunity infomercials that teach people how to make money with cars and real estate.

Dean's been on TV consistently since 1999. Some of you may have seen him. He's shipped over a million manuals, tapes and videos to his customers. Beginning at the tender age of 17, Dean build a business and real estate fortune, and now he's pursuing his passion for helping others by creating programs to show people how they can enjoy a life which is, as he says, "totally fulfilled."

Dean taught himself the challenging skills required to create successful infomercials, and those infomercials created by Dean and his company have generated over \$100 million in revenue over the last seven years. In his new book, Dean shares his unique approach to optimal success, results and fulfillment in all areas of life. Dean, thank you so much for being with us.

Dean Graziosi: It's my pleasure, Chris.

Chris Attwood: It's so great to have you. I am extremely pleased to



introduce one of our most valued alliance partners to co-host our call and conduct the interview with Dean. Dan Kuschell is the author of *A Champion in the Making* and, I have to say, one of the finest people I've had the pleasure to know and one of our long-time partners. Dan, thank you so much for being here. I'm going to turn it over to you now.

Dan Kuschell: Chris, it's an honor and privilege, and any time we can work with *Healthy Wealthy nWise* and work together, it's a great alliance. I'm grateful for the opportunity. Hi, Dean, how are you doing?

Dean Graziosi: Hi, Dan. Good, how are you?

Dan Kuschell: I'm fantastic. This reminds me of the days when, four years ago, you came into my radio station.

Dean Graziosi: Absolutely; Dan and I go way back, and same history, Chris, it's nothing but great stuff.

Dan Kuschell: I know your book, *Totally Fulfilled—It's Easier than You Think* became a best seller with Amazon, Barnes & Noble and it's experiencing success. I've had chances to work with you on many different projects. The book may have been titled "Ex-Mechanic Teaches You the Secret of the \$100 Million Man."

Dean Graziosi: You're not kidding! It's funny you say that, because "totally fulfilled" seems like such a broad statement, but as you know, we bring people back to the core of building that foundation that does allow success in all areas of their lives.

Dan Kuschell: Yes. You got started with just a high-school education. If I remember right, you didn't go to college. As far as passion, it's the one thing I know that when anybody meets you, they feel that instant connection, excitement and childlike enthusiasm, if you will. Talk about that and how your passion has played an important part in your life and helped lead you to where you are.

Dean Graziosi: I think passion is such an important part of our success and it's our starting point. Passions have started wars, ended marriages—passion does everything—but I look at passion



as two separate things. There are two kinds of passion, I should say.

We can be passionate that we don't want to be broke or have a bad relationship or obstacles in our lives and be passionate about that, and we can also be passionate about wanting success, wanting to find the true purpose of who we are and make our passions become a reality.

I think people should be aware of that. It's good to know what you don't want, but not to be so passionate about it—at least in my experience—that it's something that's on your mind forever. Does that make sense?

Dan Kuschell: Absolutely.

Dean Graziosi: If you're so passionate about that business you want to try and it might fail, if you're passionate about getting into a relationship, but you don't want the relationship that other people had that's terrible, sometimes what we focus on is what we manifest and what we become.

Before we get into passion, know that it took me a while to figure that out, because in life, as I was reaching new levels of success, being excited and having failures and successes, I was passionate about what I wanted, but I also was passionate about what I didn't want.

I realized I didn't go to that next level in life until I said, "You know what, why even think about what I don't want if I can spend all my energy and all my passion and find all my purpose for the things I do want?" Then that's when my life really started going to another level in leaps and bounds.

Dan Kuschell: I can relate to that very well. I just recently had a new daughter. I'm reading up on parenting, and one of the things it talks about, for example—and not to be critical of my dad at all—my dad was great at telling me what not to do. "Dan, don't spill your milk," and guess what I did? I spilled my milk!

I carried that personally in my life, in my relationships, where I dated these certain types of women and I would always have a tendency to ask the wrong types of questions. In



other words, what you were talking about, for example, “What’s wrong, honey? What’s wrong?” When you ask that enough, guess what pops up?

Dean Graziosi: Something that’s wrong, absolutely.

Dan Kuschell: Exactly. It’s so amazing—that point you just made is a multi-million-dollar idea about people focusing on what they want. It’s through the “attractor factor,” as some people call it or the process of manifestation. Maybe we should back up a little bit. I know your background; I shouldn’t assume that everybody does, even with the kind and generous introduction that Chris gave.

When I first met you, I remember sitting at Boston’s over in Tempe, Arizona, and for the very first time, hearing about your vision of your company, how you got started as a mechanic, and how you used to do janitorial work in your apartment buildings. It’s just amazing, the path you’ve taken. Would you talk about how you got started?

Dean Graziosi: I’d love to. Even looking back, Dan, I think a lot of it, even like we were talking about in the first part—focusing on that solution and focusing on a changed life—and we’ll get into talking about obstacles in a minute.

I think I really, truly, believed, even at a young age, whether it was luck or genetics—and I didn’t have a lot of mentors in my life—I was silly enough—and realizing now that silliness was what allowed me to be successful—to believe that whatever I wanted to do, I could do.

How fortunate to have that, that no matter what, I thought I could do it. When people look at you and think you’re crazy, nuts, or say you should be more secure or don’t try something out of your comfort zone, I just look at them and say that I feel bad for them if they don’t want to at least try it.

I look back and feel blessed that I was gifted with that, and I feel so fortunate that I could share that with people. Let me back up and tell my personal story. [When I was] a kid, my mom literally worked two jobs and made about \$90 a week. We lived in the only trailer park in our town. My sister and I



had the hand-me-downs.

She drove such a junky car, my sister and I would make her drop us off two blocks away from school so the kids wouldn't make fun of our car.

Dan Kuschell: I can relate.

Dean Graziosi: I know you can; we've had long conversations about that. I don't want to go into the rags-to-riches story, but my story just allows people to realize that if a kid who came from a small town, had no money, never went past high school, and was in special reading through 11th grade, can do it, then why can't they? That's why I love telling my story.

It's not to brag or boast, but I want people to say, "Wow, if that guy can do it, there's no doubt I can do it." I think my original passion, Dan, was watching my mom struggle so much and saying, "That's not what I want." We all have a passion if we dig down deep enough, if we don't have one that's on the surface.

We need to find the passion that drove us as a kid. What made us want to do certain things as a kid? When I was in high school, my dad had a small car business. I decided not to go to college and I had some trouble—like I said, I was in special reading—even though I was a decent student. I decided to go in the car business with my dad.

A couple of years out of high school, my dad's car business had gone through a divorce and other personal problems in life and he let the business go. So I was stuck with no money, didn't go to college, didn't have a career plan because I figured I'd be in the used car business for life.

What I did is the thing I share with people in *Totally Fulfilled*, which was to think outside the box. I knew there was money to be made in cars, I was broke, but I knew there were buyers and sellers. I just tried something different and what everybody thought was nuts, which was to turn into a car broker.

I used to run inexpensive ads saying, "Looking to sell your



car easy? Call me. Looking to find the perfect car? Call me. I match up buyers and sellers and I make a profit in the middle.” To make a long story short, the following year, I made enough money to buy the building my dad lost, and the following year, I did \$800,000 in sales and that was the foundation for my financial success.

