



**Healthy Wealthy nWise 3-Year Anniversary**  
**Liz & Ric Thompson**  
**Janet & Chris Attwood**

Chris Attwood:

I'm so pleased to welcome you. I'm the Features Editor for *Healthy Wealthy nWise* and co-author of the soon-to-be-released printed version of *The Passion Test—The Effortless Path to Discovering Your Destiny*.

For those of you who are joining us for the first time, these calls are about what it takes to live a passionate, fulfilled life. Our theme for tonight is expressed in the words of Malcolm Forbes, who founded *Forbes* magazine. He said: "The biggest mistake people make in life is not making a living at doing what they most enjoy."



We're going to interview my fellow co-founders of *Healthy Wealthy nWise*, Ric and Liz Thompson and Janet Attwood. All four of us are fortunate today to be making a living doing the things we absolutely most enjoy. We look forward to sharing some of the adventures we've had along the journey, and our intention is to help you apply the lessons we've learned to creating your own passionate life.

May 1<sup>st</sup>, when this interview is going to appear on the cover of the magazine, marks the third anniversary of *Healthy Wealthy nWise*, so we've invited all of you here to celebrate with us. Let's celebrate!

I first met Ric and Liz about five years ago, soon after Janet and I launched The Enlightened Millionaire program with Mark Victor Hansen and Robert Allen. At that time, they owned an Internet service provider in West Virginia and Ric was deeply immersed in the business, so we didn't get to talk to him a lot.

However, we did get to talk to Liz and she quickly became one of the leaders in The Enlightened Millionaire program. Both Liz and Ric had been entrepreneurs since college. They've owned and run a number of businesses and we



connected with them almost immediately.

Liz has had the gift of being able to see a vision, map it out on paper so others can understand it, and then design the systems that allow that vision to become real. Ric, on the other hand, is a master of the technical aspect of creating and running websites as well as understanding where the bottlenecks and challenges in a process might exist.

Both Liz and Ric have become masterful in presenting opportunities to others in ways which are honest, clear and enticing at the same time. When they started the magazine three years ago, they started it with their son Chandler, who gave them some very serious support. Chandler is how old now?

Liz Thompson: He's nine.

Chris Attwood: So from age six, Chandler was right in there with the magazine, but Stefan just joined us a year ago, and together, the four of them live on an 80-acre farm in West Virginia. Ric and Liz, it's such a pleasure and honor to have you with us.

Janet, my longtime business partner, has been the top salesperson in almost every sales job she's held over the past 25 years. She ran the marketing division of Books Are Fun, the third largest book buyer in the US. When it was sold to Reader's Digest for \$380 million, that happened the year after her division had performed at record levels.

Janet's a master connector and she's been primarily responsible for connecting with many of the great guests we have featured on the cover of *Healthy Wealthy nWise*. Over the past two years, she's been actively pursuing her passion for spending time with the enlightened, traveling extensively throughout India and Nepal.

She's been the one responsible for creating the "Dialogues with the Masters" monthly calls, interviewing enlightened sages every month—and as far as we know, this is the only place where that happens anywhere by teleconference. She joins us from Rishikesh in the Himalayan Mountains of India,



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where she has been one of the featured speakers at the International Conference on Yoga and Consciousness.

Together, Janet and I create the alliances which have allowed *Healthy Wealthy nWise* to reach thousands of people all over the world. Over the past three years, *Healthy Wealthy nWise*—starting from nothing, which was nothing more than an idea and almost no capital—has grown to being one of the leading resources for personal growth and development today, with over 100,000 subscribers.

When all of us were together in Puerto Vallarta, Mexico recently for our first annual corporate retreat, we were talking about it and realized that as far as we know, this Passions Series is the largest ongoing teleconference series in the world.

So we're looking forward to sharing some of the stories and adventures that have happened since this has all taken place. I'm going to begin by asking Liz to tell us how the whole thing got started. Liz, *Healthy Wealthy nWise* was really your and Ric's idea, originally. Will you tell us the story of how your passions, the things that are most important to you in your life, led to the creation of the magazine?

Liz Thompson: Sure. As you said, back before *Healthy Wealthy nWise* was born, Ric and I owned an Internet service provider and a tech consulting company. That happened to be right around 9/11, and when 9/11 hit, we lost about 40% of our business in one day. We spent the next year rebuilding, expanding and struggling our way back.

When the first-year anniversary of 9/11 came around, Ric and I were out at lunch and looking back over the past year. We had done all kinds of amazing things to bring the company back up, but we were both miserable.

Chris Attwood: I want to stop you there for a second, Liz. Remember that point. One of the things that struck Janet and I when we first talked to you was what you and Ric did at 9/11. You told about the effect that 9/11 had on the business, but what effect did it have when it was happening? What did you do? Would you share that, because I think that really spoke to



your passions.

Liz Thompson: Of course, we were ticked off just like everyone else was when it happened. We were actually taking Chandler to daycare and had the radio on when the plane crashed into the Pentagon. The Pentagon's not far from us—we live in Harper's Ferry, West Virginia—so one of the reporters from that radio station was standing right there as the plane hit behind her. You could hear it crash.

We were like, "Oh my God, what is going on?" I immediately had to do something. I can't just sit still when something like this is happening. We called the Red Cross headquarters for our area and they were like, "Well, we don't know what's going on," so I said, "Okay, well I'll call National Red Cross." I ended up talking to the director there and he said, "We have no idea what to do in a situation like this."

We've never planned for anything this big." I said, "Who should I talk to?" He said, "Well, try FEMA." So I called FEMA and they had a big list of things they needed that they weren't getting in New York and at the Pentagon. I called the different local areas to see what was going on as far as collections.

