



**Pioneer & Leader in  
Self-Help  
Scott Martineau**



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**JANET ATTWOOD:** Welcome everyone. This is Janet Attwood. I am the cover editor for *Healthy Wealthy nWise Magazine* and co-author of *The Passion Test: The Effortless Path to Discovering Your Destiny*. This is the Healthy Wealthy nWise Passion series where twice a month we interview individuals who have been remarkably successful at following their passions and creating an extraordinary life.

The purpose behind these calls is to help you understand how others discovered and live their passion so that you can discover yours and align yourself with your mission in the world.

As a Pulitzer Prize nominated author, Frederick Buechner said, "To find your mission in life is to discover the intersection between your heart's deep gladness and the world's deep hunger." This is exactly what our guest tonight has been doing. Scott Martineau is co-founder and president of Conscious One. With over 600,000 active members, [www.ConsciousOne.com](http://www.ConsciousOne.com) is now the largest Internet based personal growth course provider in the world, offering courses with such visionary leaders as Neale Donald Walsch, Dr. Wayne Dyer, Dr. Nathaniel Brandon, Sonia Choquette, and so many others.

Early in life, Scott turned his entrepreneurial passion into a desire to help people. After graduating from the University of Minnesota with a degree in Political Science, he stormed into the business world ready to make his mark. His early career was in sales. Marketing and management positions quickly followed. His interest and pursuit of knowledge in new ways to live life to the fullest was evident early in his career. He took courses and programs whenever he could.

His leadership positions in the glass and packaging industries provided great financial success, yet left him wanting something more. Today, in addition to running [www.ConsciousOne.com](http://www.ConsciousOne.com), he is the author of *The Power of You!: How YOU Can Create Happiness, Balance, and Wealth*, which was released a week ago and immediately became a Number One Best Seller. Wow! That is great. Scott, Congratulations.

**SCOTT MARTINEAU:** I love hearing that.

**JANET ATTWOOD:** I'll say it again. He is the author of *The Power of You!: How YOU Can Create Happiness, Balance, and Wealth*, which was released a week ago and immediately became a Number One Best Seller. Thank you so much for being with us tonight, Scott.



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**SCOTT MARTINEAU:** I am happy to be here. After going to number one with your book, you are happy to be anywhere, right? You are just on cloud nine. You know what that is like.

**JANET ATTWOOD:** I certainly do. I am so proud of you. Congratulations! You don't get there without knowing what you are doing and walking your talk. We are so excited that you are here tonight. Thank you.

**SCOTT MARTINEAU:** You are so right. There needs to be integrity and integration in what you do in order to have that kind of success. I am humbled and grateful for the reception that the book has received. I really appreciated you and Chris, and everybody at Healthy Wealthy nWise for your support. You guys have been phenomenal over the last year of our relationship, and really have contributed greatly to allowing me to walk the talk and share this story. I just couldn't be happier than to be with you guys tonight and try to repay the favor.

**JANET ATTWOOD:** So, we are all happy. Let's start our interview. We have some great questions tonight. You had a successful career in the corporate world. How did your passions, the things which are most important to you, play into your decision to start your own company?

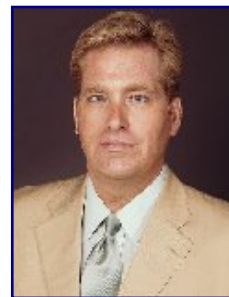
**SCOTT MARTINEAU:** That is a really a great question. You mentioned in my biography that I had a Political Science degree. You know that I actually took the Political Science degree because it was something that I was interested in, but I knew that I would never practice it. It was just something that stimulated my interest. I knew that I was going to be in business all of my life, but I still chose to study something that just really peaked my interest.

When I got into the business world, I had some good success, but I was always doing the personal development work. Tom Hopkins was coming into town. I was going to learn how to master the master of selling anything. I was going to learn everything that he knew. If someone else was coming to town, I was going to find the way that the best people did it. I always was doing that. As a result, I ended up fairly successful at a very early age by running a \$10 to \$15 million dollar packaging company at the age of 27. We sold it for \$10 million and at 29, I was trying to figure out what I was going to do next.

I had all this success, but I hadn't quite made the connection between how much I



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enjoyed pursuing the things of my real interest and passion versus what I had some skill at, which was growing companies, selling the widgets or the products that they manufactured, involving the people. I hadn't yet made the connection to what was my passion.

Even though I had met with success, I was still left wanting more. I still needed to learn more. It finally came to me, probably about seven years ago when I had done a couple of entrepreneurial activities, and sold those businesses. I finally realized that I need to quit monkeying around, and I needed to self-disclose and really reveal myself.

Revealing myself was following my passion. That was the personal development work. I needed to make that my focus all of the time, not just 10% or 20% of the time, like I did in my other businesses. My businesses allowed me to practice some of my personal development work. You couldn't lead a company without doing some of that. Some of my own interest and my reading allowed me to do it. I had to stop screwing around, doing it only part time. I had to go all out.

When I decided to go out and make it my passion, make it my business, is when we started Conscious One. The amazing thing about it is, as soon as we decided to make it our conscious choice to have our personal development ideas and passions be our business, to be our all consuming, all dedicated life's purpose, the business just took off. It has never looked back.

**JANET ATTWOOD:** Would you tell us the story of how you made the transition from the corporate arena to becoming co-founder of one of the largest personal growth sites on the Internet?

**SCOTT MARTINEAU:** I had been doing a couple of entrepreneurial activities, and in 1999-2000 the Internet kind of crashed. The dot com bust came about. I had been doing different things and I finally came to the realization with my partner, Steve Amos, who is the co-founder with me in Conscious One. We looked at each other and said, "Wouldn't it be great? Could you just imagine what our lives would be like if we could make our passion, our personal development interest, we could make it our business?"

I remember where we were when we said it. I remember what he was wearing. I remember what I was wearing. It was like a crystallized moment in time where the energy, as soon as I uttered those words and he looked at me like, "Geez, we have to do this. We have had success. Now we have to pursue this."

The idea formulated itself. I told everybody and it took off right away. Our very first



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endeavor that we were going to do was bring Neale Donald Walsch, every spiritual author we could think of, into one event. At that time we were in Los Angeles and we were going to do it at the Staples Center. We were going to have the greatest personal development day that had ever been put together and bring all the greatest speakers in the world.

We watched one of our buddies do it. He brought in Tom Peters and Richard Branson, and the greatest business people that you could ever imagine. He brought them in for one day. This was maybe one month after September 11, 2001, and he lost a million dollars doing it.

