

Chris Attwood:

My name is Chris Attwood. I'm the Features Editor for *Healthy Wealthy nWise* magazine. I want to remind you of the reason we have these calls, "The Passions of Real Life Legends," is so that each one of us can be reminded of how special and unique we are.



Each of you has unique gifts which only you can give. The whole purpose of these calls is to help each one of us to connect with those unique gifts we have and be able to give and share them with the world, so all of us benefit. When you are living your passions, when you're aligned with your own personal destiny, then things will show up in your life and in the world, which never otherwise would have been available.

In fact, I want to tell a short story about my partner, Janet Attwood's, book *The Passion Test - Discovering Your Personal Secrets to Living a Life on Fire*. In that book, Janet tells the story of how when she first discovered her passion to be a speaker, that she was inspired by a woman named Debra Poneman, who was teaching a course called "Yes to Success."

Janet decided that she absolutely had to work with Debra in one way or another. She thought, 'The best way I can do it is to follow Debra around the country and go to every speaking engagement she has, and sit right there in the front row, until she knows that I'm here and there's no way she's going to lose me. She might as well hire me because otherwise, I'll be following her around the country.'

Janet got so clear on this intention of hers that she went to the local meditation center one night, told a friend about this and told her how excited she was that she had finally, really gotten clear on her passion. The next day, she went back again, to the same meditation center, and she saw her friend, who opened up her purse, took out 10, \$100 bills, showered them on Janet and said, "Merry Christmas."

The only thing that had stood in the way of Janet fulfilling her



dream was how she was going to pay for the airplane tickets to get from place to place. She had no intention, when she told her friend the story, that the money would come to her, and yet it did. Miracles do happen when we are living our passions.

I am so pleased and excited to introduce a man who has created miracles in the lives of literally tens of thousands to millions of people worldwide. Jim Rohn is someone whom many consider America's foremost business philosopher. He's been sharing his success philosophies and principles for over 40 years, with over 6,000 audiences and over four million people worldwide.

Jim is the recipient of the coveted CPAE Award for Excellence in Speaking, as well as the 2004 recipient of the Masters of Influence Award from the National Speakers Association. He's authored over 25 books, audio and video programs, and he's been hailed as one of the most influential thinkers of our time. Jim has helped to motivate and train an entire generation of personal development trainers, as well as hundreds of executives from America's top corporations.

He's been described as everything from a "master motivator" by Mark Victor Hansen; "a national treasure" by Vic Conant; "one of the most profound thinkers and mind-expanding individuals of our time" by Les Brown; "one of the most articulate, powerful, thought-provoking speakers ever seen" by Harvey Mackay; "an extraordinary being and mentor" by Anthony Robbins; "a modern-day Will Rogers" by Tom Hopkins; to "a [true] legend" by Nido Qubein.

I am so pleased and happy to also introduce my co-host, who will be conducting the interview with Jim. Chris Widener has written over 350 articles and five books, and has produced close to 30 audio programs. His best-known book *The Angel Inside* is a best-seller, and his programs on leadership and motivation have inspired thousands and thousands of people. I encourage all of you to learn more about Chris's work by going to www.ChrisWidener.com.

Chris, thank you so much for being with us. Now I'm going to



turn it over to you to greet our guest.

Chris Widener: Jim, are you in California?

Jim Rohn: I'm at home in Beverly Hills.

Chris Widener: Wonderful. Well, I'm at home in Seattle, and it's so fantastic to hear all the different people coming in from all over the world - New Zealand, the Czech Republic, Germany, Sweden - I think somebody even called in from New Jersey. It really, I think, tells us a lot about the amount of influence you've built over the last 40 years, to have people calling in from all over the world; getting up in the middle of the night to hear what you have to say, Jim. That's amazing.

You've been at the top of your field, the speaking business, but also the businesses you run and own, for four decades. You've inspired and motivated many of the leading teachers and authors in the world today. In fact, I was at that event when you won the 2004 Masters of Influence Award down at the National Speakers Association.