I took the same principles of being broke and the necessity of finding ways to make money, applied them to real estate, and I started buying real estate one after another after another, without using a dime of my own money, and started generating a small fortune at a young age.

I used to watch Carleton Sheets, Don Lapre and other people on infomercials, sharing how they made money. I thought, “I’m not sure if they’re for real, don’t know if they’re honest and have great integrity, but I know that I was able to start with nothing to make a whole bunch of money.”

So I wrote the script, hired a crew and filmed the first infomercial, “Motor Millions,” which taught people how to make money with cars, just like I did. I filmed it on my front lawn in 1998 and my infomercial’s been on every single day since then, and has generated over \$100 million.

I have a book called *Totally Fulfilled* and you say, “Well, that’s all business—you have great success in business; how does that relate to a fulfilled life? How does that make my relationships better, my life better and get a better body and have better peace of mind and find my purpose?”

The reason that is, Dan, is because through all these different things I learned, to achieve in business, not having a college diploma, having trouble reading, being terrible in spelling, having to overcome huge hurdles and obstacles like we all do—as I was doing all these things with business, I found a system that said, “I have limited beliefs; I have to get rid of those. I have obstacles; I have to overcome them. I have to deal with change and embrace it.”

All these different things were adding up and I thought, “Wow, it’s working so well with business,” even if I failed miserably, I found a way to get over the failure. I found a



way to focus on solutions, not the problem at hand. I said, "Let me try that in my regular life, with all the different things in my life," and instantly, my life went to another level.

Once you create a foundation for success, once you create this core, plug in whatever you want. Do you want to make more money, find your purpose, a better relationship? Do you want to take your life to the next level? Plug it into this core and that's why I had to write *Totally Fulfilled*.

Dan Kuschell:

What's so amazing to me, Dean, and you brought it up three times in the last few minutes, you talked about, "As a kid..." It's funny, because my daughter is seven months old, and it's amazing to me because I love watching her and I love appreciating the growth she's going through and watching her motor skills develop, her smile, her dexterity, and even being able to pinch and grab things.

I'm watching this unfold in this short time and it's amazing. She's progressed from just crawling and she's pretty quick on all fours, chasing her around the house, and she's able to stand up. What's amazing is that in about a 30-minute period, her legs will get tired and she'll fall down four, five or six times in 30 minutes.

But I don't see her beating herself up, going, "Oh my gosh, I'm pathetic, I'm horrible, I'm a disgrace. I can't do this. Let me just stay here for the rest of my life." It's that wonderment, that childlike enthusiasm that you talk about, "As a kid," which I think is one of the things more people would love to be able to grab ahold of, but for whatever reason, we seem to have lost that.

I know you've faced some immense obstacles that we might not talk about here, but I've watched you go through them, so I know it isn't a complete "silver spoon" type rising to success. You've faced some immense obstacles that most people would be stopped by.

Talk about some of the obstacles that have come up and how you've been able to consistently live, totally fulfilled, as a kid, with that childlike enthusiasm and were able to overcome those obstacles.



Dean Graziosi: I'm going to be taking a lot of pointers from you because I'm having a baby in about five months, so I'll be bugging you on a higher level about being a first-time dad. Obstacles are so important for me to share with people. I know this from being fortunate enough to have been touched by hundreds of thousands of people who got my courses.

I think the one thing people have to realize—if they try to manifest where they want to be in their lives, they dream like a child on where they'd love their lives to be or they know the finances or the relationships they want—in so many cases, and I think you'll agree, Dan, the first thing when they let themselves dream or imagine—all of a sudden, it's like the record scratches and their current obstacles pop up in their faces. Wouldn't you agree, that's the number-one thing holding people back?

Dan Kuschell: Absolutely.

Dean Graziosi: "I'd make more money if I didn't have to stay in this job and pay the mortgage." "I'd have a better relationship, but I have kids and I don't have the time to spend." We all have those obstacles that we use. We all face them, and I don't want to act like I had these terrible obstacles, now I'm rich and everything's great, because I know what it's like. I still deal with obstacles on a daily basis.

The one thing people have to realize that as humans, we are so good at dealing with obstacles because we've been dealing with them since day one. Your daughter is dealing with the fact that her legs aren't strong enough to stand up, but she's still trying. The one thing I've done, personally, to overcome obstacles is I've turned obstacles into one of two things.

I either turn them into an excuse or a challenge. Nobody likes making excuses, and everybody loves a challenge, so if you want a little more in your life, and you get the chance to say, "What's holding me back from getting on the Internet and looking for a different job?" or, "Trying that side business on my own and doing my own thing, even if it's part time," find out what that obstacle is.



Turn that obstacle into an excuse or a challenge. Don't ever call it an obstacle again. If you're saying, "I can't do it because I need to spend more time with my family," you could take a 10-minute lunch every day and spend 15 minutes a day looking for your future or looking for what you want to do.

Instead of grabbing a beer or going shopping once or twice a week, take that time and look for something that can enhance your life and allow you to live that purpose. Whatever that is, that obstacle could have been an excuse, or it could surely be something challenging.

Maybe you have a disability or maybe you're totally broke and it's a challenge. Find a way to turn that obstacle into a challenge or an excuse. I still say that to myself to this day. "I wish I could get that book as a best seller," or, "I wish my dad was a little more comfortable or at peace." Why am I wishing?

Wishing is something you just throw out there. I might imagine it and try to manifest it into happening, but more, I say to myself, "Are there any excuses or challenges that I'm turning into obstacles?" I immediately identify them, turn them into one of those categories, and it's so easy to overcome them.

When you talked about your father saying, "Don't spill the milk," I use really silly scenarios, but I say that with obstacles in life, if you spill a glass of milk, there are two types of people. There's someone who says, "Why did that milk spill? Whose fault is it? What's it going to do to the carpet? How can it never happen again?" and go on about why the milk spilled.

Or, if you focus on the solution to the problem or obstacle you had, just go grab a towel and a new glass of milk and move on. In life, so many times, we focus on why it happened, but if that doesn't help our future, then why spend the energy on it?

Dan Kuschell: I know that there are a few main obstacles that many people



face. You've got some gifts for people to help walk them through overcoming their obstacles—some tools and resources that they'll be able to get as a bonus from being a part of this interview.

I find that one of the biggest obstacles is money, and another one is time. What would you say to somebody who comes up with that idea that money is an obstacle?

Dean Graziosi: A friend of a friend, a lady, came to me. Her friend told her that I could help with anything. She got my email and said, "Here's my obstacle; see if you can help me. I want to make more money, but I'm really not good at anything. I don't have a degree. I want to spend time with my child.

I have no money and I don't have time because I'm running my kid all over and I'm doing everything." We talked for a few minutes and I made this a little challenge of mine. I said, "What are you good at?" She jokingly said, "I'm good at shopping. I'm really not good at anything else."

I used those words to change her life. I said, "You're good at shopping?" She said, "I know what looks good on people, what looks good in people's houses—I'm good at that." We turned her passion into a way that she now makes more money than her husband on a regular basis. We ran some inexpensive ads on how she could shop for other people. She became a shopping consultant.

Now, she shops for busy executives, other busy moms, and people who don't have the time to go, or maybe don't have a good style sense. She literally works part time, gets to take her son with her, and she makes more money than her husband, working with her passion, because she eliminated the excuses.