We said, “Uh oh. We still love our idea, but we hate the business model.” We had to retool from them and about two weeks later, a young man came in and said, “I have an online course for Neale Donald Walsch. I really don’t know what to do with it. I am not a business man, but I like the online course.” From that, that is how it started, Janet.

**JANET ATTWOOD:** That is such a great story. Chris and I truly know what it is like to have this grand vision and then “slump.”

**SCOTT MARTINEAU:** I think one of the big mistakes with people on the call would be that it is going to work out exactly as you have planned right now. I just don’t believe that. In fact, this was the first time in my career that I did not put a 40-page business plan together for Conscious One. It is the very first time in my career that I had not done every financial statement before I had launched the business. We did not do a mission statement other than the mantra of “We are going to have our passion be our business,” and our passion was personal development.

That was our business statement. That was our mission statement. That was our forecasting. That was our budget. I wouldn’t advise everybody to do that, because I know I probably got away with it a little bit because of my and Steve’s business skills and all of our training in other areas. We had developed those skills, so we knew inherently how to deal with them.

But, I want to share with you that it was most fun that I have ever had. It is still the most fun I have ever had in my entire career because we just followed something that had an energy all by itself.

**JANET ATTWOOD:** You started with the question, “Wouldn’t it be great if we could make our passion our business”? What we talked about in *The Passion Test* is when you get clear on what you want to have show up in your life, and it does, and clarity is



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power. Then all of the people, places or things that you need in order for that passion to be realized start to demagnetize to you because you become a passion magnet. That is what you are. You are just living, eating, and dreaming your passion. Wouldn't you say that is correct?

**SCOTT MARTINEAU:** I am a poster boy for that statement.

**JANET ATTWOOD:** I am going to remember that.

**SCOTT MARTINEAU:** Sign me up! I will say that if there are any "doubting Thomases" on that, just come along for the ride. Suspend your disbelief for a little bit. Suspend your inner cynic. I had that inner cynic, and I have to tell you things have been attracted to me, to our business, to the authors that are associated with us, to the members of Conscious One and to our audience, in ways that I cannot in the physical world explain. I know, though, in a feeling and in a metaphysical world, it has absolutely happened faster than if I had ever tried to put it in my budget, or my forecast, or a to-do list.

**JANET ATTWOOD:** Wouldn't you say that the reason why it was so exciting was, you said just a minute ago, you didn't put together a business plan? Would you say that your experience has been that when you are following your passion, it is not as if you are going to know where the next door, or the next person, or the step is going to lead you? That is part of the excitement - that part of what you are going on aside from the fact that you had some ideas about how this would work because of your past experience. You are also going on your intuition, your clarity about your purpose, your own passion.

**SCOTT MARTINEAU:** In the book, I talk about this, and we are going to get to this. The conscious triangle is an important part for me. There are three versions of this: the feelings part - you know your gut instinct, like you are talking the intuitive level. Then there is the thinking part, the irrational part. Then there is the action. I was very, very good on the thinking and the action part.

For me, the magic and the attracter factor that started working, when the laws of attraction started kicking in, is when I attached my intuition and my feelings and what the energy of someone or an idea felt. When I put that in the mix in my own personal life and lived it in a way that I hadn't done in my previous careers, that is when the joy, the happiness, and the success really took off in a magnitude greater. I would want to reiterate that people were just attracted to us.





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There is a charisma that you have when you are joyful, when you are leading a charmed life, when things are happening. It is just amazing how Chris Attwood and I got together through a third party friend. How does that happen? In the old life, I know it did happen but it is happening with a factor of 10 in this world. To me it is because I connected the feeling part into the thoughts and action.

**JANET ATTWOOD:** Isn't that so great when that happens? It is like total integration truly. Once people take *The Passion Test* and get clear on what their passions are, the most common question they ask is, "How do I support myself doing what I love?" What advice do you have for that question?

**SCOTT MARTINEAU:** That is a great question. I get that question quite often. In fact, I had a call on the book the other night of the same thing. I am going to give you an example in my own life that I think will work.

I really love golf. If you say to me, "If I could have learned to love golf at 12, I would be out there trying to beat Tiger Woods," I'd probably be failing, but I'd still be loving it. I have golf as a passion. It is absolutely a passion. I know enough about it to know that it shouldn't be anything more than a great hobby and something that I enjoy talking about, love playing, and get excited about. I don't want to make it my business.

In some people's cases, you have to decide that some passions are there just to enjoy and provide you a wonderful respite from some of the other things that we have to do in life. On the other hand, there are some things like you are hearing from me on the personal development that I wanted to create that as a business. Somehow, somehow I just knew that it was going to be successful if I committed to making it happen.

Joanne was on the call the other night and asked me about this. I said, "You have to make a decision early on, at least in this area, about following your passion. Are you going to be one of the content providers? Are you going to write a book like Janet and Chris and be a content provider and start creating content or programs?" That is one way to support your passion. You can sell them on the Internet. You could do membership programs. You could do other things that you see modeled.

Or you can say, "Listen, I am not quite there yet. I don't really have a book in me. I don't have a ten page paper, but I really love everything about horses. I am going to be an aggregator of content and data about horses, riding horses, the passion of horses, and I am going to collect that. I am going to be a distributor of that content to others until I can support myself full time and really grow my business. I am going to do it just as a



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side business.”

It is my way of saying, “Listen, you don’t have to go from ‘I don’t like my job as an accountant’ to trying to become the number one Internet site in personal development overnight.” It didn’t happen for me overnight. I want to encourage you, though, to get started. That first step is so much fun and sometimes you can’t start supporting yourself and replacing your present income, or maybe it is too uncomfortable to make that big of a jump right off the bat. I want you to just start with something small.

If you can write a paper on the subject that is important to you, great. If you have a product that you have invented, great. Share it with the world. Start risking some self-disclosure. Get it out there. Do something different that gets it out there. If you don’t have a product, or a program, or a book in you, aggregate the content on a site and share it with the world. Be the person that harbors and has a place for everybody else to come until you are ready to take on your passion and take it to the next level. Does that answer the question?

**JANET ATTWOOD:** Absolutely. That is just beautiful. It is so practical because so many people think that when they follow their passion, they have to step off of a mountain. They have no idea how far down it is. This way it is telling people to be practical, take small steps. You don’t have to risk your whole security, have your family destroyed, et cetera.

