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Hello, everyone, and welcome to the “Passions of Real Life Legends.” My name is Janet Attwood and I’m the Cover Editor for *Healthy Wealthy nWise*, and author of *The Passion Test: Discovering Your Personal Secrets to Living a Life on Fire*. For those of you who are joining us for the first time, this series is an opportunity for you to learn what you need to do to discover your passions and live your personal destiny by hearing from people who have been incredibly successful at doing that in their own lives.



We’re so grateful that each one of you is here tonight. You have unique gifts which no one else can give, and by joining us on these calls, you join us in learning how each of us can share our gifts, live passionate lives and make the world a better place in the process. We’ve come to discover, and we hope you have as well, that when each of us gives our unique gifts, follows our passion and uses our talents, all of us benefit.

As long as any of us is not doing that, the fulfillment we are all able to enjoy is less than it could be. Helping you get aligned with your passions is why we do these calls. I’m so excited that now, you can get a free CD of our interviews with either Dr. John Gray, Dr. Stephen Covey or Dr. Denis Waitley. All you have to do is pay shipping and handling and choose which of these incredible interviews you want to have, to keep. To get your free CD, go to [www.HealthyWealthynWise.com](http://www.HealthyWealthynWise.com) and click in step number two. All the details are right there for you.

Now, it’s my great pleasure to introduce our guest on tonight’s call, and my co-host and business partner, Chris Attwood, who will conduct tonight’s interview. John Assaraf is a great friend of mine, and someone for whom I have the greatest respect. John has built and sold several multi-million dollar businesses, and now lives in his dream home on six acres in San Diego county in California, surrounded by beautiful citrus trees.

John took the Indiana RE/MAX franchise and completely turned it around. When he got done, RE/MAX’s Indiana offices were selling more than \$4 billion a year in real estate. Not satisfied with that, he took a start-up software company from zero to 1,500 employees and \$8 million a month in revenue. He helped take that company public in just nine months. John attributes his success to the lessons he’s learned about how the brain works. Tonight, we’re going to get him to share some of that knowledge with all of you.

I’m also pleased to introduce my business partner and my very best friend, Chris Attwood, to conduct the interview. Chris has managed 10 different companies over the past 30 years, has sold millions of dollars in consulting and training services to companies like Dell Computer, Sprint, Ford Motor Company, Mellon Bank and many others, and today he is partnered with me and our dream team at *Healthy Wealthy nWise* to bring you these Passions interviews. Chris, I’ll turn it over to you now.

Chris:

John, thank you so much for joining us. Let’s plunge right in. what is the role that passion has played in your life? How important has passion been in your success?



John: Chris, that's a loaded question right off the bat.

Chris: We love to load our questions.

John: I think if we take a look at what passion really is and why it's so important, it might help make my answer make more sense. If you think about passion as a feeling that you have, and you go one step further and understand that feeling is nothing more than a conscious awareness of the vibration your body is in, that would then determine what your energy level is.

We know that everything is energy, so the more passionate you are, the more you'll attract that with which you resonate. Passion for me has been very important. First of all, I don't get behind anything that I'm not passionate about. Second of all, I know that if I apply this natural law of how the universe works, then I'll attract everything I need in my life in order to meet that passion of mine, so it's absolutely huge.

Chris: We're going to explore this whole aspect of the laws of the universe and how you've described them. Would you tell us how you discovered the things you're passionate about? A lot of people say, "I know that passion's important, but I don't know how to get there. I don't know how to figure out what my passions really are." How did you discover the things you're passionate about?

John: It wasn't very easy for me. When I was a kid, I got into a lot of trouble. I got out of school when I was in grade 11, so I didn't have a huge education to fall back on, so I didn't say, "I'm going to be a doctor, a lawyer or a surgeon." I really had to delve inside myself and ask: What are my strengths? What do I love to do? I'll share a little story with you that really helped me.

My brother, who's 10 years older than I am, his name is Mark, was a tennis pro and he loved to play tennis. There's nothing he would love to do more than play tennis. My parents would tell him, "No, you're never going to make a lot of money just following tennis." He said, "There are two types of income that I need. One is mental, or psychic income, the other is monetary income. If I have a balance of both, I'm really happy."

I heard him say that, so I determined when I was younger, "I'm never going to not do what I love to do." What I recommend to people when I consult or coach them is: What would make you happy if you could do it all day long? Remember when you were a kid and you got to play at something all day long? Not everybody liked the same thing, but when you found the thing you liked to do... I've got two little boys. They could do it from morning until night.

The first key is to ask yourself: What is it that if you wouldn't get paid, you'd do anyway? One of the things I've learned is that in every single business - I don't care what business you give me around the world - somebody is making money doing it. When we match up what we love and become excellent at it, and mix it with proper business practices, we can make money doing what we love.

I don't care if it's widgets, babysitting or being a doctor, you have to understand what is it that you'd love to do - if you weren't getting paid - you'd do it anyway.



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Then the questions come: What needs to happen in order for me to become outstanding at that? What business practices do I need to learn to convert my love into making money? That's really what I've done.

Chris: As we delve into this, would you share with us what you discovered your passions are? What things light your fire?

John: I love business, I love enterprise. I like to see the human spirit building companies. I've become pretty good at it and my partners are really outstanding at it as well. My love is to take an idea, to take something that's new, to take something that maybe other people have tried or have failed at, and to figure out how to make a lot of money doing it. That, coupled with really wanting to help people, just drives me every single day.