Time wasn't an issue. The fact that she didn't go to school wasn't an issue. The fact that she didn't have a lot of money to start a new business wasn't an issue. She was finding obstacles when they were nothing more than excuses. We turned it around and we changed her life.

Dan Kuschell: I hadn't heard that one before. Why didn't you call me? I



think that one is a \$50-million-a-year idea.

Dean Graziosi: It's funny, I'm in Virginia today visiting my family, which I haven't seen for a while and I just told my mom that story and she's like, "Why didn't you tell me? I'd love to do that!"

Dan Kuschell: I got a chance to work with you in the real estate program you put together and some of the things you've accomplished there. Having taught hundreds of thousands of people on how to make money with real estate even with no money down, I know a lot of people think, "Oh, another 'no money down' idea—another one of those. It sounds too good to be true."

What would you say to somebody who really wanted to get out there, to be able to pursue, whether it's in real estate or their own business, using the concept of creative financing or no money down?

Dean Graziosi: I've said this before. Did you ever see the Claritin Clear commercial? If you're not from the States, and you haven't seen it, it's an allergy commercial with very bright colors. They start the commercial and it looks like it's a clear picture. You don't realize that it's a little foggy.

You see the colors pretty well, and you think it's an okay quality show. Then they talk about Claritin. It's an allergy pill, and you take it. All of a sudden, they peel away this film across the screen, and the colors are so magnificently bright. It's the most beautiful picture I've ever seen on TV.

I think life is like that, Dan. We let our obstacles hold us back. In *Totally Fulfilled*, I talk about limited beliefs that we let hold us back. Your parents may have installed these beliefs in you when you were little. People that you're around currently may tell you that you shouldn't try something, "That'll never work," "Don't be crazy," or "Keep the security of your job or that relationship," even though you don't like it.

All these limited beliefs that are instilled in us are making obstacles something that hold you back. They make a brick wall so you turn around and go the other way. You're not being able to embrace change and be excited about a



change in your life. These are all things that I talk about in *Totally Fulfilled*. They are core attributes for life-long success and total fulfillment.

I think we go through life with a clouded vision in front of us, and we don't realize that opportunity is all around us. Once you get this foundation set for success, once you learn how to live that passion and find your purpose, all of a sudden that comes away and opportunity is everywhere.

Dan, I don't want to get off into real estate, but I had a gentleman, a friend of mine, come into town. He said, "Gosh, you have all these stories of real estate. I see you on TV. You have all these people, but just a question. Can you really buy property without using any of your own money? Is that just a thing that you say because it's working on the show and it worked for a couple of people?"

It was on my show, and I'll make this quick, but I made a deal with him. I said, "You're here right now. It's Tuesday. Before you leave at the end of the week, how about if I buy, or at least get under a contract for sale, three properties without using a dime of my own money? I'll do it before you leave." He said, "Deal," and literally, Dan, I walked him by the hand through this.

I bought three pieces of property. One I bought with no money down. One I bought literally cost \$1,500, so I can't say I used no money, but the third one, I readjusted so much that I got \$1,800 back at the closing. I bought all three properties for no money down. I totally shocked him. With saying that, I only use that as an example because I like to lead by example.

The number-one thing that I think makes sense, Dan, is that you have this information or follow someone else. There is the incredible stuff that you or Chris Attwood teach, and all the incredible information that's out there for people. The one thing that people are missing, and we will get to this a little later, is they forget to take action with it.

They get paralyzed by limiting beliefs, and people around them holding them back. They get paralyzed by change. All



of a sudden, they know this valuable information, this information that made successful for the last 5,000 years. They know it. They have this gold mine, but they don't go one step on the adventure of trying a new life, or trying because they're afraid to take action.

So I think the number one thing is the information is out there. With real estate, my course is great. There are a lot of other great courses for success or for losing weight. Other people have already achieved the things people want to achieve, so learn from people that have already done it, but remember to take action with it. That's what I think is missing in our society.

Dan Kuschell: Speaking of missing, I know it's pretty evident when somebody hears you speak. I'll never forget our first meeting across the street after [Jimmy Taft] introduced us to each other over at the restaurant. The energy you have now is the same energy, and when ever anybody meets you, they ask, "Is he always that excited?" It's just like when they see you on TV. "Is he really like that?" "Yes, Dean is really like that."

It's amazing that you possess this passion and this awareness. "As a kid" keeps popping in my head here, living a life totally fulfilled. It's obvious that you're living, whether you recognize it this way or not, you have a personal mission that you're basically on. What would you say, Dean, has made your message so unique that you've been able to influence so many countless hundreds of thousands, approaching millions, of people?

Dean Graziosi: You know what I think, Dan? I think first of all, some of it was I was crazy enough to believe I could do it. My energy is that I'm so thankful that I've been able to achieve so much from where I came from. I'm trying to think. My mission as a kid, when I first started, was not to see my mom be broke. I just didn't want to be broke.

I didn't know how I was going to make more money. I just hated the life we had. I was just on a mission to say, "Whatever it takes." I've said this before. I've lived life in fast forward. Sometimes, I just went too fast and made some horrific mistakes because I went too fast. One thing I can



learn from it is moving definitely generates something, Dan.

In your life, if you realize that if you make a move and you can change failure, obstacles and problems to nothing more than your stepping stones for life, you realize that nothing really bad can come out of trying something new. If you try something new, you either can have success or failure, but if you change that association of failure as your stepping stones for a better life, it's really a great thing.

I either learned what not to do, or I had great success. I'll tell you why I think my message resonates with people, to get back to your question. I know I digress. I go so fast myself that sometimes I've got to circle all the way around. Thank goodness my memory's pretty good. I would say this is why my message resonates, because I know a lot of the principles I share are a lot of things in other self-help books, and a lot of things have been written for thousands of years.

I think mine just kind of hits with people, Dan. It's in my book, so I'm not ashamed to say it and you know it, but I've only read a handful of books in my entire life. When I say a handful, I don't mean both hands full. I've read five books in my entire life. I know you laughed at me at first, because you thought I was kidding you. I've never been to a self-help or a motivational seminar, except going with you, and it was the greatest thing I'd ever gone to in my entire life.

It was so amazing to watch you and other people, and go, "Wow. That took me four years to learn. I could have just come here and learned it." I think the reason it settles with people and it's having such an effect on people is because I never read anybody else's books, went to seminars, went past twelfth grade, and because I was in special reading.

I think it's just a really simple message that people read it and go, "Wow, he wasn't educated. He didn't come from money. He hasn't read a lot of books. His English isn't perfect in the book. He doesn't worry about those things, but the message makes sense."

I think not only the message makes sense, Dan, but when people read the book and from all the emails we're getting, it



does do what I wished when I wrote this book. It gets people off the couch to take action, and make that change in their life, not just read about it.

Dan Kuschell:

That's absolutely true. I know people in my company have received numerous emails saying, "This book is amazing. It's so simple. It's easy to understand. Dean is so real and down-to-earth," and most importantly, "It's stuff that I can go apply starting right away." That's what's so amazing. I know in a little bit, we're going to talk about some bonuses and how people can actually get access to the book as a bonus as well.

One of my favorite stories in your book, as I think about it, is you talk about this idea of taking action, and you had a mission, if you will, to go out there. You didn't want to live that way anymore. That was your initial motive, and then it became to impact and inspire other people.