**SCOTT MARTINEAU:** Chris and I have talked about this offline before, is that you do have to share it with someone to see if you actually have a product, or a program, or an idea that would be receptive, that the world would actually like.

One of the ways to do it is to say, “Well, gosh. I don’t have a million dollars, I don’t have a website, and I don’t have this,” so you never start. I don’t want you to do that. I want you to start something.

Sometimes that is just handing the paper to a mentor or a friend or someone who you know is on your side. They can give you some feedback. From there, you put it on eBay. From there, you put it on your own site. You call up your other friends and say, “Listen, would you share this?” That is how it starts. We started with no programs, no members in 2002, and, by the end of the year, we had 7,000 members and two programs.

None of it was Conscious One content. It was other authors’ content. Sometimes it is just a matter of flipping the switch a little bit, looking at it differently, and finding a way to



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get your start. It won't replace your own income. We didn't draw any salaries or any income for the first couple of years. It was still the most fun thing that I have ever done in my entire career.

**JANET ATTWOOD:** It is true, though, you never know whether it will or not, do you? Sometimes you just like to rock right on in and all of a sudden, the rocket ship takes off. It is a different thing for every single person, wouldn't you say?

**SCOTT MARTINEAU:** Yes. It should be a very unique experience. If this is your passion, I want it to be one of your greatest loves of your life. Sometimes, love hurts a little bit and it doesn't always work out, but it should be a great passion. It should be filled with some great drama as you stretch yourself, and it is successful. It should play like a Coppola film, but hopefully a better ending than *The Godfather*.

I want you to just enjoy it, but most of all, I want you to start. I want you to give it a shot because that is where you are going to get the rewards; you are going to get the success. At the worst, you will just get feedback like we did that says, "A seminar event business isn't going to work." If we hadn't got that feedback, we would have still been trying to create an event business. It would have been a staggeringly bad idea.

**JANET ATTWOOD:** Exactly, and yet you stayed in your passion. You stayed open, which is one of the secrets that so oftentimes people miss, because they get hung up on, "but this is my passion, and it has got to be this way." I love that you said right in the very beginning, "We didn't put together a business plan."

You were very open. You left yourself open to what could show up in order for you to be able to live your passions.

**SCOTT MARTINEAU:** You know, Janet, that is very astute of you to notice that. I said this the first year to a number of people, "Everything I had done in my career had contributed to me being able to do and start Conscious One at this time." I was confident enough in my skills and in my understanding of business, my understanding of personal development, that I did not have to have it all planned out. I also listened to some great people that said, "Just put it out there and let's see what happens." Don't try to control every aspect of it, but see where it goes.

Where it went was wonderful. It wasn't always perfect, but every time we moved the ball forward just a little bit.





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**JANET ATTWOOD:** Let me ask you another question. You talked about the new religion of capitalism. Will you explain this and what it means for our listeners who are wondering how to make a living doing what they love? What is the new religion of capitalism?

**SCOTT MARTINEAU:** I was thinking about trying to explain this to people. I think capitalism is playing such a huge and significant role in our world today that it is an invisible hand that is contributing to our success, especially those of us who are doing and conducting business on the Internet. In a free market system at its core, capitalism is essentially allowing those who are self-interested to be able to work with each other in a principle, profitable way.

We have to pay homage to the environment we are working in that is allowing us to be so successful. When you are able to pursue your own self-interest, your own passion, without anybody encumbering you in an undo way: A government saying that you don't have the right to pursue this, individuals or companies saying that you can't pursue this. We have kind of unbridled self-interest. My assertion in this is that that always works out. I know that there are some people who screw it up and make bad decisions. We see them paraded off to jail. I am not talking about that.

I am talking about those of us who are doing great work everyday, trying to help each other out everyday, trying to provide great content. The environment that we are doing is one of capitalism. I wanted to pay homage to that in the book, when free markets work well together. When, Janet, you can pursue passion as a business, and I can pursue personal development as a business and people can find us, we have to say, "Bravo" to an environment that allows that to happen.

Whatever the systems are in place that allows that to happen that are favorable winds to that, we have got to acknowledge. I think sometimes that we blow past that in our world today, that the environment of free market, the environment of capitalism, is contributing to all of our success, and I didn't want to blow past it without saying, "Bravo or Thank you."

**JANET ATTWOOD:** So oftentimes we take these things for granted. I have until this moment. Thank you for this because I absolutely agree with you.

**SCOTT MARTINEAU:** If you were in China twenty years ago, you are so thanking now days for the introduction of capitalist ideas and capitalist society. If you were in the Soviet Union twenty years ago, you were just saying, "Hey, listen. There has been a lot



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of chaos.” But your ability to be an individual pursuing your own self-interest, the human rights aspect of capitalism is allowing other people to flourish in so many ways.

I don’t want to dwell on the people who mess it up or give it a bad name. I want to dwell on the hundreds of millions, the billions of people who are finding their human potential unleashed as a result of this. Those are the people who are also looking to us to help them guide the way.

**JANET ATTWOOD:** Thank you for that. It is always interesting. We always have a choice of where we want to put our attention, right? When we put our attention on being thankful, than what I seem to constantly find is more good constantly comes to me. In this arena, I see that that is what you have done and look at where you are. I mean no mistakes, absolutely no mistakes, Scott.

**SCOTT MARTINEAU:** Thank you.

**JANET ATTWOOD:** Conscious One obviously puts importance on consciousness in this process. How do you define consciousness and what role does it play in allowing us to lead fulfilled lives?

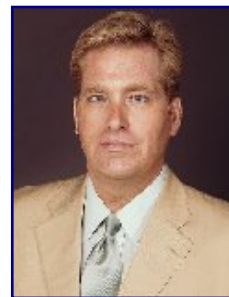
**SCOTT MARTINEAU:** I define consciousness in *The Power of You* and in my own life as awareness. I think it is awareness of yourself, awareness of your environment and of those around you, awareness of what you are doing and what you are avoiding, awareness of things that are in your view and the things that you are not allowing in your view. To me it is a total and complete awareness is my definition of consciousness both apparent and under the surface. You are responsible for all aspects of it, all of your happiness, all of your sadness, all of your strength, and all of your weaknesses. You are also responsible which one you focus on.

To me, the way that pulls into our lives is through the conscious triangle. The power of the conscious triangle is the center, where you are always flowing between feelings, thoughts and actions. Feelings being the artist in you, the one who can feel things that you say like, “I feel sad, I feel happy.”