Chris: You've done that, very successfully, a number of times. You've built several business into multi-million dollar successes. Will you tell us about the RE/MAX story? How did that happen? How did you turn around the Indiana RE/MAX franchise and make it so successful?

John: When I was 19, I got into real estate, not knowing what else to do with my life, feeling down, feeling insecure and feeling like I wasn't very smart. I really got into the personal development field and was really well mentored by coaches and mentors who knew what they were doing, so I was able to get some good counseling and coaching.

When I was 26 years old, which was 18 years ago, an opportunity came to my door, where I would have to move to a city that I never had been to. I moved from Toronto to Indiana, I didn't know anybody there, and my job was to take a region, a business that had failed twice, the entire state of Indiana, by two very successful individuals in other businesses. I was to turn it around using my passion and my skill sets.

I didn't know how to balance a checkbook for a business, let alone do that. I listened to my two mentors, Walter and Frank, who had built multi, multi-million dollar companies. They basically laid the groundwork for me of what I needed to do, they laid the groundwork for my attitude, they rated my performance month in and month out. What I suggested to them was, "Give me the right information, in the right order, and I'll apply it." That is what I learned about building companies.

If you have that sequence and you've got the passion, the skills you can learn, if you're really committed to what you want to do. That's what happened. I really busted my butt and I became passionate for two reasons. One, I wanted to make a lot of money and I wanted to do something with my life. Two, because I'd already become an agent with RE/MAX at the time and I did very well, so I could speak from experience.

My passion level was not even at a passion level, it was at a conviction level. When I spoke to somebody and they said to me, "It won't work here," or, "This idea won't work there," I just didn't even listen to them because I knew that with what I knew in my heart, and with what I knew in having become an agent, going up the ranks and listening to my coaches and mentors, that I could do it and it was just a matter of time. It started off slowly where we sold some franchises,



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trained the franchises and we grew and grew, and last year, we did \$4.5 billion in sales. I don't run that company anymore, but I still own it.

Chris: That's a nice position to be in, I would think.

John: It was my first stepping stone into really understanding how to build companies and how to get out of my own way and let them run. My strength is not in running companies; it's in helping build them.

Chris: That's key, isn't it - to really identify what your strengths are, be aligned with those and be willing to turn it over to someone else who has other strengths, when you are ready to move on to something new.

John: Yes, one of my beliefs is that you have to hire people who play at things you have to work at. I could interchange the word "hire" with "barter," "partner..." Do something to get people involved with you who play at the things you have to work at. I say that because there are a lot of things I'm not very good at because I don't like to do them. There are a few things I'm really good at, and that's all I want to do, so for me, it's play. It's where my passion is.

Chris: What a powerful principle that is.

John: It's served me very well.

Chris: Connect with, partner with, create relationships with people, where their play is your work and vice versa. I would think that's the real definition of a successful and effective team.

John: Yes, most people don't think they can put a team together because they don't have the money, they don't have the systems in place. They come up with a lot of excuses to match up what their belief is. The truth is, you can start up anything from your garage. Look at Microsoft.

Chris: Sure, and Michael Dell and Apple Computer and lots of them.

John: Sure - all of them.

Chris: You drew a line between passion and conviction. Would you talk about that? What's the difference? When does passion become conviction?

John: When you give your life up for doing it. If you think about what's happening in our world today, we have terrorists that would give up their lives for beliefs and convictions they have. They believe if they don't do what they do, other people will do that to them or to their religion. It's not that they're bad people; they're just doing things that may not be acceptable in our society, but they have gotten so indoctrinated, they have gotten so brainwashed into believing it's the truth, they'll give up their lives for it.

I've spent a lot of time, as you know, studying the brain and the universe and how they interrelate. It's been really fascinating for me to understand why we do the things we do, but more importantly, why do we not do the things we know we should do? That's a huge distinction - why we don't do the things we know we



should do. I've been really interested in passion and conviction.

Chris: The example you gave brings up an interesting point. Does that mean that passion, and in its more extreme form as you described, conviction, is something that can be used for negative purposes? That seems to be the case with terrorists.

John: Absolutely, yes. Somebody can have total conviction for what they do, but be totally wrong. One of the things I always suggest to people is don't confuse sincerity with truth. People could be absolutely sincere and not be truthful or not be right.

Chris: How do you make sure that your convictions are aligned with things that are going to make the world a better place?

John: If you think about terrorists, and I know this country is not going to go there, they think that by doing what they're doing, it's going to help the world. That's what they believe. When you look at what that happens, and I've been studying the neurological reasons why that happens... Here's what brought this on, Chris. Maybe I'll back up for a moment.

I've got about 1,600 salespeople in my one company, and I would bring in great trainers and they would get the best information in the world. They wouldn't apply it! I said, "How is it possible that I just spent \$20,000 to \$50,000 to bring you the best information, to give you the absolute blueprint and you don't apply what you learn?" That was for over 90% of our salespeople.

One of the things I understood was that it's not about information. Information is gathered in one part of the brain, called the conscious part, and application of information happens at the non-conscious level of our psyche, which as you know, controls about 95% of our perceptions and behavior.

All the work I've done in my companies is how do you get people to retrain their brains to a new reality, and how do you get them to retrain themselves so they actually apply what they learn? I'll bet you there are people on this call - this is not their first, second or third call - that have not applied what they've heard in previous calls. They say, "Wow, that was a great call! I loved it!"