I remember, very distinctly, they asked, "How many of you would say you've been significantly influenced by Jim Rohn's teachings over the years?" In a room filled with about 2,500 people, nearly two-thirds of the room raised their hands. That was such a testament to the teachings you've given and now are being further taken out into the world by so many professional speakers.

You obviously are one of the great leaders of our generation. As we talk about passions, we'd like to ask what role your own passions, the things which are most important in your life, played in getting to where you are today, as a leader in this field?

Jim Rohn: Well, it started a long time ago with my parents. I grew up in Southwest Idaho, where I still have the old family farm overlooking the Snake River, where I make a little wine, grow a few crops, live the good life. They were an incredibly important influence in my life.

The spirit to do well, the spirit for accomplishment - those



strong feelings to excel, to learn, to grow, to change - really started there with my mother and father. They laid an incredible foundation of spirituality. The teachings that they shared with me, along with my early schooling, I guess, really laid the foundation.

Chris Widener: When you talk about what the passions were early on, you named a couple different things. People will talk about being money-motivated, or some are driven to achieve fame or accomplishment. What were some of those things, early on in your life, where you said, "This is something I'm passionate about and I want to achieve"?

Jim Rohn: Early on in school, it was sports and music. I played a little basketball and football - all those things really inspired me. I wanted to be the best of the best. Sports can do that - it captures your attention - team play as well as personal achievement. A lot of that started with my parents, my early schooling. I really enjoyed high school. I only went to one and a half years of college.

I made the foolish decision after one and a half years: I'm smart enough to get a job. How much smarter do I need to be? So with that rather limited intelligence, I quit school and got a job, a little while later, got married, and started my family. Like the normal, average American family, we worked hard to try to make the best and to make things go.

Chris Widener: Tell us how your career started. You've had a couple careers, they segue together, so how did this whole thing take place 40 or 45 years ago?

Jim Rohn: It was actually 50 years ago, in 1955. I'm working hard and things just aren't all coming together. Once in a while, a creditor calls, saying, "You told us the check was in the mail," I'm embarrassed by that, I want to do much better. Then I think the climax of it all was when I was at home alone one day and heard a knock on the door.

I went to the door and there was a little Girl Scout, selling Girl Scout cookies. She put the big story on me - best organization for girls in the world, we've got these cookies for sale, only \$2.00. With a big smile, she very politely asked



me to buy. No problem, I wanted to buy. Big problem: I didn't have \$2.00 in my pocket.

I didn't want to tell her that. I'm a grown man, I live in America, I've been to one year of college, I've got a little family going. I thought, next best, I lied to her. I said, "Look, we've already bought lots of Girl Scout cookies. We've still got plenty in the house we haven't eaten yet."

She said, "That's wonderful. Thank you very much," and she walks away. When she leaves, I say to myself, "I don't want to live like this anymore." I mean, how low can you get - lying to a Girl Scout? That's about as low as it gets. I promised myself that day, that I would start a never-ending search until I found opportunity and people to help me grow, change and develop.

That experience radically changed my life. I called it the day that turns your life around - when something happens and you say, "I don't want to live anymore with just pennies in my pocket and nothing in the bank, embarrassed by my situation." I was always willing to work hard and I was a pretty nice guy, but that doesn't always do it.

Sure enough, at age 25, I found this extraordinary mentor. He invited me to go to work for him. I spent the next six years in his employ, and he was the one who got me started on personal development, developing skills and disciplines, and all those good things that changed my life. Six years after I met him, I was a millionaire, but that was just the money part of it.

The greatest part of that six-year journey was the personal development; the changes I made in my concepts, my philosophies, the disciplines I picked up, the skills I learned - managing time, managing money. All those things were, for me, during that six years, an accelerated program that just literally made an incredible impact on my life.