One of the things that you talk about, though is that until you've had a chance to really appreciate something better, you have a tendency to stay where you are because of it being comfortable. I don't want to steal your story, but you talk about the story of the Jersey Shore. Would you talk about that idea a little bit, because I think it's so powerful? It's just another example of how simple you really make success, and living a life totally fulfilled.

Dean Graziosi:

Dan, I have to give you kudos, because you're the one that got me out there. At one of your seminars, you got me out there and said, "Come speak to everybody. They've got to hear your message." Before that, it was more TV and infomercials, and I told that story for the first time at your seminar, and with the reaction from people, I knew that that was the kind of thing that affected people because it's a reality.

The Jersey story is as simple as this. We do always go back to when I was a kid. That's my motivation. We all have our own. Whatever it is, you just need to find it. My passion was to learn what I didn't like as a kid, and know what I do want as an adult. As a kid, we would take a vacation once a year for a week down to the Jersey shore.



The Jersey shore can be nice, but the area we went to was one of those dumpy little flat motels. The rooms were terrible, and I remember my mom bringing our own sheets. That's the best thing I could say. As a kid, I didn't know anything different. It wasn't nice. We were in a junky little room. It was dirty and there was a dirty little beach across the street.

But you know what? It was vacation, and it was amazing. Then, as my life progressed and I started doing different things and exploring different things, I got a little older and made some money. I said, "You know what? I have some relatives in Italy. I'm going to go to Italy." I jumped on a plane with my wife. We went to Italy, and we went to the Amalfi Coast, which is labeled as one of the most beautiful places in the entire world, not just Italy.

We're on the Amalfi Coast, and we're sipping nice wine, watching the sun come up and we're doing all these incredible things. I said to myself, "I don't care what it takes in life, I am never going back to the Jersey Shore. This is where I want to vacation." If I didn't step out and try something new, Dan, I never would have experienced it. It's that way with everything in life.

You may settle for a relationship that you think is as good as you could get, but if you don't put forth the effort and take action with the principles that have made other people have successful relationships, you never know how good it can get. If you're used to eating hot dogs and you have a filet mignon, you never want a hot dog again.

You don't want to eat it, so part of the process is to get out there and try it. Get out there and try to find things that you're not currently doing that will take your life and allow you to find your true purpose and passion. It doesn't have all to do with money. Having a great relationship or putting your body in the health and physical fitness that you want is something that is just as addicting as going to the Amalfi Coast instead of the Jersey Shore.

Dan Kuschell: What's funny about that is I know along the way, and in your



book as well, you have several examples like this of real-life stories if most people, if not all, can relate to in one way or another, about the difference between the Jersey Shore and taking the exotic vacation.

One of the stories in your book that really impacted me, and I know that I've gotten emails on it as well, is you talk about when you were starting your company Motor Millions. You brought in the so-called gurus or the experts, and they came to you and said, "Dean, there is no way that this idea will work." After they initially tested it, agreed to it, had a contract signed and everything, they backed out on you, and left you holding the bag.

Talk about that experience a little, because I'm sure there are a lot of people who have had a family member who gives them advice, or a friend or so-called guru who says their idea can't or won't work. How did you deal with that, and in turn, how can people take that information and go apply it in their life?

Dean Graziosi:

I'll take you through the whole story of Motor Millions. I'll tell you the roller coaster of the whole thing. You know a lot of it. In my book I have a section called Dream Stealers. Who do you take advice or input from? It's such a fine line, because in life, people who do care about you immensely could be holding your life back because they're trying to protect you.

Their (what they feel are) words of protection are really what's holding you back from living your true purpose and passion. With Motor Millions, and I made the story fast before, but when I was making money with cars, I said, "I'm going to get on TV. I'm going to share this with other people." I had no idea about the business. Believe me, I knew nothing.

I was looking through the paper on how to book TV media. I was looking through the Yellow Pages. I found a guru. I found a guy that I said, "Here's the guy." He had produced a lot of Bow Flex commercials and a lot of the big infomercials. He liked my idea and he signed onboard with me for a big percentage, because I didn't have a lot of money at the time.



To make a long story short, I was making the show. I was talking on TV. I was getting testimonials of people who used my course. I'm doing all these things, running around and not really knowing what I'm doing, but just living what I'm feeling. I really had a vision. I'm here now, and I look back. I thank God, because that was the first step, Dan.

I really had the vision, because I wrote this on the wall at my other office. I wrote, "I want to make money for helping other people live their dreams." What a great thing! I have the opportunity right now to make a living for helping other people achieve some of the things I've achieved, and some things they'll achieve more.

Going back, I wanted Motor Millions more than anything. I want to share this principle, so I hired this guy, and he comes on board. We get about 90% of the way through. The show was done, and we're getting ready for TV. He calls me one night and goes, "I watched the show. It's never going to work." I was in shock.

Dan Kuschell:

By the way, I don't mean to interrupt. You and I throw the terms of infomercials around, and people see the shows and go, "Oh, that's a show," but there is a lot of blood, sweat and tears that goes into these shows. Really creating an infomercial is a science. On a low end, production-wise, when it's all said and done, a show costs about \$100,000 out of pocket to fund it.

That's just to get to the point where you started; where it was 90% done and you were just getting ready to air. Let's just say at a minimum, it was probably more, because it was the first time for you. You were probably about \$100,000 out of pocket at this point.

Dean Graziosi:

You know what, let me back up, because you're right. I just wanted to get to the story, but there are some things you have to realize. At this point in my life, I didn't make a lot. I was doing well, but I didn't have \$100,000. I had worked and I had about \$30,000 at this point in my life saved up from killing myself, working 70 hours a week, every week of the year.



I was working in my collision shop, literally fixing cars and changing oil. People have to realize that up until 10 years ago, my fingernails were dirty every single night of my life. I physically worked every night. I'd work on cars during the day. I'd fix cars. I had them for sale, and I repaired cars, and at night, I was buying apartment houses that were so run down that a lot of people wouldn't even work on them, they were so bad.

I ended up learning how to be a plumber, a carpenter, a sheet rocker, a taper, and an electrician. I can do it all. I only did that out of necessity. Know that \$100,000 to me then is like a \$100 million to me right now, or maybe a billion. To say you were going to try \$100,000 on something that you don't know is going to work, can you imagine how many people told me I was crazy, Dan?

Dan Kuschell: Oh, yes.

Dean Graziosi: My dad, who never made over \$25,000 a year in his life, none of my relatives, cousins, friends or family had ever had \$100,000. Back then it was like a million to everyone in my tiny, little town. You can only imagine, "You're crazy. You're nuts. Stay with your security. Why are you stepping out of your comfort zone?" I heard all those kinds of things. Anyway, I hope that kind of brought into light what you were talking about.

Dan Kuschell: Yes, absolutely.

Dean Graziosi: I get the infomercial almost done and he said, "It's not going to work. No way. Cars are too small. People don't want to make money with cars." I said, "It doesn't really matter that it's cars. It's just a great tool." He cut me off and said, "It's not going to work. I'm pulling out."

I remember getting off the phone and literally crying. I put that in my book. I said, "I can't believe it. I put all this money into it." Just so you know, I borrowed money on my credit cards and from another individual which was high-interest money. I had all my money, my credit cards and someone else's money into this, and I said, "I lost it. I'm going to start with nothing. I can't believe I did this to myself."