For those of you who can do that really easily, there is a whole group of people who are the thinkers and the rational that can’t say a simple statement like, “I feel happy. I feel sad.” The thinkers can reason and rationalize all kinds of things. They are absolutely fantastic. But if you don’t have action for both the feelers and the thinkers, then you are feeling a lot of things but not doing much. Or you are thinking a lot about things, and not



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doing much.

There are action people too. They are just so confused that they might not feel or think or they might do a little bit of both. What I am proposing, in terms of trying to incorporate consciousness into your life, is that you are doing all three all of the time. If you are not prone to feelings, like I wasn't, then you start to develop that. You understand what the power of that could be.

If you are the artist and maybe haven't done much of reasoning or rationalizing, but you are an incredible feeler, introduce a little of thinking, thought, reason, and rationality to your life. If you have not been an action person, let's introduce some action, some doer activity into your life and watch what happens.

To me, introducing the conscious triangle, the feelings, thoughts and actions, makes you more aware and more connected to what is going on in your life. To me, that makes your life fulfilled. At least it has for me.

**JANET ATTWOOD:** Give me an example. You said an artist will introduce thinking into their life. What do you mean by that?

**SCOTT MARTINEAU:** We all know a feeler, an artist, someone who is tremendously in tune with their feelings. We all know artists in the extreme that don't do anything other than feel. I have a massage therapist friend who is absolutely fantastic at her craft. She is one of those gifted people. We have all had a massage or two where the person is just incredible. She can tell where you are hurt. She has the gift of being able to relieve it and a soothing voice. She is in touch with her emotions and everyone else around her, but she is living in almost poverty in her life. She literally cannot get passed the poverty level.

I have counseled her in the scenario about raising her rates by \$5 or possibly maybe even having everyone come to her place instead of her driving all over the world. That is introducing some reason, some thought, and some thinking about what she wants. She says that she doesn't want to live in poverty anymore.

This is an example of introducing thinking into someone who is a great artist who might not have that skill innately. It is not going to be the artist's greatest skill set. I don't ever think it will be or should be. I cherish my artist feeler friends because they have taught me so much. I can help them on the thinking side and even the action side. They help me on the feeling side.



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In our own individual ways, what I am proposing is that you need to be able to bring all three of those into your life all the time. Do a little bit better job of it. For my massage therapist friend, she has been talking to me about it. She gets horrified at the idea of actually raising her rates. She literally physically gets almost sick at doing that. She also doesn't want to live in poverty anymore. So at some point, she will make that transition. She will make a change if the pain gets high enough. I'll share with you that she hasn't yet.

**JANET ATTWOOD:** Very interesting.

**SCOTT MARTINEAU:** To me it is clear as day, but it is not to her, and it is her life. We have had the discussion lots of times and at some point she will decide that living in that scarcity mentality or that poverty mentality is too painful. She will choose to move on and take a different course of action without in any way reducing her great skill of being able to touch people with her emotions or be able to be in touch with her own.

I have examples of each one of those. How the thinker works and then how the action person works. You might think of those people in your life. Which ones you are, which ones you work with, who is the thinker in the group at work? Who is the feeler? As soon as I say this to people, "Who is the artist, who is the thinker, who is the doer," people immediately can identify each other.

It is not a label to be slapped around on people in order to hurt them. It is to be able to understand for yourself who you are and what you might want to add in order to be in the power of the conscious triangle, right in the middle fluidly moving back and forth between all three - feelings, thoughts, actions. That is how you remain and live a fulfilled life.

**JANET ATTWOOD:** For those of you who would like to read and find out more about what Scott has to say, because for me I can't wait to read about this, go to [www.HealthyWealthynWise.com/ConsciousOne](http://www.HealthyWealthynWise.com/ConsciousOne). Then for those of you who purchase the book, you can collect your free gift at [www.HealthyWealthynWise.com/ConsciousOneGift](http://www.HealthyWealthynWise.com/ConsciousOneGift). That is very good. Not only do they get to read this wonderful, wonderful knowledge, you get a wonderful gift as a thank you.

**SCOTT MARTINEAU:** The gift for those people on the call is Dr. Nathaniel Brandon's *Six Pillars of Self Esteem* online course. It is a \$69 course on Conscious One that I wanted to just acknowledge for everyone on this call. If you get involved with the book



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and you like the book, go over to that site, plug in your receipt and you will get this course. Brandon is an absolute mentor of mine and the father of the modern self esteem movement. He is absolutely incredible and all of you should know him. I wanted to share that with you.

**JANET ATTWOOD:** Let me go over that once again because now everyone is going to want to take one second. [www.HealthyWealthynWise.com/ConsciousOne](http://www.HealthyWealthynWise.com/ConsciousOne) to get Scott's book, *The Power of You!: How YOU Can Create Happiness, Balance, and Wealth*. For those of you who purchase this book, you can collect your free gift at [www.HealthyWealthynWise.com/ConsciousOneGift](http://www.HealthyWealthynWise.com/ConsciousOneGift). Thank you for that wonderful *Pillars of Self Esteem*. That is a wonderful treat. Thank you.

In your book, you explain how to bring people closer to you, become more intimate with you and connect at much deeper levels with very simple wording and statements. Can you share some of these insights with our listeners?

**SCOTT MARTINEAU:** I will try. I will do it in simple statements that may seem very simple until you try and do these in your own life. I was talking with a very good friend the other day who is going through a divorce, and I asked him how he was feeling. He said something to the effect, "I am feeling like I should be da da da da." He went on for like five minutes, and I never heard one feeling word.

I wish I could remember his exact statement because it was very revealing. I said to him, "So how are you feeling?" He said, "I just told you." I said, "No, you didn't. You said 'I feel like...' and then you went on for ten minutes." I said, "A feeling, in order to create intimacy and create a connection with someone, is generally simple to do, but we have to be conscious of what we are feeling and then be able to say it. So, how are you today?"

I feel good, I feel happy. I feel sad. I feel blue. The feeling words are glad, mad, happy, and sad, and they are very easy to say. They are very easy to connect with if you are aware of it. I want to share with you that if you want to make a connection with someone, use simple three word and four word sentences. I feel sad. I feel happy. I feel disappointed. Use that one rather than mad at somebody and watch what goes on. I am not advocating any manipulation. I am advocating that you actually feel this way, that you are disappointed with someone. Just say, "I feel disappointed that you didn't meet the deadline you had agreed to."

If you use that, you are able to express yourself in a way that is acknowledging your feelings, how you feel or think about the situation. You are doing it in a forthright way





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that actually is very respectful of the other person because you are sharing with them how you feel and you care enough about them to share with them how you really feel. Same for, “I love you. I like you. You make me feel happy.”