I made my first fortune, and where would you move if you made your first fortune, if you were raised in the farm country of Idaho? To where I live now, in Beverly Hills. I get to Beverly Hills, and one of my friends said, "Why don't you



come to my service club?" (He belonged to the Rotary.)

"I think they'd love to hear your story: how does an Idaho farm boy make it to Beverly Hills? If I arrange this luncheon meeting, would you come and make a little presentation?" I said, "Sure," so I went and made this talk about 30 minutes. Evidently, they liked it because by the time the day was finished, I had two or three more calls, saying, "You've got to come and tell our club that story."

That started me on a whole brand-new adventure, which was telling my story, sharing ideas that might help others by using my own experience. That started about 45 years ago.

Chris Widener: You're still going strong. In fact, in 2004, how many countries did you go to?

Jim Rohn: Probably 25. I just finished a tour of seven countries in 21 days, and I just celebrated birthday number 75.

Chris Widener: Finishing strong? You're still going, you're not even ready to finish. You just keep on going.

Jim Rohn: I've got a long ways to go. My father lived to be 93, so I'm trying to break his record.

Chris Widener: There are speakers half your age who didn't do seven countries in 21 days.

Jim Rohn: Thanks to my mom, who was a health fanatic. In fact, she extended her life about 10 years, maybe 20, by studying and practicing all the good health stuff. I was an only child. Some of the stuff she mixed up for my father and I was pretty hard to take. She used to say, "If this doesn't kill us, I think it'll help," and we're gagging down all this stuff. That early training on taking care of myself, good nutrition, has really helped me develop a good, strong constitution and my current ability to travel the world and tell my story.

Chris Widener: You mentioned your mentor, Mr. Shoaf. Obviously, you've shared so many Shoaf-isms over the years, but what are one or two that really stuck out as the pivotal ones for you, that turned your life around and set you on the course for



fulfilling your passion?

Jim Rohn:

One of the big ones that I've taught in Russia over the past 10 or 12 years... I've made about six trips to Russia, teaching capitalism. The one that made my fortune, he said, "Profits are better than wages. Wages make you a living, which is fine. Profits can make you a fortune, which is super fine." That one changed my life.

Then the big one, I think, he said, "The greatest value in life is not what you get. The greatest value in life is what you become." That was one of the big ones. Then he always attached it to economics. As a young man, I'm 25 years old, he said, "Why don't you set a goal to become a millionaire? This is America, all things are possible here."

He said, "Set a goal to become a millionaire," then he added this, and it was life-changing for me, "For what it will make of you to achieve it." I had never heard it put like that before. Then he said, "Once you've made your million, you can give it away because the greatest value is not what you get, but what you become," but set those goals that really help to utilize all of your energy, power and direction, zeroing in, focus, and attention.

See not only what you can accomplish, but in the strive for accomplishment, see what you can get out of it in terms of personal development: learning skills, becoming a person of dignity and power, influence, wealthy, a person who gives and shares. I went for that. I thought it was just a unique way of putting a simple philosophy, that for me, turned out to be incredibly unique.

Chris Widener:

There is the old saying, "In this life, you will have troubles," and of course you've been so successful. I think sometimes people can look at a person like Jim Rohn and say, "Oh, he's so great, successful, wealthy and has it all." What they fail to see about people like you, who are such high achievers and so successful, are all the hard obstacles that everybody has to go through.

What have been some of the obstacles or challenges, over the course of your career, that you had to face and



overcome, and how did you do it?

Jim Rohn:

Part of it was - I became rich early, which was like 31 - and then it all went away. As a young man starts saying this when he goes shopping and he's looking at a piece of clothing, "How many colors does it come in? I'll take them all," he's not going to have his money very long.

I started making unwise decisions. One, especially, in economics. A company wanted to borrow a quarter of a million dollars, which back then was a huge amount of money. The bank said, "We'd be happy to loan the company the money if Mr. Rohn will sign personally." No problem. These were friends of mine. I knew they could pay it all back, so I signed.