All the limited beliefs that were everybody else's ideals came into my head, not mine anymore. My passion was gone temporarily. I forgot why I was doing it. I forgot what my drive was. I forgot that I wanted to make money for sharing my techniques with other people. I wallowed in self-pity, with a "poor-me" attitude that lasted about 24 hours.

I do thank God, because I never had anybody share with me like you, Chris, and Janet share with people, and *Totally Fulfilled* shares with people, to say, "Listen. Let me tell you how you can get through this." I had to figure it out, but I was lucky to snap out of it about 24 hours later.

I said, "No. I'm not going to let anybody destroy my vision. I'm going to focus on the end solution of getting this in the hands of people all over the country. I'm going to have a successful infomercial, and people all over the country are going to be changing their lives because of me, and I'm going to make a lot of money because of it."

Let's say I like to make a lot of money, but I like to do it ethically while I'm helping other people achieve. I just kept saying it to myself over and over. "It's going to be a success. I'm going to make a lot of money and it's going to change the lives of a lot of people all over the country. I don't care what gets in my way."

I remember my dad saying, "It's time to back out, Dean. Be smart. You already lost it. Cut your losses. You don't have an expert with you. You have nobody who's going to help you." Fast forward, I just persevered. I focused on the solution. In my book, Dan, I write, "Focus on the finish line, not the race."

If you're running this 20-mile race, you don't want to focus on the next 10 feet in front of you and "Can I make it another 100 feet?" You want to focus on how it's going to feel when you hold your arms up and go across the finish line. That's kind of what led me through all these challenges, is focusing on that finish line, not how much the race was going to cost or how high the brick walls were that I had to climb over.



That was just par for the course for me to get to the finish line and the end result was that Motor Millions generated tens of millions of dollars. Thousands and thousands of people all over the country made incredible amounts of money. It was the start of my success going to my real estate infomercial and writing a book.

I look back now, Dan, and even if Motor Millions had failed, I got it out there. It was the launching pad for me to get into the next level of my life. What if at that point in my life, I let this so-called expert talk me out of my passion? What if I let my dad talk me out of my passion? What if I let my best friend, who I knew since kindergarten, who told me I was absolutely crazy, and I was going to lose everything, what if I let them talk me out of my passions?

I'd probably still be in Marlboro, in my little town in New York. I'd probably still be fixing cars. (Probably not, but I would have found another way.) They're the kinds of things that affect that pivotal decision in your life: "Am I going to go after my passion?" Realize that it scares people, stops them in their tracks, "What if it fails?"

If you turn that failure into nothing more than an incredible lesson, it takes the scariness out. "If it fails, at least I know what not to do the next time I try it."

Dan Kuschell:

I agree a thousand percent. I've had the chance to be around you, work with you and make money with you in several different projects, which has been an incredible blessing. I think we've learned a lot from each other. The amazing part is that I know we look back at certain types of things that have happened for people and what stops them or even slows them down.

Years ago, it used to slow us down, and I know you talk about this so humbly. I think you're one of the most humble people I've ever met. You say, "I'm no better than anybody; I'm just a little further ahead and I've had more real-life experiences and have figured out different solutions to get through it. It's like figuring out how to get from point A to point B on the freeway. When you're new to driving, you may have to ask for directions, it may be uncomfortable and



you're not sure of the route.

When I was back in high school, walking in the first day of school, you ask somebody in the hallway, "Where's room 201?" and one of the senior points you down and you end up in the back hallway in the back locker room and you're embarrassed and humiliated and come stumbling into class 10 minutes late, but you got through it.

But then after your fourth year of being in that school every day and so on, you know exactly where you need to go and how to get there, and the obstacles along the way that you're going to deal with.

Dean Graziosi:

And you know what, Dan? Just as you were talking about getting lost, it's in my book, so you won't think I'm copying your story. It's as simple as this, Dan. If you're driving down a road and you come to a fork in the road—and as guys, we hate getting lost. You make a left, because you don't have directions, instead of a right, and you get lost miserably. It takes you hours to get back where you were.

The thing is, though, you could look at it as an incredible failure and you wasted two hours of your life, and you can't believe this happened, and why wasn't I prepared? Whose fault was it and why didn't I get directions? Or you could simply say to yourself, "I'm so glad that happened because the next time I come to this fork in the road, I know not to make the left."

In life, it's as simple as that. If we get out there, if we get in the game, if we make those left-hand turns, or if we try to play the game and we fail, at least we know what not to do. Believe me, you can build on what not to do as much as you can on what to do. I think people don't realize that they can change that association of that failure into learning what not to do—it just empowers you and it's the next building block toward your success.

Dan Kuschell:

Speaking of building blocks towards more success, I know that we have some incredible bonuses. We have over \$795 in bonuses. Dean, you and I actually collaborated on these bonuses to make them available, and I'm so thankful that



you're allowing me to participate with you and being generous to give these gifts out.

If you want to grab a pen and get to this address for the next 72 hours, we will make these gifts available for you. You can go to www.HealthyWealthynWise.com/dean. There will be over \$795 in bonus gifts there. You're going to have an audio seminar and you're going to get a couple books. Once you register, you're going to have an opportunity to participate with the Prosperity System that we've collaborated together on.

Dean's book will be a bonus, even though it's unannounced and unadvertised, in that little program. You'll have an opportunity to pick up Dean's book there as well. Go to www.HealthyWealthynWise.com/dean to get your \$795 in bonuses just for participating in this training segment.

Dean, talking about obstacles and talking about all these different things that we have, there's a question that does come to mind that I have to believe that some people are sitting back saying, "Okay, this is great for you. This is great for Chris Attwood, this is great for Janet, and this is great for Mark Victor Hansen, Robert Allen, and the Dean Graziosi's of the world. But Dean, how do I get started and support myself living my passion? You don't understand—I'm different." What advice do you have for someone like that?

Dean Graziosi:

Dan, I think taking action is such an important part, and I know that with people. My dad was my most challenging student. When I was a kid, my parents were married four times each and they're both currently divorced, so I didn't grow up around a great relationship example. But guess what? I surely learned what not to do by watching what my parents went through with the struggles they had with their relationships.

My father was such a difficult task because he couldn't see beyond the life he had lived. He'd been doing stuff for so long the same exact way that he couldn't imagine that life could change at all. Again, I have a lot of analogies and I put this in my book, in *Totally Fulfilled*. I bet you I literally said this to him over 100 times over a two-year period.



He would call me and say, "I'm trying to change my life, I'm trying to do the things you're doing, but this is what happened." I said, "Dad, did you approach it in any other way than you approached it last year, five years, 20 years, and 50 years ago?" He'd think back and say, "Not really." I said, "How can you expect a different result? If you go about it the same way you've been going, you're going to get the same result."

My analogy that I repeated to him at least 100 times was, "Dad, if you're in a stream and you're in a canoe in a current, and you get to a section where the current is just coming down so quick and you're paddling, it's not pushing you backwards but you're not going to get up the stream, if you're there long enough you know you only have two options.

You're going to stay there and paddle for the rest of your life in that current, but if your goal is to get up that stream and if your goal is to have something different in your life, the only option is to paddle across the stream and try to find another current.