“When I am around you, I feel great.” If you can share those simple statements - in fact do it with someone that is in your home tonight. If most people are talking to us, it is late in the United States. For those of you in Poinsettia, Italy, thank you for joining us. Ireland, thank you. Go to someone tonight and say, “I feel great when I am around you. I feel happy when I am around you and I just wanted to share that with you.” I will guarantee you that you will have an intimate connection with that person right from that moment.

If you haven't said it in a while, you might get a startled look on your face. Be prepared for that and still say it again. If you are really, really good at this, and it is someone that you are close with or intimate with, touch them on the shoulder when you do it. Touch them on the hand when you say it. These are very simple statements that do not require a lot of explanation. I think that we have somehow gotten away from that in a lot of our communication. I give 20 or 30 examples in the book about this that if you want to create intimacy and a connection with people, it takes three words.

**JANET ATTWOOD:** I love this because so often we get into these long, drawn out conversations, never really connect with the person at all and wonder why. One of my friends used to say, “Intimacy – into me you see - intimacy.” That is what I feel this is. You know, Scott, you make me feel really happy being on this call with you tonight. You make me feel happy.

**SCOTT MARTINEAU:** I feel the same way about you. I feel great.

**JANET ATTWOOD:** You also talk about creating first and second order change in order to create lasting results. What do you mean by first and second order change?

**SCOTT MARTINEAU:** The best example that I can give you on first order and second order change and why they are so critical to creating sustainable growth in your life. The context of this discussion is most people think that you can continue to grow. You can say, “All right, I am going to start doing personal development work, and I am going to grow at rocket ship like speed at an angle of 45 degrees and just keep shooting up.”

It just doesn't work like that. When you start to grow you start to change. You have to have the tools to understand what the implications of the change are going to be so that



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you can sustain it over a long period of time. The key to this is understanding the difference between first and second order change.

An example of a first order change is someone, and we all know someone in our lives, who has battled alcohol or drug addiction and battled it unsuccessfully. The first order change is the alcoholic, who decides through sheer willpower, to stop drinking. I have been in interventions and I have been involved with people who have serious and sustained difficulties in this area.

I am thrilled when anybody for any reason, can get off drugs or alcohol that have been impairing their life. First order change is doing it through sheer willpower. You all probably know people who through sheer willpower fall off the wagon. It is tough. It is very, very hard to do. The siren call of alcohol and drugs is very, very difficult and the recidivism rate is very, very high. Willpower works for some, but not for most.

Second order change is when you dive into the issues that make you drink in the first place. It is why places like Betty Ford and Hazelden exist and why people who are having difficulties with that stuff hate to go there, at first, because it is so painful to deal with the underlying issues. Not always so painful, but generally it is a very difficult situation. Why else would you put yourself through such difficult circumstances? Why else would you start drinking under all of the other painful things that you have occurring in your life when you are an alcoholic or drug addict?

The difference between sheer willpower – “I am going to stop drinking” or for an overeater – “I am just going to stop eating” through sheer willpower instead of understanding what really is going on and what is driving you. What are the motivators? What are the benefits to me drinking? What does this help quell inside myself? What does this allow me to go unconscious about? Is it the second order change that we are talking about? Not all of us have these dramatic plagues like an alcoholic or a drug addict or some other terrible situation.

Some of us have the inability to make money over \$30,000 a year. That is like a glass wall that you can't get over. The issue is still the same. It is the first order and second order change. First order change is saying, “I can make this kind of money and I could force myself for six months to work 20 more hours a week and I will be able to do it and now I am going to make 10% more. That really doesn't work. My family is falling apart.”

The second order change is saying, “What skills do I have? What has prevented me in the past from making more than \$30,000 a year? What are the underlying issues that I can address, that I can be aware of and conscious of? How can I make the second



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order change that it is not just willpower, although sometimes that is part of it? It is really a fundamental understanding of what has prevented me and what I need to take responsibility for in order to move forward?"

**JANET ATTWOOD:** You know this is back to what you had said earlier. This is just awareness - being aware of yourself - wouldn't you say, awareness of your environment? Awareness of what is not in your view or what you are not being conscious of.

**SCOTT MARTINEAU:** One of the things that we haven't talked about in the book - I talk about the conscious triangle. The very first thing that I tell everybody that I want them to do in *The Power of You* is to choose your core values. Consciously choose your core values. I list 16 of them. I don't say that you don't have 16 core values, but I just want you to choose of the 16 some that may apply to you. The answer is yes. You absolutely have to decide what you are about and affirm your belief of this is who I am.

Yes, things do conspire to help you along the way, but the first step is consciously saying, "Here are my core values and here is what I am about. I'm not going to let anything else get in my way." I call the core values the "spam filter for your soul". They really allow you to focus on what you want and let you just ignore the junk that comes at us, because there is a lot of stuff that comes at us that we need to ignore. Somehow it finds its way into our inbox, our personal inbox.

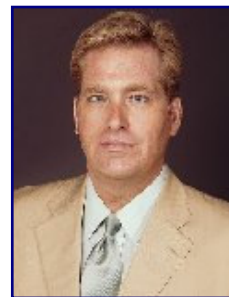
The consciousness allows you to say, "Yeah, this gets in and this doesn't."

**JANET ATTWOOD:** I am constantly looking at all of these magazines while I am waiting in line and every single magazine I see that has anything to do with women has something about weight. We know that for many, many people, although maybe they are not having a drug problem or an alcohol addiction problem, they are having a weight problem. Give me an example of how does one go about making those kinds of changes in that area for themselves?

**SCOTT MARTINEAU:** This is great because this is one that I struggle with too. I see all those things and would like to do a better job than I have presently with my own personal weight. I think that everyone to some degree has this. For my own personal self, what I have realized is that the weight issue is never about a diet working. It always has something to do with how you are reacting to other situations. If you only ate 2,000 calories a day, you generally wouldn't put on any weight, right? Food is a coping mechanism for almost everybody in some capacity.



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For an anorexic or bulimic, it is the avoidance in every regard. For the overeater, it is eating under stress, eating during difficult times, during boredom. I don't have the exact one on weight down because otherwise instead of being 6'4", 250, I would be 6'4", 220. I know for me that that is one I am working on.

What I have done for myself is realize that I am not going to beat myself up about it. I realized one thing and that is that I cannot get thin by hating being fat. I am not fat and I don't know if anybody else on the call would call themselves being fat. I have known the one thing that works for me is every time that I am moving forward on the things that I enjoy, things that I love, and I can watch myself in stressful times.