They got emotionally charged up, dopamine was released in the brain. We can tell where it happens, but that's not the part of the brain that's responsible for action. If you want to know what the secret of success is, it's getting the right information in the right order and applying it. That's what yields the results.

That's why we know of people, who we don't think are as smart as we are, that do better than we are. We also know people we think are smarter than we are, that don't do as well. The question is: why? We know the answers now.

Chris: You've built several businesses. Your last business, you grew from zero to over 1,500 employees within a year, doing over \$8 million a month in sales. You took it public in just nine months. Clearly, you discovered what it takes to move from information to action. How did you do that?



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John: That was hard work, I can tell you that. It was 14 months. We grew our company from six people initially, the founding members, to 450. Then we did a merger after we went public. Let me share the formula. If we go to quantum science, quantum physics, we have to understand that the universe operates by exact, perfect order and law.

There are no accidents. Every single electron is accounted for. We don't have a good without a bad, we don't have an up without a down, we don't have anything in our universe that's not accounted for. We started with the premise that since everything is perfect, our vision has to be perfect. That way, it would align with the way the universe operates.

That's one of the laws of quantum physics. We have to have a very clear picture of what we want. We chose a nine-month time frame to do an IPO because it was one of my partner's son's birthdays, his 26<sup>th</sup> birthday, so we chose it nine months out. We gave the goal a deadline.

Then we taught the principles of the universe, of neuroscience, and brain research to all of our employees, so they would understand that every one of us is an absolute genius. We have mental abilities that are so unbelievable; we've just been dumbed-down by our schools, our parents, our teachers and our siblings, not because they wanted to, but because we didn't know.

We didn't know the stuff that we're teaching today. The last five years has given us so much great information about how the brain works and how it interacts with the universe, that we can tell people how to retrain their brains and how to set their goals in motion by creating a goal-achieving plan as opposed to a goal-setting plan.

Chris: What does that mean?

John: Goal setting is an intellectual exercise in what you would like. That's a conscious intellectual exercise using your deductive reasoning ability. Goal achieving happens at a non-conscious level. Think about this: most of your day-to-day was basically the same as most of your day yesterday, which was basically the same as most of your day the day before.

I do the same things over and over again. We are conditioned, at a very young age, to believe certain things and we are conditioned to do certain things based on our values, and then it's on autopilot. The information we're gathering is really not relevant. It's fun and interesting, but we are almost robotic in our nature in how we behave day in and day out.

That's the difference with goal setting. Goal setting, anybody can do on a piece of paper or on their computer, but goal achieving is getting your body to see and to do everything that's in line with the achievement of the goal. I'm not talking about using willpower and persistence. I'm talking about retraining the brain so it works automatically and bypasses all of the terrible habits you and I have right now, and it rewires the brain to be able to do different things and see different things.

Chris: What does it take to do that? What's required to be able to do that rewiring?



John: If we think about something we call a belief - some people, including me, have a belief that you can earn a certain amount of money in one year. For one person it might be \$20,000, for others it might be \$50,000, for others it might be \$5 million. Why is that? It has nothing to do with education. We have people with PhDs who have been told that if they go to school, they'll be able to make lots of money. That's not true at all.

We have people who don't have PhDs, who don't even have grade school education, who make millions. If we look to brain research and think about, "What is a belief?" what is a belief and what's the importance of it... a belief is nothing more than a way that we've been wired by either our teachers, parents or siblings about what is possible.

Most of what they're going to tell us is possible is based on what their experiences were, what their information was and their own experiences. If we're going to look at belief from a brain sciences perspective, it's nothing more than a neuro pattern in the brain or a neuro circuit in the brain.

The challenge with that is it takes us a while to get wired. For people who want to change, we have to unwire them, or atrophy the neuro pattern, the neurotransmitters in the brain, from sending the signals in the brain, and then we have to implant a brand new belief. If we know that's true and we go to science to see how long it takes us to teach a baby or an adult a new belief, we know it takes about 27 to 37 days to do that.

Using new technology, we can do it, not a lot faster, but more efficiently. There are different ways. Affirmations is the old way and visualization is another way. There's technology you can use and creative experiences you can use to rewire the brain to a new reality.

NASA did an experiment with some astronauts they were testing for motion sickness, blood pressure, or how their bodies would react to change. They put these convex glasses on them. Convex glasses would flip their worlds upside down. You can imagine what that would do to your bodily function! You'd think you were upside down the entire time.

Something pretty unique happened. At about the 27-day mark, the first astronaut's world flipped right-side up again, even though he was wearing glasses that flipped him the other way. The research showed that it took about 30 days of constant, 24/7 work to rewire the entire brain to a new reality.

If we're talking about a belief about a habit or building a business, or a relationship, you can do that in less time if you have this one quality. Would you like to know what that is? Commitment. Here's what most people are - they're interested, so they do what's convenient and they're not committed, which means they'll do what it takes. That's the huge difference. You have to have a commitment to doing the work.

Change does happen in an instant, but not for 99.9% of the people. All of us have to put in the work. Sometimes when work shows up in some peoples' lives, they run the other way because they don't want to do it.



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Chris: What's the difference between a person who's committed and a person who doesn't have that level of commitment?

John: Success and failure.

Chris: That's pretty simple.

John: It really is simple.

Chris: If you're committed, when you run into challenges and obstacles you keep going, whereas if you're not committed, you may give up?

John: You have to have commitment, but you also have to know the right things to do. Let's say I'm committed to building a business and making more money, but I don't have the right information or the right direction. I could be committing myself to death, basically, by doing the wrong things over and over again.