Sure enough, they paid all the money back. Then I happened to leave the area and they went back to the bank a little later, borrowed that quarter of a million again, and I heard about it. I said, "Well, I hope the bank doesn't call me, because this time I won't sign, because I know they're not going to make it."

Sure enough, they don't make it, but I get this letter from the bank saying, "Dear Mr. Rohn, since we have your personal guarantee, and the company now cannot perform, would you send us this quarter of a million dollars?" I said, "Hey, there's been some mistake. I did sign the first note. When they went back to borrow again, I never got a letter, they never called me. I never signed the second note, so it's a mistake, thank you very much."

What I didn't realize was, and they pointed out, that originally I signed a continuing guarantee, so now I know what the word "continuing" means. In fact, I know how much it costs per letter. Anyway, that was flying high and then falling out of the sky and starting back again. I made it all back in much less time than I did the first time and I've made my share of fortunes since then.

That's one of them - to lose it all. It wasn't all that much, but it was all I had - that's when it's that much. Fortune reverses, you can get in over your head. I've made some decisions



that I thought were going to work out and they overwhelmed me.

Then I learned a valuable lesson from Neil Armstrong, the first man on the moon. He said, "Going to the moon is just a couple of simple problems to solve." I thought that was interesting. He said, "Problem number one - how to get there," then he said, "Problem number two - how to get back." I thought that made good sense.

Then he said, "The wise thing to do is to understand not to leave until you've solved both problems." I'm an entrepreneur primarily. I didn't start out to be a speaker until I came back to Beverly Hills and they started asking me to make these talks.

That started it all, so I'm primarily an entrepreneur, but in those early days, before I learned this lesson, I figured out how to get in, got in too fast and hadn't figured out how to get out. I've had my share of those, all the way from building homes to raising crops to you-name-it. That's really my life, being an entrepreneur.

As you know, I've enjoyed this career since it started back there 45 years ago, sharing ideas that make such an incredible difference in peoples' lives. One of the greatest returns for me, as well as fortune (that, of course, aside), is an experience all of us can have, but I've enjoyed it so much all these years. It's when your name appears in somebody's testimonial.

I guess that became a passion of mine. When someone says, "Here's the person who's found me. Here's the person who got me started. Here's the person who wouldn't let me quit. Here's the person who gave me more reasons for staying than for leaving. Here's the person who believed in me until I could believe in myself," and then they mention your name.

As you know, Chris, there isn't a much better feeling because you can't buy it with money. It's something you have to earn by sharing your life experience and seeing what it can do for another human being.



Chris Widener: Yes, and I can testify to how many people look at you that way because I'll be out and about, doing my business and I'll mention that you and I have done some things together - the weekend event and our upcoming book - and they always give testimonial to you. They say, "Oh, Jim Rohn. I love him and I've been listening to..." and they'll name one tape series or one book, so you are definitely achieving the lasting legacy part.

Jim Rohn: Also, part of it, in the things we do, whether it's sharing an idea from the podium or in books, tapes or videos, is a chance to have a bit of immortality after we're gone. I've got this vision of someone, after I'm gone, up in the attic of an old home, going through a box of old, dusty books, and there's one of my books.

Sure enough, they dust it off, they read it and maybe use it as a guideline to teach others. After I'm gone, the words I said that got printed or recorded may benefit someone, I'm sure, on and on for years to come. Someone once said, "An idea never dies." Even after you're gone, it lives on. One person tells 10, those 10 tell 1,000, so no telling how many people can be directly and indirectly influenced if you just take the time to share.

You don't have to give lectures and seminars for it to happen. If you recommended a book to someone you cared about, on a Tuesday morning at Denny's, years later, someone might say to a person, "Wow, you've got some success going. When did it all start?"

They say, "Strange you should ask. A few years ago, on a Tuesday morning, I was having breakfast at Denny's with this friend of mine. He recommended this book and said it really benefited his life. I got the book, that started me on a brand new journey and here's part of the reason for all of this success today."