Nothing was happening, so I was getting really irritated and said, "We're going to have to do something ourselves." We got out our little Rolodex, ended up getting a truck, calling the radio stations, having all these announcements made all over the tri-state area where we live and people brought tons and tons of stuff. We had thousands of hard hats and buckets and tons of stuff that was donated.

People were coming out of the woodwork and so happy that there was a place where they could help because everybody felt so helpless after that. It made us feel better to be able to take that truck up to Staten Island and drop it off there for the workers who were clearing out Ground Zero.

There was another group that ended up taking a bunch of stuff down to the Pentagon and it mushroomed. We basically shut our business down for a week so we could handle doing this. We didn't really think twice about it, it was



just something we had to do.

Chris Attwood: It's such an expression of the quality of your characters and the passion you both exude in everything you do. Thank you for sharing that story. It was a whole semi-full of stuff, right?

Liz Thompson: Yes. We couldn't take it all with us—the truck couldn't hold it all.

Chris Attwood: As you said, that event did have a pretty devastating effect on your business, so let's come back to that point where a year later, you were feeling pretty down.

Liz Thompson: Yes, over that year, we had managed to pick the business back up. It wasn't where it had been before, but we had expanded internationally and we'd done all kinds of neat stuff. Looking back on it, we should have been happy at how far we'd come, but 9/11 made us see deeper.

It made us realize that we can't waste our time doing things that are not our passions, that we are not excited about, and we just weren't excited about that business anymore. That put me into a funk and I had to put all that aside. I started going through this process that I developed that eventually came to be what we now have as *The Science of Creating Your Dreams*.

The biggest part of going through that process was putting aside where we were right then. I had to be able to stop and look at how I wanted the future to be. Once I could get out of where I was and get clear about what the vision for my life was, then I could see it. I mapped out this big plan and as I'm looking at it—the ISP, the tech company—none of that was in that picture!

“Okay, now what do I do? We have this business and it's not in the picture anymore. What do we do to get rid of it?” I just sat with it. I wasn't sure what I was going to do, but it was the silliest thing, because within 30 days, we had an offer to buy the company. It wasn't on the market.

I hadn't told anybody that we wanted to get rid of it, but an ex-employee of ours came back and decided that he wanted



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to buy it. To make a long story a little bit less long, less than 120 days after I sat down and did that plan, we had sold the tech company and had the resources to start *Healthy Wealthy nWise*. So getting clear helped us.

Chris Attwood: Ric, we know that you have a huge passion for creating wealth while making a major, positive impact on the world. When you were in that situation, how did the idea of the magazine align with your passions, and how did you figure out how to get started with the whole thing?

Ric Thompson: We've probably all heard the phrase that you can have anything you want in life as long as you help enough other people get what they want out of life. No matter what your goal is, financial freedom or what have you, you still have to do it in a method that's going to bring the most benefit to the most people.

With what we're doing with *Healthy Wealthy nWise*, we feel it really helps a lot of people—opening doors for people, exposing them to new types of information that maybe they wouldn't have seen before and stretching people's boundaries. We're seeing where we can go with it and we're having a lot of fun with it.

How we started and got going—I'll be honest with you—I'll summarize what Liz said, after 9/11, literally within one week, we had achieved pretty much the impossible. One week after September 11<sup>th</sup>, we were in New York, looking at the smoking rubble, with an 18-wheeler semi full of stuff that had been collected from the three states around us and hundreds of volunteers.

We had radio station and TV coverage—you name it. Literally, we jumped in with both feet and went after it. What Liz forgot to mention was that pretty much the day before we left, we didn't even really know who was going to be able to handle what we were bringing.

Liz Thompson: That's right! I forgot about that.

Chris Attwood: You told them you were bringing the semi full and hoping that someone would be there to unload it when you got





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there.

Ric Thompson: You got it, literally! We were making calls left and right and people were saying, “No, we can’t handle this,” or, “That’s too much,” and one of our volunteers said, “Did you check out this?” Literally, it was the night before, so we made some last-minute phone calls and they said, “Absolutely—bring it up,” so off we went. It was magic—you just jump in and do it. You have no idea what the universe is going to do to wrap itself around that momentum and energy and support you.

Chris Attwood: You mean you can’t just take action by sitting at home and thinking about it?

Ric Thompson: Sitting on the couch, watching TV and eating bon-bons is probably not going to get you your passion, right?

Chris Attwood: That’s not going to do it—darn! I was hoping.

Ric Thompson: The theme is that this was a really big changing point for us because we moved mountains very quickly by leveraging—having people step up and help out. It’s amazing what a team can accomplish and what that huge energy push can accomplish.

Chris Attwood: Good. Well, Janet, you’ve cultivated friendships with some of the most successful people in the world. At that time, you had just completed a major project with the number-one, best-selling authors, Mark Victor Hansen and Robert Allen. What made you want to get involved with a fledgling start up like *Healthy Wealthy nWise*?

Janet Attwood: I have no idea...no, just kidding. Liz, I think it was Orlando, wasn’t it, where we first met?

Liz Thompson: Yes.

Janet Attwood: Actually, I had been in charge of what we call “The Ambassador Program” with Mark and Bob, and I don’t know if Ric was on those calls too much—I think you were—but after working at Books Are Fun and being on the phone forever, it’s like I have an ability to know people through their voices. Every time Liz would get on the phone, I was just at



ease and happy and I knew that whatever she said, she would take charge of—I knew it would happen.

Then, when Chris and I both met Liz and Ric in Orlando when we were with Mark and Bob, we sat down with them and I remember, we were having lunch. They were telling us the story of 9/11, and I just sat there and cried. I thought, “These are the type of people I’d want to be connected with and play with and grow old with,” because they have so much love and integrity.

They’re doers—as you heard from their story, they weren’t thinking, “What’s in it for me,” they were thinking, “How can I help? How can I serve?” To me, that’s everything, so my first attraction was truly for the love and respect that I had for both of them; also that they looked like they’d be a lot of fun.