For me, I would eat during a stressful time or forget about eating, and then eat inappropriately and eat too much at night. That is the time where I have to be a little more careful and a little bit more kind with myself, definitely not beating myself up. I have to start watching the second order change, which is when do I put myself in those situations? What is going on? What am I really reacting to?

Why am I using food instead of talking to the person who I am under stress with, or who hurt me, or who I didn't share with someone how they hurt me? So I am eating as opposed to saying, "Listen, I am really feeling disappointed with how that conversation felt." That is the difference in reacting in a way that will help you versus in a way that the bad behaviors like drugs, alcohol, food - you put in the blank the one that it is for you.

**JANET ATTWOOD:** Thank you for that. As I am listening to you, I am thinking is there a moment when we wouldn't do this? Awareness of self, right? Is there not a moment when we don't need it? I always think about the whole reason that I am here on this planet is just to grow and evolve and to learn. Isn't that just constantly happening? You probably talk about this in your book, having the intention to be aware of yourself and setting that intention.

Today I am going to be deeply conscious about the different choices I make, the thoughts that I think, and the ways that I speak. Just setting that intention to start being more aware of what is going on and the choices that you are choosing.

**SCOTT MARTINEAU:** Here is what I do, and I'm not sure that a couple of these core values that I have put in the book, because I just think it is too important for us to go by. I say that once you choose your core values, that these are your guiding principles. They are your core beliefs. They don't really change. Janet, for youth, I actually write that core values should have passion.



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They should have energy when you read them. If this is one that you respond to, if you feel your energy rise as I define this core value, this may be one that you really can relate to, and you could adopt as your own. I would imagine that most people on this call, because they have taken the time to be on this call, have this as a core value. It is called personal growth.

Personal growth means the continual process of learning about yourself, expanding your point of view and extending yourself into the world. People committed to personal growth constantly ask themselves why they do what they do and feel what they feel. When they are confronted with setbacks, they are eager to explore what has gone wrong and how to do it better next time. When they find themselves in conflict with others, they are interested in learning what the conflict has to teach them about themselves. They take risks and try out new behaviors. They don't consider themselves a finished product. They expect to keep changing right up to the moment they breathe their last breath.

That is an example of a core value, and I put in 16 of them because I think it absolutely has an orientation towards, "You are aware and you have an intention." In this case, you are saying to yourself, "This is who I am. This is what I do. If all else failed and I were left on an island, I'd still be trying to find out more about myself and understand it. I'd be writing or creating books in the sand or something. I would be leaving pieces of knowledge around for the next castaway who finds himself on the island." It would just be who you are and what you do. If you can relate to that, that is probably one of your core values.

**JANET ATTWOOD:** That definitely is, and I totally can relate to that. Thank you. I feel like my life is one long seminar. It is just a very intimate, intimate seminar between me and me. You have said that there are tell-tale signs showing when someone will hit the jackpot or at least enjoy a big jump in their success. Will you tell us what those are and how to recognize them?

**SCOTT MARTINEAU:** For me, I wrote about this a little bit in the book, that these are times where when I started Conscious One, there was no doubt in my mind that it was going to be successful. The tell-tale sign for me was the energy that I had about it even during the difficult times. When you can go through setbacks in your career or in the day-to-day business, and yet you know you are still absolutely enthusiastic about the eventual outcome. That is one of the tell-tale signs.

The reason that I share this with you is because I can tell very early on when I am





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talking or coaching with someone, if the littlest setback throws you off your game, makes you question what you are doing, makes you decide to do a complete different business or choose a different core value. You are jumping from one thing to the next and none of it seems to have a connection. I am fairly certain that this is going to be a tough row to hoe. You are going to be walking uphill for a long time, pushing a rock.

When you are able to no matter what even if you have setbacks, even when things don't go your way, you still have an optimistic "I lead a charmed life" attitude about things. I don't want to oversimplify this. I am an optimistic person. I am an optimist by my very nature. I want to let everyone on the call know that one of the biggest determinants on whether or not you are going to be successful is your own internal mechanism, your own internal optimism on it. For me the tell-tale sign is whether or not, even though you have had a setback, you are going to still make it. Is it just temporary or is this one of those kinds of roadblocks I will never get around?

You are making that call every single day. I can assure you that having the optimistic "glass is half full" attitude is more than 80% of the overall outcome. I can tell if someone is going to have a breakthrough by just how optimistic and how enthusiastic they genuinely are. I am not talking about unwarranted motivation. I am not talking about hype. I am talking about a genuine energy and enthusiasm that you have the skills and you are appropriate to the task of overcoming that which gets in your way from time to time.

**JANET ATTWOOD:** We know who those people are when we are around them because they are contagious.

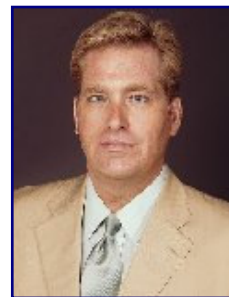
**SCOTT MARTINEAU:** You feel it don't you?

**JANET ATTWOOD:** Absolutely. They are all over it. It is like that is all they are. They are walking, breathing, thinking, and living everything right. It is like the most contagious thing. It is so wonderful because what it does is actually lightens the room up when they walk in. Don't you notice that?

A person that I can think of that I feel that way about who I know very well is Jack Canfield of *Chicken Soup*. Jack is just everything that you talked about. He truly, truly has that internal optimism at every point in time. You can see it. Not only is he on passion and on fire, but he is also at peace. You can feel it no matter what happens there is this peacefulness knowing that he just has this internal feeling that everything is going to work out because it just does. That is the best. It is just wonderful to be around him because that is very contagious to be around people who are like that. Don't you



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agree?

**SCOTT MARTINEAU:** That is right. The people who are on the call, I think that if there was any burden that I would think you would want to put on yourself or any way of holding high expectations for yourself, is to be one of those people who exudes optimism. I think I love your description of Jack. I would agree it is also to have a sense of inner peace. That inside, it is just expected that things are going to work out.

Sonia Choquette says this, and I have adopted it as my own, "I lead a charmed life." I don't know what it is, but things just have a way of working out for me all the time and it is absolutely wonderful. I lead a charmed life and no apologies for it. I think the more you adopt that and say it one time before your feet hit the ground in the morning. Say it in the shower a couple of times.