Chris: How do you avoid that?

John: You've got to find people who have already done what you want to do and have them as your coaches or mentors, that you either pay for or you don't. The shortcut for me has always been to find people who already did what I want to do. I'll share a story with you.

There's a gentleman who is walking around in my office right now who flew in his own jet, the guy's been worth hundreds of millions of dollars and he's doing a deal with us for our new company. This guy has already done some of the stuff we want to do. He's here. He's flown in.

I was on his 115-foot yacht about two weeks ago. I was talking to him and now he's here talking to us some more. Why do we need him? We don't; we've done very well, but some of the stuff that we want to do, he's already done. We're learning from him.

Even at the level we're playing at, my partner, Murray, who is a very successful business entrepreneur, and I - we're still seeking out coaches and mentors for us to deal with. Specialized knowledge has so much value that it's well worth its weight in gold. That's a key. We know we're prepared to do the work. If we have the right information and we're prepared to do the work, then the formula becomes a lot easier.

Chris: Would you say commitment is the number one thing to be able to take information and move it to action, or are there more important things?

John: Commitment is right up there with oxygen for me. I will take somebody who is committed on my team and will do what we ask them to do... and obviously they can offer suggestions, ideas and brainstorm, but if they're prepared to do what they need to do and they're prepared to learn and grow, fall, get up and try it again...

You'll love this. Michael Jordan said, "I've taken 3,000 shots in my career that have missed and lost the game. I've taken 26 shots on the game-winning





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championship and lost, but I don't look at it that way. I win because I'm prepared to take the final shot again, every time."

I'm prepared to fail, I'm prepared to fall. I don't look at failing as failing and losing. I look at failing as just one way that didn't work. What I do to mitigate that is find people who have already failed as many times as they possibly can at what I'm trying to do and ask them, "Is this the right plan?" or, "Show me the right plan," is even better.

Chris: That makes sense.

John: Yes, it's pretty logical when you think about it. My parents never went to anybody for advice. They thought that going to anybody for advice showed your weakness. I look at not going to somebody for advice as showing your weakness.

Chris: One of the things that a lot of people tell us is they love this information and they may even have some good idea of what they're passionate about, but they get stuck by their own fears, self doubt and "Who am I to think that I could accomplish that?" How does one get past those? I think we all have these self doubts or issues of whether we're worthy or if we can accomplish it. How do you get past that to take successful action?

John: We're dealing with feelings again, and most of our feelings are automatic in nature. They're happening all the time. We have something in our brains called ANTs, or Automatic Negative Thoughts. Automatic negative thoughts about ourselves or our abilities are nothing more than neurocircuits in the brain that have been reinforced by either our parents when we were young, our teachers, siblings or our own experiences.

The more of those we have, the more they got reinforced and they more they're going to play out automatically right now. If we know that's not the truth, if we know we're real geniuses and we have so much potential, there are always going to be two sides to ourselves. There's our spiritual side that wants to soar, expand and do so much.

Then there's this little voice in our mind that says, "Who are you? You're not good enough, you're not smart enough. That's not reserved for you, that's reserved for somebody else." We have to understand what's causing it. Let's go to the root of what's causing it. I call it brain surgery without a scalpel.

Snip out those little voices, and we can show people how to atrophy those voices, and put in brand new circuitry that lines up with who we are today. Think about the feelings we have today are based on experiences and things that were told to us 10, 15, 20, 30 years ago! We're still living like that person who had been told that. It's not the truth.

That's what I love about the work we do. It's to show people why it's not the truth and how to rewire their brains. The brain is the most sophisticated piece of equipment on the planet that we are aware of, yet we were never given the instruction manual on how it works.

I'll say this just to make a point: we have six intellectual conscious functions, three



non-conscious functions, a reticular activation system, and an amygdala. Most people are doing this right now, "What did he just say?" I did that for a reason, to share with you that if you don't understand how the most sophisticated piece of equipment that we know of in the galaxy works - it's yours and you don't know how it works - why are you wondering why you're crashing and burning?

That would be like a fighter jet pilot getting into an airplane, not knowing how all the buttons worked, and wondering why they keep crashing. It's that ludicrous to me. It's our job to raise our level of awareness and our knowledge base of the latest and most recent information that we can apply in our lives right now, to eliminate the doubts, fears and anxieties that hold us back from our greatness, our retirement or from the homes we really want to live in or from taking the trips we really want to take.

It has nothing to do with peoples' abilities. It has everything to do with understanding how powerful you are and then learning, just like you learned a bicycle, learned how to drive a car. Learn how to go through the motions of mastering it. That's really what it takes. It goes back to: "Are you interested or are you committed?"

If you're interested, you're going to say, "Wow, that sounds like great information," or, "I've heard it before," but it doesn't make a difference if you don't apply it. Am I passionate enough about this? I'm standing here in my office in San Diego and I've got my headset on. People are walking by and wondering what in the world am I doing?

Chris: Does it come down to rewiring our belief structures, changing and shifting the beliefs we have about ourselves and about what we can accomplish; what's possible?

John: Yes, absolutely. It boils down to your beliefs and values. Your beliefs will override your values. Let me give you an example. Let's say you value your family and that's the most important thing for you. It's one of my hierarchy of values. Your belief is, in order to take care of them, you've got to work seven days a week, 18 hours a day. You're going to do what you believe first, values second.