It's not like you have to give big seminars or talk to 1,000 people to affect somebody's life. Just pass along something valuable at breakfast at Denny's on a Tuesday morning.



Chris Widener: One of the things that has always amazed me about you, Jim, is - speakers come and go and I think when the National Speakers Association first started, there were 25 original members and now there are nearly 5,000. People are out there and generating ideas.

Most ideas are good, yet one of the things about you and a few others is that you talk in what I would call, "timeless truths" rather than maybe the opposite would be "vogue content," things that come and go. The things you say are what would be called timeless truth, from generation to generation.

Jim Rohn: I got it in such a simple manner. The guy you mentioned, who affected my life - by the way, both of us were students of his, and that was Mary Kay (I met Mary Kay back there, all those years ago) - we were both inspired by the same person. This man, Mr. Shoaf, only went to the ninth grade in school, so the things he shared were so simple, so basic, so non-technical, so straightforward, from the heart.

Best he knew, he said, 'Here's what it seems to me, that I've figured out and it's worked,' and then he shared it. Sure enough, it was so simple, easy and clear that I tried to share it with my seminars, lectures and books in the same manner, to make it A, B, C simple, clear, that anybody can understand.

Chris Widener: You talk about reaping what you sow, and then you say you reap more than what you sow...

Jim Rohn: Yes, you don't reap what you sow.

Chris Widener: You reap even more than that. Those are simple, thousands of years old, and yet we get so caught up in these new things, that if we'd simply revert, it seems to be that the greatness of your mission is that you teach people: let's revert to the things we know are true, the basics.

Jim Rohn: I think the platform I come from is saying things like, "It seems like..." rather than trying to be an authority. "It seems like opposites are in conflict and we are in the middle." Tyranny is trying to overcome liberty and illness is trying to



overcome health. If you work on your health plan, you can overcome the illness.

Darkness is trying to overcome light. Death is trying to overcome life. Negative is trying to overcome positive. There's a push-shove match going on and we're in the middle of this whole drama. The key is to learn how to develop a philosophy so you can minimize the dangers, maximize the opportunities, drive the darkness away, turn on the light and work on your health plan until it drives your illnesses into a small corner.

For a big share of our lifetime, the world was dominated by tyranny. Now it's turned. Since 15 years ago, the walls came tumbling down in Germany, and now there's more liberty than tyranny. It's an extraordinary thing to read and to watch, during the course of our lifetime, these opposites in conflict.

The key to living an extraordinarily good life is to see if you can't manage to work so in harmony with the positive side - working on your health plan to defeat illness, working on light and education to defeat the darkness and the ignorance, working on liberty to defeat tyranny - that's the game of life, whether it's a nation, group, company, an individual or a family that does it.

I'm just so involved in that idea that I love to teach it in such a manner that people say, "I see. I see, that really is the game. Opposites are in conflict and we're in the middle." The question is asked: why is it that way? I think the best answer I've got is: it's the only way to create a drama - the great drama of life, and that's it.

Chris Widener: Describe that drama a little bit more. What do you mean by that?

Jim Rohn: Let's say you put a football under your arm and we followed you out to the nearest football stadium and you walk across the goal line. Would we cheer and call it a touchdown? The answer is no. It's not a touchdown, Chris, until you've faced the 300-pounders who want to smash your face in the turf, and if you can muscle by them and dance by the secondary and cross the goal line with the football under your arm, now



we all cheer, call it a touchdown and maybe you won the championship.

Not without the contest. In the beginning of the beginning, one writer said it was God and Satan, God and Lucifer who created this great drama. Lucifer went for God's throne, didn't make it, took a third of the angels with him, they didn't make it, got thrown out. It's called the highest drama of all. In this contest here in Earth, it seems that that is the drama.

It's to minimize the dangers, minimize the negative, maximize the positive, so that within this struggle, within this hard work, that's what the six days are for out of the seven, to work on this struggle - to gain good health, to gain success over failure, to gain life over death. Death seems to want to move in prematurely and if you want to live a long time, you've got to push back, do your exercises.