You will be amazed at what comes your way and it is not just happy talk. It is absolutely an essential part of being aware of who you are and your responsibility in life. That is the burden of being an optimistic person. Share that with others rather than being one of the energy vampires of the world.

**JANET ATTWOOD:** It is like programming your subconscious. Chris called me when I was in India this summer and said, "Janet, I just figured out what our song is going to be about." He wanted to create a song to *The Passion Test*. I said, "What is it?" He goes, "It is what I am going through." I said, "Well what is it?" He goes, "It's my time."

You know I think that is another great thing if you wake up and just go "It's my time," and start making that a mantra. Or "I lead a charmed life," and making that a mantra. Then all of a sudden everything has to start lining up to meet that thought that you are creating.

We like to say that if you want to know how you are doing, look at your life. It is the movie that you created. If you are not happy with the movie and you want to create an Academy Award type of life, then be very, very conscious, as you are saying, aware of yourself. Be aware of those subtle thoughts that you are thinking. Would you agree?

**SCOTT MARTINEAU:** Absolutely. The self thought I think is a critical issue. I want everyone to be very gentle and very positive with their self thoughts. There is no value in the negative self thought. In fact, you will find that it hurts you dramatically in very many ways. I cannot understand anyway that negative self thought is helpful for you in manifesting anything that you want. I know that it will be helpful in manifesting that which you don't want. That is not why you are on this call or are listening to me. You are



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trying to get the things that you do want.

**JANET ATTWOOD:** It is so clear why Conscious One has built such a huge following. How important, can you tell us, have alliances and joint ventures been in helping your company to grow?

**SCOTT MARTINEAU:** We would not be where we were without the alliances, the friends of Conscious One, our joint venture partners. We would not be the business that we are. We would not be touching thousands of people every day in every part of the world unless we had opened up ourselves in the very beginning. People actually just agreed to help us. There wasn't any real reason for them to do so, other than we were earnest.

We washed up pretty good. We combed our hair and we asked people nicely to help us. That was probably the only reason that they did so. We had a good idea that was helpful, but, once they helped us, we felt not only compelled by it was just the right thing to do to make alliances of helping someone else out in a time of significance or importance to them. We have done that since day one and it has actually contributed to my happiness, my joy of why the business is so successful.

I would imagine that we could have done it some other way. No, I can't imagine doing some other way. The fact is that it was just so much more fun when you are dealing with a bunch of other people and the rising tide is lifting all boats. It has been one of the great lessons in my adult career about how you can do so much more quicker, when you ask for someone else's help and then you are there when they ask you.

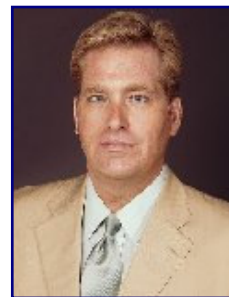
**JANET ATTWOOD:** It is that acronym "Together Everyone Achieves Miracles". One of the masters that Chris and I have studied and one of our mentors says that "Four are invincible, three are safe, two are in danger, and one will be crushed". I love that because you can see together everyone achieves miracles and that is what you did with your alliance partners. I love what you just said that you opened yourselves up and people agreed to help you.

You had a good idea. You were earnest. There wasn't any really other feeling other than the fact that they wanted to help you and you said, "Yes." What you did was you turned around and returned the favor when you felt that "Okay, this is the time for us to be there for them," which is so brilliant.

**SCOTT MARTINEAU:** We couldn't wait. We could not wait to repay the favor. I have



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to tell you that when someone helped us, whether it was Neale Donald Walsch, Sonia Choquette, some of the people in the beginning who helped us, James Kleinman and some of the other people in the northwest who gave us our early start, we could not wait to repay the favor. It was so much a pay it forward kind of concept and we were eager to do so. I just felt that it was the right thing to do and then it starts to fast cycle.

As soon as you can create alliances, do so. As soon as you get two, or three, or four of them, as Janet just said, things just start going crazy in your business. It is going to be so much fun for you, and then you will remember when you were a starter and hoping that someone would actually answer that phone call.

Then when you get it on your voicemail, and it is some newbie starting out, you have a decision to make. Are you going to walk your talk and make the phone call back to that person and say, "Yes, we will give you a shot. We'll help you out. Here is what you can do." Then it becomes kind of a moral or integrity question of whether or not you are going to help people the same way they helped you. We knew the answer on that one. That was pretty clear.

**JANET ATTWOOD:** So what do you think the keys are to creating effective alliances?

**SCOTT MARTINEAU:** I think that reciprocity is a very important one. I think that you need to be able to share back with each other and make sure it is a great relationship for both. When Chris calls me up and wants to do a promotion with Healthy Wealthy nWise, I want to make sure that that promotion goes very, very well. I am always confident in the content of the material. I know that they wouldn't get through your guys; I am talking about your gate keeping capacity.

Chris sends me stuff. I read it and I can't wait to get it out and want it to just perform crazily. I think that you guys feel the exact same way when I can't wait to put *The Passion Test* to number one next week. I live for that now. I know that you guys felt the same way about helping me with *The Power of You*. I think the key is reciprocity and that I wanted to perform, and I want you to help me do it. When you start with that in mind, I want you to be successful, so you will want me to be successful; everything just starts to flow from there.

**JANET ATTWOOD:** Yes. We all know this and everyone on the line knows that it just feels so good when we are giving and truly when you can find a place where you can give. That is what I am hearing you say. I mean that is the turn-on. When you start realizing that that is the turn-on, that's all you want to do. So you get excited as you do



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to be able to return whatever you can and give whenever you can. Thank you for that.

**SCOTT MARTINEAU:** I think that it is important, though we have kissed a few frogs along the way. I don't want to leave anybody with the impression that that doesn't mean I haven't been burned more times than I want to admit or more times than I would have liked. Okay, so they burn me once, shame on them.

We don't work with those people who don't either maintain the integrity, maintain the reciprocity, or maintain the quality of the content. You get burned occasionally, but that doesn't stop me from continuing to risk, continuing to do it, and continuing to invite new people. I am sure that you have that same stuff.

**JANET ATTWOOD:** Absolutely. How oftentimes does that really happen? Every once in a while. Again, it wasn't about the other person. When you think about it, and tell me if this isn't true, there was always a sense that something wasn't right somewhere along the line. That was just a sign that I wasn't being self aware.

**SCOTT MARTINEAU:** That is right. You kind of knew it in the back of your mind. My sentiment is also that if you are not risking and you are not self-disclosing and sharing a little bit, then I guess you could play it safe and only work with only people who are tried and true. We are still giving lift-ups to other people, and occasionally you get burned, but it is not enough to make me in any way reduce my interest in trying to have great strategic alliances with people.