When they asked us, “Will you find our covers for us?” I thought, “What a blast!” What more fun would it be than for me to go out and give the gift to all of my mentors and legends whom I knew, to have them be on the cover of such a wonderful magazine called *Healthy Wealthy nWise*, where all you read in it is everything positive.

Where in the world do you find that—where everything is always positive? I also thought it was an incredible opportunity. Here’s where I’m a little bit less like Liz. “This would be a lot of fun for me because I can get the people I really admire and respect—my mentors—to be able to talk about their passions,” and then I can hear my favorite subjects from those I knew would really inspire, not only me, but everyone else. That was my impetus.

The number-one principle is to get clear on what you love to do. I knew that I loved to go out and find people, and as you said earlier, I’m a connector. Then choose in favor of those things whenever you’re offered an opportunity. I love to say, as we do in our book, that if the opportunity isn’t aligned with what you love to do, don’t take it on.

Follow your bliss—in other words, what do you love to do? Don’t worry about the “how,” just know the “what.” This is what we say in our book. If you clearly know what turns you





on, lights your fire and brings you passion—and you’ve heard this month after month if you’ve been on our Passion calls—all of our mentors say the same thing.

When you follow what you love—God’s will for you and what you love are one in the same—then all the people, places and things will magically show up. I’m sure that’s exactly what happened for Liz and Ric when you got that truck and had too much stuff to deliver. It was what you love to do, am I correct, Liz and Ric? You love to serve the planet, right?

Ric Thompson: Right.

Liz Thompson: Yes.

Janet Attwood: I could answer that for you, but thank you. Then in 2004, I realized that my number-one passion—and this was a huge aha, Chris, and I know it was shocking to you—was to spend time with the enlightened. I thought, “Oh, wonderful. Let’s see, how am I going to do this one?” I’m now a co-partner of an online magazine that’s just taking off.

Chris and I have a company called Enlightened Alliances, I have a speaking and coaching program that we like to do, and now I want to leave everything, go to India, Nepal and other parts of the world and spend time with the enlightened. I thought, “How am I going to be able to walk my talk, which is in the online book I wrote about following your passions, and still have my business partners not throw me out with the bath water?”

Luckily—and I am so blessed and this is another principle—with Liz, Ric and Chris, when I told them what my passion was, they went, “Go for it. We’re right behind you.” Of course, out of my adventures came the story which makes the upcoming print edition of *The Passion Test* book so interesting.

Our *Healthy Wealthy nWise* magazine now has the “Dialogues with the Masters,” which Chris was talking about, which is our monthly interview series. Ultimately what came out of it and is coming is a book and a documentary film. I like to think that I add some color and excitement to our



team.

I know sometimes when I come up with some ideas, I'm the one where everybody's neck has to go "What? What?" and gets a little bit of a twitch in it, but the principle that I want to share, even though I might surprise everyone, is to choose a team that supports your values and will support you on choosing in favor of your passions. I'm really lucky and blessed because Liz, Ric and Chris are always 100% supportive of me.

Chris Attwood: Thanks, Janet. Liz and Ric, I want you both to answer this question. When our readers are thinking about following their passions and beginning to get aligned with their destinies, you have learned some key things, isn't that true? It wasn't like everything went right along the way, all at once.

What are some of the key lessons you've learned and what would you advise someone who's just starting out or may be stuck along the path of living their dreams?

Liz Thompson: Actually, this has kind of been a refrain for the call so far, but the number-one thing is that you don't have to have all the answers to move forward—just move. That's one of the biggest things I've learned in all my business fits and starts, was getting clear with the fact that I couldn't move forward keeping the ISP and the tech company, we just couldn't.

I didn't know how that was going to happen, but I made the plan anyway; we moved and the pieces fell together, just like Ric was saying with getting the truck together. I had completely forgotten, that was another time we didn't have the answer, but we were doing it anyway and we knew the answers would come when they were needed.

Chris Attwood: In regard to this, one of the things you did in moving was to approach Janet and I. We've never actually talked about this. What was it that made you say, "One of the things we need to do in taking action is talk to Chris and Janet"?

Liz Thompson: I honestly don't know. That was just such a natural thing to approach you with. You were in the perfect place and that's something you loved to do and I knew it. We needed



somebody to help.

**Ric Thompson:** Yes, it's a great concept for everybody, but as a matter of leverage, we knew that if we were going to launch this magazine big, we had to have big authors—speakers, authors or mentors—that people are used to listening to or reading about, and would read the magazine because of that. That was a fantastic role we felt that you and Janet filled as awesome connectors.

**Liz Thompson:** Plus, you're awesome to work with.

**Chris Attwood:** Thank you for that. Would you say that one of the key things you were doing was looking for points of leverage, ways you could leverage yourselves and things you had to offer, in other ways? Maybe you saw that Janet and I could bring some of the bigger names to the cover of the magazine that would attract others?

**Liz Thompson:** Yes; at the time, I didn't know that's what we were doing, but that's what we were doing. Sometimes we do these things subconsciously and then realize what we were doing right later.

**Chris Attwood:** So that's a great thing in and of itself—sometimes it's a matter of taking steps and seeing where things go?

**Liz Thompson:** Yes, absolutely, which segues into the next point I wanted to make. Remember, there are no failures, they're all learning experiences. I like to call it my lemon tree principle. My first company was a gift basket company. I screwed up just about everything you could possibly screw up in that business. I figured out how to make it work, I made it a successful business, and then I realized that I didn't like that business.

A lot of people would view that as a failure. I built this thing and then I was really unhappy running it, but the experience taught me a lot about business and it enabled me to start my next company, which was closer to what my passions were in teaching people how to start and run a successful business.



I would help them avoid some of the pitfalls that I'd fallen into, and move forward that way. Don't take things as failures. When life gives you lemons, just learn how to make the lemonade.