That's why people have conflicting lives. "But I love you, I care about you. I'm working for you! Can't you see that?" The spouse says, "No, I can't. Neither can the kids. You're never here."

Chris: "I never see you," so...

John: Right. Their belief system is different and their value system is different. It's important to get peoples' values and beliefs lined up so that perceptions and behavior match up. Then we have harmony, we have less stress and we feel great about ourselves and our lives and abilities.

Then we achieve success in balance, and everything we do, everything our company is about... every one of my companies have been about balance. It hasn't been about making so much money that you stress yourself out. I've done that before and we changed that very quickly. At what cost?



Chris: How did you apply this in Bamboo? You grew this company very quickly, you got great results. You were dealing with a lot of people who had a lot of ingrained beliefs and concepts about themselves, about what they could do and accomplish. How did you apply this knowledge on a practical basis?

John: The only thing I can share with you, which I will admit right now, is I didn't live in total balance. I did it in probably about 80% balance, but not total balance. We had a goal that was more important than anything else and we were prepared to sacrifice some other stuff, so I'll have to let people know that.

Number one, we hired an individual, Scotty, who is a dear friend of mine, who understands what I understand. My business partner, Len McCurdy, built another company that had 5,500 employees and was doing \$500 million a year in revenue. He understood quantum physics and neuroscience.

We taught people why it's possible to do a lot in a day if you believe you can. If you think about this - what is your highest income-producing activity per hour? I ask people to write down, on a piece of paper, how many hours today did you spend doing that versus shuffling paper around, versus having conversations you didn't need to have, versus doing the small, tedious stuff and got that out of the way in order to make room for your highest income-producing activity or your most productive activity?

Chris: That sounds like a valuable exercise. Think about your most valuable, income-producing activity.

John: If you're making money, whether you're employed or working for yourself, what are your two highest income-producing activities? Is it getting out in front of a prospect? We've got people saying, "I don't like the prospect," even though that may be their highest income-producing activity.

The first thing we need to share with entrepreneurs, business owners and solopreneurs is you have to understand where you bring, to your company, the most value? There are only two times in your day where you're making money for your company or not: the activities that make your company money and the activities that cost your company money.

The first thing is to get people who love what they do and they want to do it all day long; getting you to understand what you love and what you're good at doing and getting you to do that 60 to 80% of every day. If people just doubled what their highest income-producing activity was every day, they would double, triple, quadruple their income within six months, just that one little tidbit.

Chris: That makes sense. So once we've gotten clear about the one or two things that are the highest income-producing activities, then you're suggesting to look at a typical day and see how much time you spend in those activities, right?

John: You've got it. When I teach business planning to business owners, I would have them bring their Day Timer or their calendar with them. I would have them add up, in the last two weeks, how many hours would they work, out of a 45 or 50-hour week, what percentage of their hours did they spend doing their highest income-producing activity?



Here are the results. I haven't done this for about 15 years, but I can tell you approximately. The people in the workshops that I did, who spent 10 to 15% of their time with their clients, which is one of their highest-income activities, made about \$35,000 to \$50,000 a year. People who were in that seminar who spent about 20 to 25% of their time with clients made about \$75,000 to \$110,000 a year.

Chris: Going from 15% to 25%...

John: Going from 15% to about 25% more than doubled their income. When that number jumped to 60 or 70%, the income went up by eight to ten times. It became exponential at that point. It wasn't like  $1+1=2$ , it was  $1+1=11$ . Ever since that, we would really get people to understand their strengths and how do we get you to focus, day in and day out, on what you really love to do and what you're wanting to do and what you're good at doing.

When you do what you're great at doing and you do it well, you can hire everything else out. The rainmakers are the ones who make the money, they're the ones who make it rain. That reminds me of a joke. There's a tribe that has 100% success ratio of making it rain every time. Do you know what their secret is? They dance until it rains. That's just a little funny one.

Chris: That's pretty good. This is a really important piece you've shared with us. There are two things I'm getting. Number one is this issue of being clear about the activity that any of us do, which is our greatest income-producing activity. Secondly, devoting the majority of our time to that activity and offloading the balance. The other thing you said was doing what we love.

The question that comes up in my mind is: What if I'm not a marketing or sales-type person? What I love doing is the detail work. I love keeping the accounts, organizing or creating the systems.

John: Let me share my story. I hate doing the accounting, I hate doing the detail stuff, but I know I'm very good at creating the vision; very good at helping people see the best of themselves. I'm very good at helping people figure out what they're best at and helping people with strategies and tactics. If I can simply do that and I bring on a partner, whether it's barter, senior, people who have free time or college students, I can always figure out "how can I" versus "why I can't."

Most people say, "Here's what I want to do and here are all the obstacles." I say, "Here's what I want to do. What are all the solutions?" I look at how to find the solution. Figure out how you can, not why you can't. It's critical to do that.

Chris: How you can, not why you can't.

John: Yes. If we go back to quantum physics, to the way the universe operates, for every negative, there must be a positive. If you go down, right to the subatomic level - and that's why I like quantum physics - it can explain a lot of things when we have challenges, especially.

If you go to the quantum physics perspective, you can't have a great opportunity



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without the opportunity possibly being very risky, or a good event without a potential bad one. If you're focusing on why you can't, your brain absolutely can't be focusing on how you can. The question you've got to ask yourself is: Are you more interested in being right or in being successful?