You have to realize that when you go across the stream, you may temporarily hit a stronger current that blows you backwards, but it's inevitable that if you keep trying different parts of the stream, you will get up the stream.

But right now, dad, you are in the same current in the same canoe with the same paddle paddling the same way expecting a different result, and it's never going to happen." My advice would be if you're thinking, "This can't happen for me, this is difficult, I've tried things in the past"—but have you tried things outside of your normal way of thinking?

Have you tried things that you embrace a little bit of change in your life, even if it's just a little step at a time, to embrace that change? You don't necessarily have to go screaming across the stream yelling, "Wahoo!" and finding a safer spot and the same thing in life.

Look at the example of this money that you want to make.



Someone says, “You don’t understand. I have a mortgage, I have kids—I can’t compromise my children’s welfare and their house by trying my own thing.”

Is that really the truth, Dan? Are you really going to be devastated and lose everything for trying something new? What about the woman who was a mom and didn’t have any skills except knowing how to shop? Did she give up her day job, did she change her whole life, did she risk her child or did she take a little step at a time towards changing her life?

If you’re unhappy with the job you’re in but it’s paying the bills, then keep that job while you pay the bills, but find yourself some time. Instead of sitting around at lunch with maybe four other people who don’t like their jobs, and you have a negative fest on how bad your boss is and your manager are, and going to work and why the president is messing up the country and why we’re having war and why our taxes are going up and why everything’s so negative in life—what if you killed that?

You brought your own lunch, you ate in five minutes, and you spent a 55-minute lunch break finding your shopping consultant idea, advancing your ideas on changing your life and people’s lives around you. There are so many opportunities there. For me, I don’t want to be harsh and say, “If you want it, you can go get it because I did it.”

Maybe some of it was luck, Dan, but I do know one thing—if you start today, if you get off this phone call today and you want to knit and make money knitting or skiing, or you just want to do something that you think is more in line with your passion, why not just start a little bit each day and see if you can manage that and guide your life into a way where you look back like I do right now and say, “Eight years ago I wanted to make a living for helping change people’s lives.”

Now I look back and say, “How did I get here? How did all that happen?” Yes, there were terrible losses. We talked about Motor Millions. I went through a very terrible time with Motor Millions because I had sold the company, and that’s a whole other story we might get into next time. I went through all these ups and downs, Dan, but the end result is I focused



on where I wanted to be, and now I'm here.

And the thing is, for someone sitting there saying, "I just don't have those skills," yes, you do! Every single person listening right now has the opportunity to do what other people do. I truly believe there's nothing in life or that anyone else has done or accomplished that you can't do if you do what they did.

Dan Kuschell: "Do" is the key word. It's funny because you just brought up, "Maybe I was a little bit lucky." You and I have kidded about this several times that I think both of us have the same mindset. We'd both rather be lucky than good. The difference is the more action you take, it seems the luckier you get, wouldn't you agree?

Dean Graziosi: No question about it. Dan, this is a great thing for people to say. People who are afraid to take action, when they take action, they say, "He's crazy for doing it." If you succeed, they think you got lucky, and if you fail, they think, "I knew it would never work." When people start talking that way about you, you are on the right track to major success because they're the ones sitting on the sidelines pointing fingers while you're out there making things happen.

Dan Kuschell: It reminds me of the quote that you just love so much, which is, "You can tell the real leaders in the world by the arrows in their back."

Dean Graziosi: I love that, and it came from you, Dan. I got that from you and I love it more than anything—I use it a lot. I give you credit for it when people know you—if not, I just take it as my own.

Dan Kuschell: I just want to mention this because I know we'll be winding down. If you want to pick up some incredible bonuses that Dean has provided—he and I have collaborated together—you can go to www.HealthyWealthynWise.com/dean and you'll get over \$795 in bonuses. After you register for the bonuses you'll also have the opportunity to pick up Dean's book and a special package we've created for this particular training.



Dean, one of the things you talk about immensely is relationships. It's funny because I know part of our connection happened because I told you about my experiences in my first company where I had a best friend and business partner who embezzled the money, emptied the bank account, disappeared on me, and left me on the verge of bankruptcy years ago when I was in my 20s.

I know a lot of people have similar situations like that. I'll even say that for a short time, I buried my head in the sand and decided I wasn't going to do anything more about it. I was just destined to be mediocre or average. You have a whole unique outlook on aligning yourself in relationships with business and how it relates to business. Would you mind talking about that because it's one of the most profound concepts that I've ever heard anybody express.

Dean Graziosi: I too have gone through that and we've shared each other's stories. I've also done that. When you go into a partnership, especially when it's business—and it could be personal, but business is what I'm talking about now—you go in it with the best intentions and everybody's excited. It's like a marriage day.

You're excited and pumped up—"This is going to be great, we're going to make lots of money, we're going to change the world, and we're going to do all this." Then all of a sudden things just start to slowly change and they go in a bad direction, and it goes from great to horrible. It slows up and has a negative ending.

I'll fast forward through that and not use personal examples, to know that so many people go through that in life. What I've done, Dan, is found a simple way—and I don't mean with a contract, because contracts to me are only worth a handshake when you hand them to each other.

Everybody could break a contract, that's the way I feel. If someone has the intent to do you wrong, it doesn't matter what you put on paper because it really is inevitable that it's going to explode.

What I've done in relationships and had some of the most



incredible partnerships in the world is I've figured out in advance who this person was. Just like a personal relationship, I would try to make sure that we communicated who we were and who'd we'd be a year from now, and what our true intentions were and go through all the things of what could this relationship turn to if this or that happens.

Basically, it's almost like a pre-nup without agreeing on money, but agreeing on who we are as people. I say this only because in the last couple of partnerships I've had, people thought I was crazy because I said, "Let's sit down and [draw] what could happen. Who are we right now going into this? What could change? What if the money changes? What if I work more hours than you work, or what if you work more hours than me?"

I use this example because I think it's great and I see it in the restaurant business all the time, Dan. There are a lot of good cooks out there—people who are incredible cooks, slaving behind the stove and they want to open their own business, but they're working so much and they don't have their own money to start a restaurant.

So, someone who comes in and loves the restaurant, has a little money and likes the prestige of saying he owns a restaurant hooks up with the cook. Probably half the people on this call know a story just like this in the restaurant business. The man with money says, "Let's get your own place. I'll fund it—you cook and do all the work and I'll finance it." It seems like the perfect marriage because somebody has the talent and someone has the money.

But in the restaurant business, what happens is they start the business up, it's the opening day and everybody's excited. People come visit and they love the food. All of a sudden, the man who's cooking is working his butt off and spending 60 hours a week slaving, and it's starting to get profitable and he looks out at the man who put the money up, and he's sitting at the bar with his six friends laughing and having a Martini and getting half the profits.

All of a sudden, the negative emotions come into play and it's inevitable that it's going to end in a bad way. If the cook



had spent the time to say, “Okay, here’s what’s going to happen. I can’t own my own business right now because I don’t have the money and I don’t know how long it’s going to take.

“So I have to realize that most likely he’s never going to put any work in here, he’s going to get half the glory, and he’s going to be able to enjoy it, but I never get to own half of my restaurant if that happens.”

Vice versa, the man with the money has to say, “I want to respect this man enough to know that if he’s putting more time in, maybe we should agree that not only does he get half the profits, but he gets X amount per hour because he’s going to be working his butt off.”