Chris Attwood: Ric, what are some of the lessons you learned? I would love it if you would share the story of when you were getting started, some of the things you took action on, and the lessons that came out of that.

Ric Thompson: That covers a lot of ground. There are always lots of things to learn when you're first starting out on a project. The first one, just to paraphrase Winston Churchill: never give up, never give up, never give up! We just moved and said, "This is what we want to do and this is what we want it to look like," and got it in place.

Of course, we were fortunate enough in doing the website that I did have a tech background, so I was able to do the web pages with very little capital investment. The capital we did have, we could use for other purposes and live off of it, so we really leveraged our resources and went for it.

What we have today, three years later, is very different from what we pictured when we first started. Like any project or business, it has a life of its own and it will evolve. A fantastic example of that is Janet's passion of hanging out with the enlightened. The whole Passions Series itself was not something we started off with.

It naturally evolved as a way that we could support each other, have a lot of fun, and yet there's a valid market there where money can be made. As we all know, from when we were hanging out in Mexico, we've been running this series for quite a while and it's done phenomenally well.

As a casual comment—I think by you, Chris—that just kicked our conversation off is that we're pretty well plugged in in this arena and we don't know of anybody with a teleseminar series even close to being as popular. It's not like we were aimed at doing that, it naturally evolved because we were focusing on our passions, delivering great value, and having a lot of fun.



Chris Attwood: I have to make a comment about this because you and Liz were so great at the point when Janet had written the original ebook version of *The Passion Test*. We were about to bring that out and we talked with you about it. The first thing Liz said when she heard about it is, “Why don’t we make that the theme of the cover story for our magazine?”

It was really out of that thought that the whole Passions Series came to be. It wasn’t until that point that we decided to do our interviews live on teleconference calls and then put them in the magazine a couple months later. To me, that is such a great example of the power and value of a team that’s willing to support each other’s ideas.

What’s come out of that has been something none of us could have imagined, yet it all came from the openness you had to taking a new idea, something we were working on and figuring out how we could make it better and bigger.

Ric Thompson: Buried in that is another great point, Chris. We take for granted the power that our team brings to the table. For people who are starting out on projects, you have to have a team—they’re your lifesaver.

Mark Victor Hansen says, “One plus one equals 11.” If one plus one equals 11, what does one plus one plus one plus one equal? That’s really how the results from the four of us have been summed up. For anyone out there starting a new project or trying to get one to the next level, you have to have your team.

I don’t care if it’s a very typical team of a lawyer, an accountant advisor, or maybe some other entrepreneurs, but you can’t do it alone. Liz and I were a team for many businesses before this one. Just the support and the enjoyment you get working with that team will get you through a lot of things that you just couldn’t do yourself.

Chris Attwood: Absolutely. Janet, as we’ve talked about a little bit, *The Passion Test*, your ebook, was the inspiration for this interview series. You’ve launched the “Dialogues with the Masters” series so our listeners can hear from some of the



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most enlightened people on the planet. You clearly have learned how to align your passions with your business interests.

I wonder if you would tell us a little bit of the story of how your passion to spend time with the enlightened emerged into the Passion Series for *Healthy Wealthy nWise* and ended up with you being in Rishikesh, India invited to speak at the International Conference on Yoga and Consciousness. Wasn't it scary to decide to make the choice to go off to the other side of the world? How do people deal with that if their passions are things that scare them to death?

Janet Attwood:

I was on the phone with Catherine Lanigan not very long ago. She is the author of *Jewel of the Nile* and *Romancing the Stone*. We were talking one time when I was in Houston visiting her. She's so completely fearless. I said, "Catherine, what do you tell people when they're afraid to get going?" She yelled, "Do it!"

Chris, I go along with what Neale Donald Walsch said. It was pretty much the same thing—"Do it!" He said, "You just have to use your courage." Know that when you follow your passion, all the people, places, or things will show up. When you align with what it is that brings you bliss, for all of you, we're able to live our passions to the extent that we know who we are.

In knowing who we are, it takes a moment for us to stop from our busy lives. We're always running, running, running and doing, doing, doing. In this age of technology with cell phones, computers, and technology overload, that almost sounds impossible.

I don't know how many times I'd taken it before, but this one time I took my Passion Test, I said, "Stop. Just get away from everything and get deep. The whole world is your oyster, Janet—what is it that you would really, more than anything on the planet, love to do?" Then the light went on. When I dropped into that, it was like the desire to do it, the love to do it, and the passion to do it was so strong that I would have left everything to do it.





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Thank God my partner said, “No, there’s a way that this works for all of us.” Thank you Liz, Ric, and Chris forever and ever—I am just so thankful to be with you. Because of that, it just shows how completely expanded you are. For me to travel off to India, no one knew... The other thing is you’re not going to know how all the dots fit together.

Chris Attwood: I just want to ask you to tell a story that I know will illustrate that so well. I remember one time when you were coming back from India after one of your first trips—you were making jewelry on the plane. This was before 9/11. A woman sat down next to you, and would you just take a minute and tell the story? That was really about not knowing where all the pieces would fall into place, wasn’t it?

Janet Attwood: Yes, absolutely. I’d been in Puttaparthi, India visiting a saint there. Don’t get the wrong idea, but many of these masters are all about tough love. She was really intense on me. I got on the plane leaving Puttaparthi just thinking, “Oh my God, I have so much growth to do. I have to grow.” My heart was in my throat. I was just in a place where I was crying dry tears on the plane. I just felt, “Oh my gosh, there’s so much I have to do.”

The women I was traveling with on the plane were all asleep, so I just sat there making jewelry because I do that unconsciously. The woman whom I was supposed to be sitting with in the first place, but I moved farther away so I could have a whole row in case I wanted to lay down and sleep, came up to me, looked down, and said, “What are you doing?”