**JANET ATTWOOD:** Would you share with our listeners three things that they could begin doing now that will help them apply these incredible principles you have been talking about this evening?

**SCOTT MARTINEAU:** I want to leave people with this: I love people who take action. I hear so often and have presented ideas of people who are about to, over the next four weeks, create the best, the most perfect, online program or the most perfect product. What I really want them to do is go out with their product right now. I would like them to go with the program right now. Put it onto the marketplace and start asking for a customer.

Even if your product isn't perfect, I would much rather have you go out in the marketplace with a seed-quality product, improve it over a period of time and make it better, and have your audience, your members, say, "Gosh, I really like this, but it needs this, this, and this." That to me is 10 times better than waiting and living up in





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your head, trying to intellectually make it perfect. Meanwhile, you are not risking the feedback the marketplace will give you that will allow your success 10 times faster than it you still are noodling it on your blueprint board two months or three months from now.

To me, take action, start. Quit going for perfect right off the bat and risk the self-disclosure. Risk that it is not perfect, and give it to your members and have them tell you what it is like. Your customers will tell you quicker than anybody else what they like and don't like and you can adjust from that. Six months from now, you are going to have a perfect project, and you're going to have an income stream, and a bunch of customers who are screaming for more products.

Two, I really want you to find a coach or a mentor. I want you to find someone who is totally on your side. If you are not working with a coach, a mentor, a mastermind group, some group of people who are just raving fanatics for who you are and what you are about, yet are still willing to give you some honest feedback. They have to be willing to challenge you if you are going off the deep end or making a huge mistake in some area. You need people of confidence. I want you to find a coach, mentor, a friend, someone who can give you feedback and you can bounce things off of that are totally on your side.

That brings me to my third point that I want people to leave with tonight. That is I only want you to surround yourself with the high energy, joyous, full of life people. This is my way of saying that I want you to immediately remove all of the energy vampires from your life. There are people you know of right now, that you can picture as I am saying this, who suck your energy away. They will literally suck the life force out of you.

Whatever you can do tomorrow, avoid them from this point forward in your life. They are not going to be part of who you are going forward. Surround yourself, replace them, with people who believe you, believe in you, believe in your ideas, believe in the unique person that you are, the creative, intelligent unique human being that you are and have those people be around you.

If it takes you getting on these calls and being surrounded with those people, we are here for you. We are always going to be here for you. I want to let you know that tons of people out there are just ready to support your success. You just have to reach out for them. If they are around you in your life physically, great. If they are not, get on a call like this and surround yourself with the energy and the excitement of people who can help you and remove, viciously and quickly, all the energy vampires from your life.

Those are three things that I want people to do right now in order to create very quickly



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an abundant life for themselves.

**JANET ATTWOOD:** Well, I love what you said. Make sure that you have raving fanatics around you. Scott, I am just wondering, Healthy Wealthy nWise believes so strongly in the power of intention to manifest outcomes. What is your current most important project and what intention would you like Healthy Wealthy nWise, along with our readers and listeners, to hold for you?

**SCOTT MARTINEAU:** I would appreciate if everyone on the call would hold the intention of this. Before the end of August, I would like my book to be in the hands of 20,000 people. If you could hold that intention for me, you could share that as a mantra, you could put that in your heart and put that in your mind that *The Power of You* would be in the hands of 20,000 people by the end of August. That is the intention that I am holding and putting out there to the world right now for myself.

**JANET ATTWOOD:** The intention that Healthy Wealthy nWise and all of us are going to hold for you is that before the end of August, *The Power of You* will be in the hands of over 20,000 people. Is that it?

**SCOTT MARTINEAU:** That would be great.

**JANET ATTWOOD:** Just for one second, we all just see in our minds 20,000 just wonderfully happy people growing and learning from Scott's wonderful, wonderful book. What single idea would you like to leave our listeners with tonight?

**SCOTT MARTINEAU:** I would like them to leave with this concept: If you choose your core values, if you are conscious of what you are all about, it's choosing your core values. Remember, core values are items that are passion and are your core beliefs. Once you choose your core values, you marry it with your conscious triangle. You are going to have the greatest success in your entire life and you are going to be in one of those states of constant happiness. You are going to be present and happy.

That is the thought that I want people to be left with. I want them to know that if they choose their core values, they operate from the conscious triangle, their feelings, thoughts and actions, they are going to enter a state of bliss - a state of happiness that is going to be present for them all their lives. It will start right away, and I want them to be ready for it. It is about to happen.

**JANET ATTWOOD:** Thank you so much, Scott. I still appreciate how you brought



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Scott Martineau**



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together the values of consciousness with creating practical results in real life. That is just so rare, and I am just so thankful to you and the inner work that you have done on yourself. It shows, and just sharing the inner work that you have been consistently putting your attention on - what it is that you choose to create in your life that allows you to share with anybody *The Power of You!: How YOU Can Create Happiness, Balance, and Wealth*. I am so thankful.

Once again for our listeners, be sure to get a copy of Scott's number one best selling book, *The Power of You* by going to [www.HealthyWealthynWise.com/ConsciousOne](http://www.HealthyWealthynWise.com/ConsciousOne). Once you have gotten the book, write down your receipt number and then get the course with Dr. Nathaniel Brandon which Scott has kindly offered to everyone who buys *The Power of You* in the next 24 hours.

You can get your gift by going to [www.HealthyWealthynWise.com/ConsciousOneGift](http://www.HealthyWealthynWise.com/ConsciousOneGift). Remember that you have 24 hours in order to get this special gift, so make sure that you do it.

Scott, thanks again. It has been wonderful.

**SCOTT MARTINEAU:** Janet, thank you. It was my pleasure. Let me know if I can do anything for you guys in any way, shape, or form. Thank you to everyone on the call tonight.

**JANET ATTWOOD:** Be sure to join us on September 5<sup>th</sup> when my dear friend and colleague, Mark Victor Hansen will co-host our interview with country music legend, Willie Nelson. I guarantee that this is going to be an amazing interview and you don't want to miss it. Be sure to mark your calendar. That is September 5<sup>th</sup>.

Remember you can always check the schedule of our upcoming interviews by going to [www.HealthyWealthynWise.com/schedule](http://www.HealthyWealthynWise.com/schedule). Until then, I want to thank you all for joining us and for your commitment to living your passions and giving your gifts.