If you're more interested in being successful, there's a formula for doing that. For every result that every person wants, there is the exact way of thinking and the exact way of behaving that will yield that result. It's your job to find out, either on your own, to hire people or to barter with people on what the process is for you, for what you want to achieve.

I know that's what a lot of people want and hopefully, I can help with some of the answers. This is not rocket science! That's why there are so many people who are really successful, who may not be as smart as you or me. They're just doing the right thing over and over again.

Chris: I've picked up a couple points from what you just said. This point is such a powerful one, focusing on "how I can" rather than "why I can't." I was just thinking about what you were saying. For those of us whose passions are not the sales, the marketing, the vision, the strategy, but rather the systems, details, accounting and so forth, it still applies, what you said, that someone like you always needs someone else who loves doing the accounting, systems and the details, right?

John: Absolutely. Remind me to share the law of compensation, since we're on that topic. If you look at any company, there's not one person who could do everything. To think that you can, is really putting yourself at a disadvantage because none of us can do everything. That's why we need each other.

I have certain trends, propensities and genetic abilities that nobody else has. Every other person has propensities, genetic abilities and loves and desires that I don't have. The first thing to understand is that we need each other, that's number one. We are all connected, we can show that through quantum physics. There's no separation between us, so we're all connected to begin with.

Every one of us has different abilities. Our job is to find out what they are and what areas we're not strong in. Let's not confuse not being strong at something with being inadequate, stupid or dumb. Let's abolish that thinking forever. When we find what we're good or strong at, and we find other people who aren't good at our strengths, then things start to make sense, like a lock and key or a jigsaw puzzle.

My business partners are terrible at some of the things I'm great at, and are great at some of the things I'm terrible at, but that's why we love and need each other. We have found our matches in order to fulfill our vision, our purpose in life and our dream.

Chris: Janet and I like to talk about, rather than strengths and weaknesses, we all have things we're supposed to do and things we're not supposed to do.

John: That's a great way of putting it. There's a SWOT analysis: Strengths, Weaknesses...



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Chris: Strengths, Weaknesses, Opportunities and Threats.

John: Yes, so it doesn't serve you to look at it that way. If you take a look at what you need to build a company, you need finance, legal, sales and marketing. Those are just things that come naturally to some people and are more difficult for others. Why do you think we need different players on a baseball team, in a choir, on a football team, on a space shuttle? Because we don't all have the same strengths and we wouldn't be able to accomplish those things.

Chris: That's the idea of TEAM: Together Everyone Achieves Miracles.

John: Yes, that's right. I like that acronym.

Chris: Tell us about the law of compensation.

John: The law of compensation is very simple. Here's the way to understand how much money you're going to make. Number one question: "Is there a need in the marketplace for your product or service?" That's a so-so question; it doesn't even rank at a level of 10.

Number two question: "How good is your product or service compared to other products or services locally, regionally, nationally or internationally?" If you want to play a much bigger game, that's up to you to choose.

Number three, which is the most important: "What is your ability to get sales and marketing done or accomplished?" I didn't say "What is your ability to sell and market?" If you think about that equation, think of "Pet Rock." Was there a need in the marketplace? No. Was their product or service good or better than anyone else's? No. Anybody could have picked up a pet rock and stuck it in a box.

Their ability to sell and market was phenomenal; they made millions. Same thing with the hula hoop. There wasn't a need in the marketplace. There wasn't a better product, but there were people who were able to see the vision and create a plan to execute that vision.

If there are people saying, "I'm terrible at sales. I'm terrible at marketing. I don't like that," I say that's okay! You have a vision. You have something that can serve other people - a product or service that other people would want or need. If the answer is "yes," then all you have to do is find out the answer to question three: "How can I either A) learn sales and marketing, or if it's not your strength, B) partner up with people who are excellent at it and play at sales and marketing so I never have to think about it?"

If you are good at sales and marketing, then the question becomes: "Compared to whom?" Compared to people in your local or international marketplace? Right now, with the Internet, we've got an international marketplace. You can take a recipe for a cake from your mother in Afghanistan, Israel or Jamaica, and if you know how to market it on the Internet, you can make \$5,000, \$10,000, \$100,000 a month.

If you're saying "no," you can't, there are people who are doing it. If they're doing it, they have some specialized knowledge, in the right order, that they're applying.



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It's your job to find out what that is. How are people who are making three, four, five or \$10,000 extra a month, or their business is making more a month, doing it? What's their formula? At least start by copying some of what they're doing.

I became a great copy-catter of systems that work, whether they're systems in my life or my business. I became a great copy-catter of at least finding out the best out there and I liked to start with that as a benchmark - take what I resonate with and what I love - and then ask my friends or consultants for the rest to create our own formula.

That's how we've built these companies. We've taken some of the best information and said, "Great, let's take this a little bit differently. Why don't we add our own spice, twist or special sauce to do that?" That has been my formula and my partners' formula for success time and time again.

Chris: In looking at these three principles for the law of compensation, I can see that, depending upon what someone is good at, loves or excels at, it could be that I've got an idea that is fulfilling an incredible need in the marketplace. I may not be good at sales and marketing, so I just need to partner with some one who is.

John: Exactly right.

Chris: I may have the idea, but I may not be good at producing it or creating a good, quality version of it, so I need to partner with someone who is good at that.

John: Bingo!

Chris: If I'm really good at sales and marketing, then I need to find someone who's got an incredible idea and/or someone who's good at producing something of great need in the marketplace. Then I go out and sell and market it.

John: It's not rocket science. If you look at nature, nature doesn't work.