I looked up at her and said, “Making jewelry.” She looks down at me and says, “Nice.” I said, “What are you doing?” She said, “I’m on my way to the United Nations to speak on the repression of women.” I said, “Really? Sit down.” That really intrigued me. She said, “I lead an organization called ‘Women’s Voice.’ There are 24,000 women involved in this organization.” I said, “How cool.”

By the time we got to Amsterdam, we were best friends and gave each other our email addresses. Before she got off the



plane to go to her next flight, she looked at me and said, “Janet, would you ever consider coming back to India to teach poor women how to make jewelry?”

Even though that’s not what I was doing—I was working at Books Are Fun at the time—when she said that to me, I said, “Oh my God! I would absolutely love to do that.” We exchanged email addresses and I said, “Okay, someday I’ll come.” The story goes on.

I get home and I’m home for five days. I had a whole month and a half off from Books Are Fun and I had already used two weeks. I’m home for five days and I can’t stop thinking about this woman and going back to India. So I paid full price for a ticket, grabbed all my jewelry gear, got on a plane, and flew back to India on the sixth day.

That might sound crazy and I thought so, too, because here’s the thing that was really nutty about it—I never got a hold of the woman. It wasn’t until I got to Minneapolis that I realized that she might not be there. I run up to the airline and I say, “Excuse me, what would happen if I cancel my ticket right now?”

I thought, “Oh my God, this is so expensive! What am I doing? She might not be there.” They said, “You’ll just have to forfeit it—it’s too late.” I said, “Oh God.” I get on the plane and I fly to India. When I get to Amsterdam, I go on the Internet and there’s an email from the woman. “Janet, that’s great. We’re looking forward to having you and we’ll have the girls ready.”

The short story is I get there, I teach 20 girls how to make jewelry, and I sit on a dirty floor for a week. Every time I tell this story I start to cry. It had to be one of the very best weeks of my life. What it showed me was so huge because at the end, I started a jewelry club called [Janny Mod] Jewelry Club.

They’d give their jewelry to me, I’d sell it in Chicago, and I’d send the money back. We did this for about a year and a half until the main person had to start going to school, so that stopped. It showed me that when you follow your



passion, everything falls into place. It wasn't easy.

We say this and you've heard it—it doesn't mean that there aren't challenges because there are challenges. I got sick, it was dirty, it was smoggy, and it was hot. I was running around trying to find more of the jewelry equipment that I needed in Bangalore, India and I don't speak Hindi, so that was interesting trying to tell them what I needed to have.

It showed me that everything will come to you when you just 100% throw yourself into it. Go for it. Don't worry about how anything's going to fall into place and just trust. It was absolutely by far one of the most important things I've ever done. It showed me that a life aligned with service and serving was the biggest gift that one can give on the planet.

I know that's what Liz and Ric realized when they were helping in 9/11. I'm sure our listeners all know from the things that you've done to help other people—to truly fall into your passion and to truly be happy—doing something that you love will always be a service to the world because you can only give from what you have. If you're full, you give fullness. How's that? Is that what you wanted?

Chris Attwood: Thank you so much. What's so key about that is that it does take courage to follow your passions sometimes. Just as Liz and Ric have also said, sometimes you just have to go for it. You have to start doing something and then pay attention as things come up, and learn as you go along.

Liz, looking back on three years of experience now, what do you feel are really the key ingredients that we haven't talked about already that have allowed *Healthy Wealthy nWise* to become as successful as it has?

Liz Thompson: The main things that made this successful are the things that we have talked about. It's the vision and the purpose. The bigger social vision of *Healthy Wealthy nWise* is about service to humanity—that's the main core of the company. That also happens to be each of our personal passions.

Staying true to that, regardless of what it looks like in the business, has really been the major driving factor of why



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*Healthy Wealthy nWise* has been as successful as it has and why it will become more successful in the future.

Chris Attwood: Liz, Ric, and I have recently been spending time with Marshall Thurber, who was an associate of Buckminster Fuller and W. Edwards Deming, both incredible, great minds. One of the principles that Marshall had been talking about is this idea that sharing is having more. Wouldn't you say that that's been a principle that we at *Healthy Wealthy nWise* have really used as a guiding principle since the inception in many ways?

Liz Thompson: Yes. It was interesting hearing Marshall talk about that because it was another one of those clicks. It's like, "Oh yes, that's what we're doing." We'd been doing it unconsciously, but when he said that that was a guiding principle, it made a lot of sense and we said, "Yes, that's what we do."

Chris Attwood: Why did *Healthy Wealthy nWise* choose to make these interviews free? We have incredible guests and *Healthy Wealthy nWise* could certainly charge for them.

Liz Thompson: It was part of the bigger vision. We wanted to make it available to as many people as we could.

Chris Attwood: I just have to make a comment. I spent a lot of the time working on creating our alliances and bringing the pieces together and I know that same principle is something that we have found is so important—this idea that sharing is having more. It's a different idea that businesses are in competition. We work with all sorts of partners and organizations that do things that some people would say are very similar to ours.

Each of us does them in very unique ways. We discover that when we create relationships with other people and other organizations who have great products, programs, and services that conserve our readers and our listeners, everyone seems to benefit from that. The ideas that "sharing is having more" and "together we are better" seem to be key things. Was there anything else, Liz, before I go back to Ric?

Liz Thompson: Yes, just one more point. Another one of the main things



that we've done is just be open to learning, to experimenting, and to adjusting as we go along. You can't be married to one particular idea because next week it may not be *the* idea anymore. Moving back and forth and being open to new ideas coming in has helped us keep that edge.

Chris Attwood: That's great, thank you. Ric, you've been the mastermind behind much of the structure of delivering *Healthy Wealthy nWise*. Can you talk about some of the concepts, the principles, and the ideas that have gone into the way the magazine has been designed, how we do things, and maybe what we've discovered along the way? You said earlier that things have changed a lot since the beginning. Could you share some of that?