I've got to do it all to stay healthy at 75 and travel the world. I've got to go through all the stuff you can possibly imagine. Then there's that little voice I heard this morning that said, "You don't have to do your exercises this morning. You're running a little bit late. You can make up for it tomorrow."

One more time, I had to resist this little voice on the negative side and fall on the floor and do the crunches and the push ups, and then the jogging and the fast walk and all the rest of it - and then paying attention to my diet every bit of the day today. Unless you do that, you're going to lose ground. Illness is going to encroach unless you work on your health plan.

That's the key. Fortunately, we've got everything good working for us if we work with it. In your blood stream, there are red corpuscles to nourish like a mother and white corpuscles to fight and kill like a father. White corpuscles say, "It's my job to keep you alive and fight infection and kill it every time I see it." We say, "Thank you very much!" Then the red corpuscles, like a mother, nourish and give life, so that struggle goes on whether it's in your blood stream or in life.

I'm teaching capitalism in Russia. They were dominated all



their lives, except the last 15 [years], by communism and their philosophy. The communists said capital belongs to the state and not the people. We've been saying capital belongs to the people, not the state. The communists taught that people are too dumb and stupid to know what to do with capital.

You've got to take it away from all the people, give it to the state and let the state run everything. It was an evil society; not the people, but the government. Now they're learning that if you invest time and money as capital in an enterprise that brings value to the marketplace, you can change your life, and change the life of those around you.

Pick up the philosophy of John Kennedy, who said, "Don't ask what your country can do for you," this is new stuff for the Russians, ask "What could I do for my country?" Instead of working for the state, what now could I develop as an enterprise that brings value, maybe to my family, maybe to my neighbors. Maybe it could grow big enough to bring value to my country, and thereby make my fortune.

All those ideas are so classic, that we've enjoyed all of our lifetime, but they've only enjoyed for the last 15 years. It's fun to teach it and it's fun to watch people grab ahold of an idea like "profits are better than wages" and "go make your fortune."

There's another one that Shoaf said. "Formal education gets you a job. Self education gets you rich." I thought, 'Wow, that's it.' I didn't have all that much formal education. He said you can make up for that swiftly by engaging now in what we call self education. Learn as you go, at every seminar, take notes. Do your best to learn in an accelerated manner and you can change your life forever.

Chris Widener:

All these things generate ideas and the ideas that flow out of the ideas - I can hear peoples' minds racing and applying it to their own lives. Let's talk about personal mission. In order to be successful in life, and in order for you to have achieved all that you have over the years, a person has to be mission oriented. How would you describe your own personal mission?



Jim Rohn: I would share a little phrase. I'll give people time to write it down and memorize it, because I'm doing that now in all my seminars across the country. This is the ultimate for me. The phrase goes like this: "From testimonials and personal experience, we have enough information to conclude that it's possible to design and live an extraordinary life."

If you would remember that for the rest of your life, I think it would serve you well. I think that is the ultimate passion, to design and live an extraordinary life. This is it - this is not a practice session. This is it - the life we've got - however many years there are. But I think that's it - to design and live an extraordinary life.

Yes, you could live an ordinary life and get by. Yes, you could pay the bills and feel good about yourself, but why not ask to be challenged, to be inspired to live an extraordinary life?

Chris Widener: That goes across industry. Some people want to do it in sporting and some people want to do it in aeronautics. It doesn't matter. That's the general principle, right? They can be extraordinary in whatever they're passionate about.

Jim Rohn: You know the goal that Andrew Carnegie had, that we've all been inspired by. He said, "I'm going to spend the first half of my life earning and accumulating money and the last half of my life, I'm going to give it all away." The first half of his life, he accumulated about \$400 million, building [indiscernible], which back then, was a lot of money.