Chris: Talk about that. It's definitely true.

John: The first law of the universe is path of least resistance. Nature always takes the path of least resistance. We, on the other hand, humans, who fit into nature, for whatever reason, I'm not sure what it is, try to figure out the hardest way to do it. We figure if we're working really hard, then success must be inevitable.

I can tell you, if you understand the laws of quantum science, which is the next level of physics, really understanding what's happening between the world you can see and the world you can't see, you'll understand that there's perfect order and harmony. We have to understand that when we get into total alignment with how the universe operates, then success starts to follow us and show up in our lives.

Where it was very hard before, things start to happen. Where finding the right clients was hard before, the right clients mysteriously appear. Where money was scarce before, money starts to show up in the weirdest places. Some people are "unconsciously incompetent," which is they don't know that they don't know.



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Then there's another group of people who are "unconsciously competent," which means they're not even aware of how competent they are because they're applying the laws of science and the laws of nature very wonderfully and success shows up in everything they do. Every one of us knows people like that.

Chris: With all you've been talking about...

John: We've covered a lot of ground here!

Chris: We have covered a lot of ground. You've talked about commitment, the need to shift our beliefs and how our beliefs affect our outcomes, teams and the law of compensation. You've talked, in particular, about the need to convert information into action that creates successful results.

I have a feeling that all of this has to do with the company you have recently launched called One Coach. Will you talk about that? Why have you started One Coach? What need are you aiming to serve and why is coaching important for any of us as we're moving to create success in our lives?

John: A few years ago, after my book hit the *New York Times* and the *Wall Street Journal* best-seller lists, a lot of people started calling me and asking, "Are you teaching the stuff in your book and what you did to those companies?" I wasn't, I was retired.

Chris: We neglected to say this in your introduction and I want to make sure everyone here knows the name of your book.

John: The book is called *The Street Kid's Guide to Having it All*.

Chris: If people want to get a copy of that book, they can get it at Amazon or anywhere else?

John: Actually, we took the book rights back from our publisher after we hit the *New York Times* best-seller list because they didn't pay us, so we own the rights. They can get it either on [www.TheStreetKid.com](http://www.TheStreetKid.com) or they can call us at 858-792-1250.

Chris: Okay, so you went to the top of the *New York Times* and *Wall Street Journal* best-seller lists...

John: And number five on CEO Read. We started getting so many requests, we started doing a program called "Cloning of Success" on the quantum physics side and neuroscience and how the goal-achieving process works. Then we got a lot of clients who wanted us to help them build their companies.

My partner, Murray, and I have built, I think over 20 companies between us - not together - between us. We said, "Why don't we create a company where we can give people a chance to work with us, learn what we've learned, to be coached by us and our coaches and build another worldwide company."

We named it One Coach. I've got a gift for your and Janet's clients and I'll give you a website for them to go to and see what One Coach does. We decided to create a company that would disseminate the right information to people and give





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them the skills and information they needed in an environment that was conducive to growth and application. We created the company One Coach.

Chris: Tell us why coaching is important.

John: The motto for One Coach is helping business owners build their companies and revenues while living a balanced life. I think the importance of coaching goes back to specialized knowledge, having somebody cheer you on with the right information so you're doing what you need to do.

If you think about when we were kids, we had our parents to coach us. When we go to school, we have our teachers to teach us. When we get out into the business world, who's teaching us or coaching us? Who's cheering us on? Who's giving us the right road map to follow so we can achieve the level of success we want to achieve?

For the most part, nobody, so we decided to be that company, where we work on people's and businesses' revenues, incomes and money while we teach them the personal development stuff that's been the lifeblood of my entire life; understanding what causes people to do the right things, which I love.

There's a funny story in our company that John loves to help people and make money, and Murray loves to make money and help people. Together, I think it's really important that we help people make money, but not at the cost of their stress or their health; not at the cost of getting sick or at the cost of their connection with God, whatever God is to them; not at the cost of their relationship with their significant other.

The reason for that is Murray and I have both had a lot of experiences in not having the right relationship. Murray actually died and they revived him with a defibrillator, so he knows what working to the death literally means. We said, "Why not combine business development with a personal twist as opposed to personal development with a business twist?"

We focus on what people want, in a lot of cases, to make more revenue in their lives so they can do the things they want to do. That's what we want to be a part of. That's our passion - to teach people what we've done in our own lives. A lot of people are teaching things they've never done. We've done it over and over again, and we've done it in a way where we've kept our sanity and our relationships and we've made a lot of money doing it as well.

Chris: The thing that comes to my mind is, you look at any great athlete, and even many not-so-great athletes, anyone who is really serious about achieving success in the athletic realm - everyone has a coach. Every person in the realm of athletics has a coach. It's considered absolutely necessary, essential.

John: Athletes, singers... we can go down the line.

Chris: I think for many of us who are entrepreneurs or small business owners - the idea of getting a coach is somehow a new or strange experience - particularly, I would think, if we're in a salaried position. If we're working for someone else and want to move out from that into doing business on our own, I would think that a coach



would be an essential ingredient.

John: We've been testing a lot of stuff and we've been doing this for about a year now, and are going to start launching our international model in a few months. Our clients say this is the best cost savings they've ever had. We've got story after story - you can see what we've helped people do. We give them the information, the coaching and the skills, and then cheer them on.