Ric Thompson: Sure. The first lesson I think we've all learned is anything worth doing is worth doing badly at first.

Chris Attwood: Can you repeat that?

Ric Thompson: This is a big one—anything worth doing is worth badly at first, or poorly at first. When we first started out, we had a pretty good month. During our first month of the magazine, I think we had 4,000 people come visit us, which is not bad for a new website right out of the gate. It's nothing compared to the 60,000 to 65,000 people that come now per month, but it was a great start.

I'm not even sure we should be sharing this or not, but during the first year and a half we didn't make a dime. We had thousands and thousands of people come read the magazine, they loved it and enjoyed it, and we had great testimonials, but we couldn't make money off of this thing if it killed us.

It was like that for whatever reason, but we just kept on going and we finally started tapping into where we could provide value that was powerful enough that people said, "Absolutely—that's worth some money to me." We turned this into a real business. Another great thing is we have gone from day one on that key point of leverage that has come up.



You mentioned this free teleseminar series and the fact that we do keep this thing free. There are plenty of people who are charging money for content just like this. There are not many places you can go and listen to an hour conversation with people like Stephen Covey, Wayne Dyer, or dozens and dozens of other people we've interviewed—free.

By doing it totally free, it's a true win-win because we get incredible exposure for these well-known authors, speakers, and mentors so they are anxious to come and work with us. Of course, the listeners get a fantastic deal because we're going to provide the best content we can at absolutely no charge.

For us as a magazine, we get awesome content and we get to increase the value that we're providing. Literally, everybody wins. One of the key things we have tried to do all along is that leverage point of, "Let's create situations where everybody wins."

Chris Attwood: Maybe we can all pipe in where it's appropriate, but can you talk a little about some of the plans that are coming up for *Healthy Wealthy nWise* in the coming year? I know it really began with the survey that we did in December.

Ric or Liz, I don't know which of you would like to answer this, but maybe you could talk a little bit about the idea of doing the survey and some of the things that came out of that, and we can lead into what we thought about and how those pieces come together in this coming year?

Ric Thompson: I'll definitely comment on that. For anybody out there who is trying to build a business or has a business, one of the most key lessons that you can learn is what your market wants. What do your customers, clients, and readers want from you? You are making a business here and money does need to change hands.

We did a pretty comprehensive survey where we flat out asked everybody, "What is it that you're looking for and where can we help you out? What resources could we put together for you that you will find of massive value?" Furthermore, we asked, "How much would you be willing to





pay for it?" so that we had a great framework of what people wanted and what they thought that they could pay for it or would pay for it.

In other words, we're not just putting stuff together and then throwing it out there—we're actually asking people, "What do you want, how can we serve you, and then let's go from there to make a win-win situation."

Chris Attwood: One of the things that came out of that was our recognition that maybe we could provide more value with The Real Life Legends Club membership. As probably most of our listeners know, those who choose to can pay a monthly fee and receive recordings and transcripts of these calls that we do twice a month. We were talking about how we could add more value to that and how that could work.

Liz, when do we think that some of the additions to The Real Life Legends Club are going to be available? Maybe you could talk a little bit about the newsletter and I'll pipe in as well.

Liz Thompson: The plan is to have them ready for the anniversary so they'll start rolling out in May. We're going to have a newsletter that actually takes people through transformational processes each month. One month you'll be taking The Passion Test, and the next month you'll be analyzing where you are in your life in the pursuit of your dreams and figuring out if what you're doing that's working, so when we start changing things, you don't throw out what's working with the bath water.

The next month you'll be figuring out what's missing in your life or what's crowding up your life that's taking up too much room and isn't letting you pursue your dream. There are about five other processes that we'll take you through in a series each month as well as a bunch of other neat stuff that I don't want to give away on the phone.

Chris Attwood: Our concept with this is: can we create a structure for this so that using the tools, the knowledge, and the experience that we have and that we've written about at times, we can pull that together so every month our members are experiencing



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a significant transformation and making significant steps forward every month in their own lives and pursuing their own passions?

Liz Thompson: We just wanted to take it up a notch.

Chris Attwood: One of the things that we talked about and we surveyed people on in December was a program that we are going to be launching later this year. Liz, would you like to talk about that a little bit or would you like me to?

Liz Thompson: You do it really well.

Chris Attwood: Thank you. Liz, Ric, Janet, and I had gotten so much feedback from people saying, "I love The Passion Test and it's been really helpful and valuable for me. One of the things I'd love to do is to be able to help other people find their passions."

Later this year, we are going to be taking all of the different products, programs, and services that have been developed in *Healthy Wealthy nWise* over the last several years and put them together in a form, so that those people who really have an interest and a desire to be able to serve others by helping them to discover their passions, and to help people move through that process, can have a business model and the tools that they need to be able to reach out and make those services available to people, even if they don't have experience in the business.

Our intent is to take all the learning that we have gained from all of our experience and from all of the incredible people we've had the good fortune to work with and create a business in a box—a structure that someone can step into. We will train them and they will become this new word that we're coining.

I'm sure all of you had heard of entrepreneurs—we intend to create a program for "transfopreneurs," which are people who are in the business of creating transformation and doing it in a way that creates abundance for themselves and others at the same time. The transfopreneur program is something that has arisen out of the express desire of our



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readers and we look forward to sharing that with you in a few months as it becomes available.

One of the things that I have seen and I really want to share in this whole experience with *Healthy Wealthy nWise* is the idea that the whole is more than the sum of the parts. We have learned that when all of the different pieces that we're involved with in *Healthy Wealthy nWise* fit together, it creates a whole which is much bigger than the individual parts.