If people spent a little more time on what could happen up front, it makes for just a smooth transition for life. I use this last example, Dan, because a gentleman I partnered up with does a lot of my editing stuff. I give him a percentage of what I do. When I first started working with him, I offered him this incredible deal.

He’s making five times more now than he ever made in his life, but when we first started I realized he had this crazy habit—he works until 3:00 in the morning and he sleeps until 2:00 in the afternoon. At first, I said, “That’s no big deal. It’s fine if he gets done what he’s doing, we start our partnership, and we start making great money together.”

I remember about a year into it, one day I needed him at about 9:00 in the morning. His phone’s off and I start getting furious. My blood pressure’s getting up and I said, “Why am I mad? How could I possibly be mad?” I stopped myself and said, “I knew when we started our partnership that he had this quirk that he worked late and slept late.”

He hasn’t changed—he’s been consistent since day one, Dan. I was the one who changed. So I had to grab a hold of it, revisit why we got started, and I realized that’s how our partnership stayed strong, and it’s still strong today.

Dan Kuschell: That’s just an amazing way to look at it. I know the advice



you've given me on structuring my business future has been invaluable as far as that simple concept. Although it sounds simple, it's so important. It comes back again to basically good communication skills, doesn't it?

Dean Graziosi: Absolutely. Relationships are just one small part of the business world, but I also talk about the one biggest thing. If you have someone who's in a relationship and they want it to be better, or someone who's not in a relationship and they want a great one, say, "What do you want out of that? What do you want out of a girlfriend or boyfriend or husband or wife?"

People will say, "I want someone faithful, reliable, who loves me unconditionally, who keeps their body in shape and they look great, and they're attentive." They'll go down a list of what they want. In my book, I do this with people. I make people go through three different phases of what they want in a relationship and what they envision out of a perfect relationship, whether they're in one or want a new one.

After I'm done, I turn real quick and say, "Are you willing to be that person that you want?" Are you a husband that comes and says, "Honey, you put on three pounds" and you grab a beer, sit on the couch, and you're 40 pounds overweight? How can you get back anything that you're not willing to give?

In life, so many times we've been burned in the past, Dan—burned by a relationship or someone hurt us terribly and we're afraid to love unconditionally and afraid to put it out there, but if you don't, you don't get it back. Whatever you're holding back, you're going to lose it in another way from the person that you care about.

The only thing I can say is if you had a relationship that was horribly wrong and you're still focusing on it and it's still part of your life, then it's holding you back from having a good relationship in the future. If you can't get that relationship back, the only thing you can do is learn those lessons and focus on what you want out of your next relationship.

About that business partner who stole money from you, Dan,



you could have spent years focusing on why he did that and why he took advantage of you, and thinking that you didn't deserve it. I know you didn't deserve it because you're one of the most incredible people I ever met.

I know it shouldn't have happened to you, but the fact is, Dan, it did happen to you. You could have spent the next five years focusing on why it happened, but would you have ever gotten your money back?

Dan Kuschell: No.

Dean Graziosi: Guess what? You found the initiative to focus on something better and find a new way to generate money, a new way to change your life, and a new way to impact people, and look at where you've been because of it. That one obstacle was the determining factor in your life that could have followed you forever or been the fuel to take you to another level.

If people could learn that every time something like that happens, whether it's in business or personal relationships or in love or money, or whatever it is, if you can learn to take them and make them the fuel to get to the level that you deserve, that's when your life starts to head toward total fulfillment on a regular basis.

Dan Kuschell: It's not bad when you can also send the get-well card.

Dean Graziosi: Exactly. If you focus on your partner—he took that money from you once, but you're reliving it in your head over and over again. It's like he stole your money 5,000 times if you focus on it all the time.

Dan Kuschell: Exactly. And he stole your energy, and it really comes down to something even bigger than that—stealing your dream, which you talked about.

Dean Graziosi: Absolutely. Who gives him the right to steal your dream or who gives that last person who you had a relationship with the right to steal your dream of having a great relationship with you? They have no right unless you give them that right, Dan.



I don't want to get off on another subject, but the action is not what's keeping you from making money again or from having a good relationship—it's how you're interpreting that action inside of you and how you're reliving it that's holding you back.

That action's already happened, the money's already gone, and the relationship's already ruined—the only thing that's hurting your future is you. When you can learn to say, "I can't do anything about it. That milk spilled and I'm just going to get a towel and a new glass of milk.

Dan Kuschell:

What a great way to look at it. I have pages and pages of notes here that I've taken, and I know you. It's amazing. I have a very special surprise, Dean, and I hope you're ready for it. I know one of the biggest things you're most talented at is being on a hot seat. So in a second I'm going to give these folks an incredible gift by putting you on the hot seat in just a moment.

Before we get to that, I have a couple of other special bonus announcements. What I want to do is summarize some of the things that we've talked about, and, Dean, you can feel free to add in as well. I know that in kicking off the training today, we talked about what role your passions have had in getting started.

We also talked about how you basically went from an ex-mechanic and your mom was working two jobs at \$90 a week, and you got tired of seeing your mom struggling and you wanted to improve you and your family. You have this child-like enthusiasm that is what I would define as pure passion and being on a mission. You talk about focusing on the solution versus focusing on the problem.

It's the process of manifestation—you get what you focus on most of the time. We talk about dealing with obstacles and basically the number one way to deal with obstacles and being able to let go, in a sense, of the obstacle and coming back to something so simple, which is focusing on the solution.

We talked about taking advice from the experts or, as you



called them, dream stealers. We talked about how you had put everything on the line and you didn't know if it was going to work, yet at the same time, it was calculated, and you focused on, "What if it does work?" instead of "What if it doesn't?"

You talked about the idea, "Focus on the finish line, not the race." You talked about being an action taker. Successful people create their own luck. Why go for success? Why go for a life totally fulfilled? Because there's a huge difference between being on the Jersey Shore—unless you've never left the Jersey Shore—to being able to live your dream vacation.

You talked about being able to challenge yourself instead of finding an excuse in obstacles. I could keep going on and on. One of the last things you shared that I made a note of, which I think was so profound and I'd love for you to share it—you talked about relationships and said, "How can you get what you want if you're not willing to give first?"

Dean Graziosi:

Like I said, we can definitely make a list of what we want, but we're afraid to put it out there because we're afraid of getting hurt or losing our money. We attract what we give. It's as easy as that. You just have to remember that in life.

If you want to be around radiant, vibrant, exciting, successful people, you need to be a radiant, vibrant, successful person—once it starts and once you put it out there, that's what you'll attract. If you want to talk about how bad life is, it's really easy to find people to do that and that's what you'll attract.

What you put out there is what's going to come back. I probably learned that through trial and error, and I probably could have just read someone else's book. I could have hooked up with Chris Attwood a long time ago and learned that.

I'm still fortunate enough to have learned it through trial and error and that's probably why I'm so passionate about everything I do, because it's concreted inside me because I lived it. There's nothing in my book that I wrote from learning



from other people; it's all about trial and error. I think that's the simplicity of my book, it's because you know that, it's not serious—it's something I tried and I tell you when I failed.