It's unbelievable when people apply the information and understand how quantum physics, neuroscience, goal achieving and the right business skills and strategies work together, hand-in-hand. You can't have one without the other. You've got to have them hand-in-hand and then magic starts to appear. It's been a wonderfully joyous occasion for us, and a very gratifying one.

Chris: You said you had a gift for people and a way they can learn more?

John: Yes. We've been friends for a while, Chris, and Janet as well, so one of the things we created for our own clients is the One Coach weekly report, that is \$100 per month gift, free. It's a free gift from us every week. We're going to pick five people as scholarship recipients and they'll receive a \$3,000 scholarship into our next two-day Foundation workshop in October. Go to this website: [www.OneCoach.com/wealthy](http://www.OneCoach.com/wealthy).

Chris: Thank you so much for that, John.

John: Our pleasure. You and Janet do such a great job and you're outstanding at what you do. You're clearly passionate and outstanding at what you do, and that's why you do so well, so we'll help you in any way we can.

Chris: Thank you so much. Of course, we like to return the favor. At *Healthy Wealthy nWise*, we believe strongly in the power of intention to manifest outcomes. What is your current, most important project and what intention would you like us to hold for you?

John: Send us lots of love, number one, and our intention is to make a difference on the planet. I know that business is one of the ways people discover their freedom of expression and their freedom of giving, whether it's their product or service. Our goal is to be the number one business-building brand for small business owners. Maybe I didn't suggest that earlier, but our target is people who are earning less than \$1 million a year.

We have clients who earn a lot more, but our target, 98% of our clientele earn less than \$1 million a year. We just want the intention for everybody to help us become the number one brand in giving outstanding customer service, exceeding clients' expectations all over the world.

Chris: We also hold the intention that your clients move from earning under \$1 million, that with your help, they move quickly to earning a lot more than that.

John: That would be great. I'll hold that intention for all of your clients too.

Chris: We appreciate that. We want everyone who chooses to get involved with One



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Coach to go from where they are to earning well over \$1 million a year.

John: It's not necessary to earn over \$1 million, but you can do so much good around the world when you make more money. Money is not the be-all and end-all, but it's a form of currency that allows us to do things for ourselves, our families and mankind. Without money, it's hard to do those things.

You could do a lot of wonderful charity stuff, but when you make a lot of money, not only can you do wonderful charity stuff, but you can have other people engaged in it. You could leverage yourself and it's a wonderful feeling for us to be a part of that.

Chris: Thank you, John. What a wonderful vision that you have laid out for us. What single idea would you like to leave with us?

John: Abolish, once and for all, why you can't achieve all of your life's dreams. Abolish, once and for all, that you're not good enough, not smart enough or not capable enough. Abolish, once and for all, that success is reserved for other people, not you. Abolish, once and for all, that you're not a genius, because you are.

Chris: Thank you so much. You have just shared a wealth of knowledge and inspiration, some very practical points. This whole point you made about commitment, which is the key, and then being able to rewire our belief structures, I think that's one of the key things where it helps having a coach and a team.

You've talked to us about this idea that doing what we love and what we're good at means that we have the opportunity to team with other people for whom our work is their play and vice versa. You've talked about the law of compensation, being clear about if there's a need in the marketplace and the quality of our product, how that product is different in the market. What is our ability to get sales and marketing done?

They're powerful principles. Thank you so much, John. I would like to turn it back over to Janet

Janet: Thanks, Chris. John, my brainwaves have been so happy in hearing everything you've had to say in your supreme knowledge, so thank you so much. Thank you, Chris, for a wonderful job as well. John, you're such a true inspiration and I'm so grateful that you could join us and share your great knowledge.

John: My hope is that everybody applies one, two or three ideas. Success takes a little bit of time. It doesn't have to take too long, but make a commitment to yourself to do one or two things tomorrow and the next day, and your life will be in a different location a year from now.

Janet: Abolish, once and for all... I think if we take that one thought, why we can't achieve our life's dream - that would do it right there. Thank you, John.

John: Absolutely. Thank you, Janet, you're the best.

Janet: You're welcome. For those of you who want to know more about John's work, please join us when our Results Coach, David Kuhns, will be talking with John



about his coaching programs and how One Coach supports its members in creating breakthrough results. If you would like more information about how coaching can help you in your work, send an email to: [ResultsCoach@HealthyWealthynWise.com](mailto:ResultsCoach@HealthyWealthynWise.com).

Chris: John made this wonderful offer, his \$100 gift as well as the opportunity to be in the drawing to receive a \$3,000 scholarship of One Coach services. Go to: [www.OneCoach.com/wealthy](http://www.OneCoach.com/wealthy).

Janet: Be sure to join us on September 6<sup>th</sup>, when we will be interviewing one of my great mentors and a truly enlightened soul, Byron Katie, author of *Loving What Is* and her newest book, *I Need Your Love, Is That True?* We're also very excited that David Riklan, founder of [www.SelfGrowth.com](http://www.SelfGrowth.com) will be co-hosting that interview with me.

On September 20<sup>th</sup>, we will interview Paul Scheele, chairman and co-founder of Learning Strategies Corporation. Paul's programs have changed the lives of thousands of people around the world. Many people have heard from Paul in the past, as he has been the interviewee for a number of our wonderful programs.

On October 4<sup>th</sup>, we interview the legendary Jim Rohn, whom Tony Robbins called "an extraordinary speaker" and Harvey Mackay said "is one of the most articulate, powerful, thought-provoking speakers I've ever seen."

Be sure to join us for these incredible interviews. Thank you for being with us.