It's not something that you can plan in advance. When you're working on pursuing your own passions and creating your own path in life, you can't necessarily plan it out all in advance. As Ric, Liz, and Janet have all said, it's a matter of taking one step, then another step, and another step.

As Ric was saying, it took us about a year and a half to begin to see how the pieces might start falling into place and how they might be fitting together. Wouldn't you all agree with this? There came a point where we began to see that the pieces were beginning to fit together.

All: Absolutely.

Janet Attwood: It was the actually this year. It's because we've been bringing in so many things so fast.

Ric Thompson: Once one piece clicks into the puzzle, all of a sudden it becomes a lot easier to snap more pieces of the puzzle into place.

Janet Attwood: It's also true that when one piece is added to the puzzle, we all have to adjust as well.

Chris Attwood: We do. We're in a constant process of adjustment, I think.

Janet Attwood: You learn to be a rubber band working with the team. I want to share something. There's that quote that one of our great mentors said, "Four are invincible, three are safe, two are in danger, and one will be crushed." He was talking about a team. "Four are invincible, three are safe, two are in danger, and one will be crushed."



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If I don't know something, Liz, Ric, or Chris does every time. We're all there to check each other and it's just so completely invincible. When we were all together in Mexico and we were discussing something, Liz, Ric, and I felt really strong about it, but Chris said, "No, I just don't know."

I said, "It's okay, you'll get it." Ric later came back and said, "Let's look at this again. There has to be a way where all four of us can come into agreement on this." We sat with it again and that's the value of a team. We then got bigger and expanded, and came up with a better idea.

Ric Thompson: It's amazing how that happens, isn't it?

Janet Attwood: Absolutely. Thank you, Ric, for that moment—it was a great moment.

Chris Attwood: Janet, we've talked about a lot. To some of our listeners it might feel like perhaps it's out of their reach. Is it true that these things are out of anyone's reach? How can our listeners use these ideas to support their own passions and live their own dreams?

Janet Attwood: For one thing, all of the different programs that we're offering to everyone... Chris, I want to go back to what just happened. Chris and I were just in Mexico with the Transformational Leadership Counsel that Jack Canfield put together. The counsel is made up of speakers and trainers like Dr. John Gray, Marianne Williamson, and Marci Shimoff of *Chicken Soup for the Soul*.

Chris and I were lucky and blessed to be able to present our program there. When we were done, every single person in that group said, "We love this program—however we can support you, we will." Jack Canfield called us and asked, "Will you please come and speak at our August program and give your program?"

All the knowledge that we've gained and that we're offering is all about mentors. A lot of what we've done and learned is from others who've done it before—we're just putting it together in these great, different ways and we're seeing that



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it's really successful for all of you. For all of you to be able to participate in this is just so fabulous.

It's all about growth—that's why we created the Passion Series and why we make the calls available without charge. Our desire is to just put out knowledge, gain knowledge, and share knowledge. We want as many people as possible to gain from the experience of these very successful people as we have been gaining.

All of us are committed to continuing to learn—we'll agree on that, otherwise you wouldn't be on this call this evening—to find ways to connect with people who are doing what you want to do. We do a lot of things for alliance partners for free. I would say three-quarters of the different things that we're involved in, we do for free, if not more.

A big secret to success is to find out how you can help and support those you can learn from. When you make their life easier and help them achieve their goals, they'll be happy to share their knowledge and wisdom with you. From all this knowledge, all of you have the opportunity to do the same thing, to become mentors in your own right.

Chris Attwood: Thank you, Janet. As we come toward the end of this call, Liz, will you give the listeners some practical steps that they can take in this coming week that will help them connect with mentors who can help them live the story of their own dream?

Liz Thompson: For our listeners, I hope you have a pen and paper ready because these are important steps that will really get you moving. The very first one is get clear on what your dream looks and feels like. Just get really clear on that vision and write it down in as much detail as you can—what it looks like, feels like, smells like, and everything.

This will start your reticular activator going. For example, when you buy a new car, your reticular activator is that thing that makes you see every other car that's exactly like yours on the road and you never saw them before. That's your reticular activator working. When you get really clear on your dream, you'll start to see things around you that fit in there



that you would not have seen before.

The next step is once you're clear, start looking at what your next step is and who or what can help you get there. That information will just pop right in as you get clear about it. Also realize that mentors are not just people who can teach you. You don't have to have Jack Canfield teach you—you can get his book and start from there.

A mentor is anything or anyone that you can learn from. Just start where you're at—that's the best place to start. When you find an actual person that you resonate with, find out what's most important to that person, where they want to go, and what they want to achieve.

What does their dream look like? Figure out how you can help them get what they want and then do it. While you're working with them, soak up everything you can possibly learn, but make sure that you're helping them achieve their bigger dream and their bigger goal, too. That's it—those are the three steps.

Chris Attwood: Review the three quickly—one, two, three.

Liz Thompson: Number one is get really clear on what your dream looks and feels like and write it down in detail. Number two is start looking for the mentor. It's not necessarily a person—it's anything or anyone that you can learn from. Number three is when you find a person you're going to work with, make sure you know what they want, too, and that you align yourself with what they want and help them get it.

Chris Attwood: I'm going to ask each of you to briefly share the one single idea that you'd like to leave our listeners with. Ric, will you begin?

Ric Thompson: If we haven't beaten this one over enough, it's just get going. You have to start somewhere. Like Liz said, the best place to start is where you're at. Just take that first step—just move.

Chris Attwood: That's great. And Janet?





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Janet Attwood: I think to the extent that you're clear, what you desire to have show up in your life, it will. Your life is a movie and whatever you're living right now, you created. You can rewind or you can put in a new reel. Just as Liz said in one of those practical steps, clarify what it is that you want to the extent that it's so clear in you that you're breathing it, eating it, speaking it, and seeing it in every single way.