Dan Kuschell: With that in mind, on the hot seat, what are three things people can do in the coming week to put into practice the principles you're talking about with your incredible concept, *Totally Fulfilled—It's Easier Than You Think?*

Dean Graziosi: People should find the one, strongest, limiting belief that's holding you back in your life. How do you do that? Ask yourself what you wish you would have done over the last couple years, things you would have changed, and find the one consistent belief you have on why you didn't achieve it?

You've been wanting to make more money for four years, but you just never left your job. What is the reason you don't leave your job? Is it because you don't want your family to starve? Do friends and family around you tell you you're crazy for trying something new?

Do everything in your power to change it to a limitless belief. If you say you haven't made extra money because you didn't go to school, then change it to a limitless belief. Instead of saying, "I can't make a lot of money because I never went past high school," change it to, "I know that my success is only reliant on my actions and my ability to take action, not my schooling."

If you think it takes money to make money, believe me, I had absolutely nothing. Use me as an example. Change it and say, "People like Dean Graziosi, Dan Kuschell and thousands of other multi-millionaires have generated more money than most people will ever do in their lives, starting with nothing. If they can do it, I can do it."

Change a limited belief into a limitless belief, that's number one. Number two is to find the biggest obstacle that's holding you back in your life. What is the excuse you've been using over and over that is holding you back from taking your life to another level? Find it—write down everything that's holding you back.



I would say to categorize them as excuses or challenges. Everybody loves a challenge and nobody likes making excuses. Do this with all of your obstacles—turn them into either excuses or challenges and address them accordingly.

The last thing I'd say to do is to set a goal with purpose and passion. Embrace change—you only said three, so I'm going to use the goal setting instead of change. Write down five things you want to accomplish, but don't just write down "I want to make a lot of money and I want to have a better relationship."

I want you to dig in and find the purpose for it. Say to yourself, "Why do I want a better relationship?" and let yourself dream as that kid, let yourself live it and dream about that goal as a reality. Let that emotion sink in. Next to putting "a better relationship," I want you to associate the emotions that came with that relationship. In wanting more money, what are the emotions that go along with that goal?

If it's the goal of giving because you want to take care of your family, or you want to feel confident or have security in your old age or you want to know that you are in control and you have the freedom to make choices, those are the emotions that go with the goals. Write five goals and attach the emotions that go with those goals. Those three things alone can take your life, starting this week, to another level.

Dan Kuschell: Well said. I know that *Healthy Wealthy nWise* believes strongly in the power of intention to manifest outcomes. It's been an honor and privilege to spend this time with you. I learn something new from you every time, and I'm sure it's been a wealth of knowledge for the people with us.

For you, what is your current, most important project that you're working on, and what intention would you like everyone at *Healthy Wealthy nWise* to hold for you?

Dean Graziosi: I was contacted by a gentleman named Darrell Scott. His daughter was the first girl killed in the Columbine shooting here in the States. She was an incredible girl with a great vision, who lived some of the similar that you, Chris, *Healthy Wealthy nWise* and I teach—she was living a life with



purpose at 17, when she was struck down and killed.

Her father, Darrell Scott, took her message and has already spoken to five million kids. This year is going to be his biggest year ever. He met with President Bush last week, he was with President Clinton the week before, he's going to be on Oprah next week—he's just on a mission.

He read my book, he said it re-inspired him and touched his life. He knows his daughter would have loved this book. Right now, he's taking *Totally Fulfilled* and making it part of next year's curriculum. I'm going to jump in head first with him, not for any monetary gain; just to help.

If I can be a small part of helping a generation know, early in life, that it's cool to be kind to other people and it's cool to learn success principles at a young age, that would be the biggest thing I could ever do in my life. I realize why Motor Millions happened, why my real estate show happened and why I wrote this book, why I met you, Chris and so many other incredible people.

It's because I'm hoping to be part of changing a generation to know that it's okay to be successful. It's cool to be a kind, generous and giving person. If I can accomplish that, and if everybody could wish that for me, that would be the greatest thing in the world.

Dan Kuschell:

Wow. I think that's the place to end, because I don't think there's a better way to say it than that. It comes from contribution, and you're a prime example that what you put out there comes back to you. Even sometimes when we don't see it short term, we know it's there long term.

It's great to meet someone like yourself of faith, to work with someone like you, and I hope people will be as inspired by you that I know I have been, and hundreds of thousands have been.

You can go get your bonuses at www.HealthyWealthynWise.com/dean. Dean, it's been a privilege. I'm going to turn this back over to Chris.



Dean Graziosi: Thank you, Dan, it's always a pleasure.

Chris Attwood: Dan, thank you so much for co-hosting this interview. Dean, what can I say? Janet and I had the good fortune to meet you in Washington, D.C. a few weeks ago. What I so appreciate and what our listeners have gotten a taste of today—I really hope all of them have the opportunity to meet you in person as well because you just radiate what you talk about.

We've told you this a couple of times now, but I get such a kick out of it. Years ago, Janet was in Calgary, Canada with Mark Victor Hansen, when we were partners with Mark. At that time, she met T. Harv Eker for the first time. Harv wasn't really known outside of Canada much.

Many of our listeners know that today, he's the author of the number-one *New York Times* best-seller, *Secrets of the Millionaire Mind*. He's gone on to teach thousands of people around the world. But at that time, no one really knew Harv. Janet met Harv, and within 15 minutes of meeting him, she said, "We have to work together because you are going to be huge."

When Janet and I met Dean a few weeks ago, Janet had exactly the same reaction. She met Dean, talked to him for five minutes and said, "Dean, we have to continue working together because you are going to be huge." The reason that's true, Dean, is because of the integrity and the quality of what you present.

You are a living example of what is possible for anyone—as you said, starting from nothing and coming from nowhere—to be able to accomplish what you have accomplished, and to be able to have the clarity in expressing it that you have. It's such an inspiration. Thank you so much for sharing it with us.

Dean Graziosi: I appreciate you inviting me to be here, Chris, it was a pleasure.

Chris Attwood: We absolutely will hold this intention and vision for you, of the story you shared with the father of the student from



Entrepreneur, Coach and Author
Dean Graziosi

Columbine, allowing this new generation to understand that life can be lived in a whole different way. Thank you so much for your dedication to that, Dean.

Dan and Dean have collaborated to put together some incredible bonuses and gifts for you that can allow you to begin to put in place the principles that Dean's been talking about. You can get those by going to www.HealthyWealthynWise.com/dean.

I also want to encourage everyone to tell your family and friends. Go to www.Amazon.com or your local bookstores. *Totally Fulfilled* is an incredible book that can change people's lives. If you have people in your life who are not living a fulfilled life, then get them a copy of that book.

Please join us on July 11th. We'll have the co-creator of *Chicken Soup for the Soul*, Mark Victor Hansen co-hosting our interview with billionaire and TV legend, Art Linkletter. Mark and Art are about to release a book together called *How to Make the Rest of Your Life the Best of Your Life*. You'll hear how Art's passions have kept him enjoying a full life of skiing, surfing and contributing to the world well into his 90s.

On July 25th, you'll want to join us when we interview Alex Mandossian, a man who I like to refer to as the "gentleman of the Internet," a man who has transformed many, many lives with the skills, techniques and practices that he teaches for being able to present and market products and programs, and to give your gifts in a way that benefits others, while helping you enjoy an abundant life at the same time.

Until then, thank you all for joining us. Thank you for your commitment to living your passions and giving your gifts.