Chris Attwood: Thank you. And Liz?

Liz Thompson: There's a reason that you have the dream you do and it was given to you to bring into this world. It was given to you to make that dream a reality and the only way you can do that is by becoming the person who lives in that dream. It all starts with you. I would really like to leave you with a poem that I have in *The Science of Creating Your Dreams* called "Changing the World."

"When I was a young man, I wanted to change the world. I found it was difficult to change the world, so I tried to change my nation. When I found I couldn't change the nation, I began to focus on my town. I couldn't change the town and as an older man, I tried to change my family.

Now as an old man, I realize the only thing I can change is myself. And suddenly I realized that if long ago I had changed myself, I could have made an impact on my family. My family and I could have made an impact on our town. Their impact could have changed the nation, and I could indeed have changed the world."

Start with yourself and become that person who lives in your dreams. Take that first step and get really, really clear because the story of your life does depend on it.

Chris Attwood: Thank you so much. Liz, Ric, and Janet, thank you so much for sharing your experience and knowledge tonight—it's been a treat. As we celebrate *Healthy Wealthy nWise's* third birthday, I think we also must be celebrating the ability for every single person who's on the line, every single subscriber that we have, and every single person in the world to really live their dreams.



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Every one of us has the ability to live our dreams. The help is there all around us to truly follow the path of our destiny. My feeling is as we celebrate this anniversary, it's an opportunity for us at *Healthy Wealthy nWise* to recommit ourselves to all of those who are listening tonight and to all of those who read the magazine and to bringing you the greatest tools, knowledge, resources, and mentors that we possibly can to help you be able to live the story of your dreams. That's what we're committed to.

I remember when we were in Puerto Vallarta a few weeks ago—we were sitting around talking about this coming year and what we would do. We had planned to do a "Discover your Destiny" retreat. Some of you may have heard about it because we talked about it when we were doing the survey in December. We had to figure out when and where we were going to do it and all the details around it.

It really occurred to us at that time that the most appropriate place for us to do that would be here at the home that Janet and I share in Mill Valley, California across the Golden Gate Bridge from San Francisco. Our living room can hold about 40 people and we can have a small group here to be with us. We can facilitate some of our readers and subscribers in really going deeply into their hearts.

We are calling this the "Discover your Destiny" retreat. As we end this call tonight, I want to give out an invitation to all of you who are listening. If you're at a point in your life where you know that things have to change for you and that it's time for things to change for you, I want you to know that you're invited to come to our home. The dates are April 21<sup>st</sup> through the 23<sup>rd</sup> and you're invited to spend a couple of days at our home.

We'll take you through the Passion Test and take you on an adventure into your own heart to really go deeply and discover those passions that are the fuel for you to be able to live your dreams. We'll also share with you some of the tools that we've discovered. As we talked about tonight, there are challenges that come up.

We don't want you to have an incredible two days with us



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and then go back home and the realities of daily life hit and you get knocked flat. We want you to have tools that can allow you to get back up, to dust yourself off, and to be able to step forward once again. There are tools that we have found to be very powerful and effective. They are simple things you can do to help you move through those challenges.

During that weekend, we want to take the time with each of you and help you create a plan of action for yourself for the next year of the things that you're going to do and can do that will allow you to take that first step forward. As I was thinking about this tonight, I was remembering where I was ten years ago.

About ten years ago, I was the chief operating officer of a software publishing company and I was being paid pretty well. A lot of people would say I had a good job and I did. Yet, I was not aligned with my passions at all and I was pretty miserable and unhappy to be honest with you.

When I think back to that time, if I could have imagined what it is like to live the life that I live today, to live in a beautiful place surrounded by beauty in all directions, to be able to work with the most amazing people, to have complete control over my time and how I use my time, to be doing the things that I love most to do, and be pursuing a vision that is deeply meaningful to me, I think I would have given anything to learn how to live this life.

I just feel so blessed and fortunate, and I know Janet, Liz, and Ric do as well. It's from that gratitude that we decided that we would all get together—Liz and Ric are coming out here in April as well—and we would spend some really private time with a few people.

If you think that you may be at the point that I was at ten years ago, then I encourage you to read about the retreat and see if it's something that can really make a significant difference in your life and allow you to live the kind of life that we've been fortunate to and allow us to share the knowledge and the experience that we've gained.



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To do that, just go to:

[www.HealthyWealthynWise.com/retreat](http://www.HealthyWealthynWise.com/retreat). As I mentioned, our living room will only hold about 40 people and I think there's are about 11 people already committed to coming. There are about 29 places we have available and we would love to reserve one of those places for you if we can.

We'll sit together amongst the redwoods with the eucalyptus trees as the backdrop and we'll really go deeply in and discover what it is that is your destiny and create that plan so you can begin living it completely. You can read the details of the retreat and what's going to go on there by going to [www.HealthyWealthynWise.com/retreat](http://www.HealthyWealthynWise.com/retreat). Before we close, Liz, Ric, or Janet, are there any last words you'd like to say?

Janet Attwood:

Not to confuse urgency for pressure, but I know that this course is going to fill up really quickly. I have over 100 hours of knowledge from India that I'm going to be dissecting enough to really whet your appetites.

This morning, as a matter of fact, I'm going to run out of here and interview this man I met at the conference who hasn't eaten since 1996 and actually lives off of the sun—his name is Sun Yogi. There will be a lot of knowledge, a lot of fun, and a lot of out-there information to stretch you to the point where anything is absolutely possible. We so hope we'll see you there.

Chris Attwood:

Absolutely. Thank you. Liz or Ric, if you don't have anything else, I'm going to open the line and we'll say goodnight to everyone. Thank you so much for being with us. Remember to join us in two weeks for Bob Scheinfeld and on April 4<sup>th</sup> we expect to have Robert Kiyosaki with us. Goodnight, everyone.