Guess what he did the last half of his life? He gave it all away. I don't think you could illustrate a more passionate, exciting, substantiated, powerful life than that goal. The first requisite of life is to [indiscernible]. Man must make enough to take care of himself. Second, if he wants to live a better life, he gets married, now he must take care of himself and his wife.

Someone says, "Well, why do that?" The answer is very simple: to live a more extraordinary life. Yes, you could get by just taking care of yourself. Why not pick up the other



[indiscernible] - relationships, camaraderie? Then a man has children. Now he must produce enough for himself and for his whole family.

Someone says, "Well, why do that? Why not just take care of yourself?" The answer is, if you want to live a higher, higher, higher, more extraordinary life, just take on the responsibility and go do it. Now he decides to earn more than he needs for himself and for his family. Someone says, "Well, why go off the scale here? Why do that?" The answer is: so that he can share.

There's nothing like a life of sharing. Then maybe he concludes to earn much more than he needs for himself and his family. Someone says, "Well, now that's getting to be ridiculous. Why do all that?" The answer, of course, is very simple: to live even a more extraordinary life.

I think probably the ultimate is if he decides to earn far more than he needs for himself and for his family, so he can actually probably give more than he spends. Someone says, "Well, now that is really, totally ridiculous. Why go that far?" The best answer, as you and I know, Chris, is: why not? If you're inspired by that, why not go do it?

Let's say this year, you earn \$10 million and you and your family only need three. Some families are more expensive than others, so let's say three would pretty well cover it. Now you've got \$7 million to give and to share. Someone says, "Well, why work that hard, why produce that much? Why go that far?" and the answer is: why not?

It's all there, it's all available - living an abundant, extraordinary, powerful, influential, unique life. I've said all these years, why settle for less? Why not see what all you can accomplish and do before time finally runs out?

Chris Widener: It sounds like what you're saying is that our mission expands as we go through life. What most of us can imagine for our life at age 20 is, by the time we're 30, 35 or 40, however the stages progress through our life, we may have achieved it, and we need to constantly be expanding our mission in life.



Jim Rohn: You can't get it all that first year, second year, third year, tenth year of your working life. They say some of the big fortunes in life were made after the person turned 50, 55, 60, because now suddenly something drops into their consciousness. It's something to do, something that sets them on fire.

Now, with 50 years of experience, they invest that, not in retirement, but in accomplishment. Now the results and productivity can be so extraordinary. What I'm saying, I think, in all my seminars is give yourself a chance to do much more than what you've done the last five years. Give yourself a chance to invest the experience of the last five into the next five.

That's what I did at age 25 when I met my teacher. I started that process. I'd been working for six years. I quit school when I was 19, and my mentor said, "Why not utilize the experience of the last six years and invest it in the next six?" That's exactly what I did, and the next six, I became a millionaire. That was only the money.

The best part of it was the personal development, the skills that laid the foundation for my current career of lecturing and sharing my story around the world. I think that's a good idea. I'm using it now as part of that seventh day experience. The seventh day is to rest, and for spirituality and for church and synagogue and for friends and family and get away and whatever.

I'd like to think of that seventh day as multi purpose, and part of that multi purpose is to look back over the last six days. Who didn't you call? What did you miss? What did you leave undone? What should you have done? Then refine all of that and invest that overlook of the last six days in the next six.

Now, after the time with friends and rest, religion, prayer and whatever else you do on that seventh day, invest all of that in the next six days of working miracles and building cities, making fortune, conquering disease, building an orphanage, advancing your career and all of those things.



Review always helps us to refine a bit of error in our judgment - mistakes we've made, that if we correct more quickly, we can really utilize that information in helping to build our future.

Chris Widener: Jim, what about somebody who says, "I just don't know what my mission or purpose is in life"? How does somebody discover that or unveil it?

Jim Rohn: I think at first, it is simply to do the best job you possibly can. You couldn't have anything better. If you've been blessed with some kind of a job that feeds your family, it doesn't matter how modest it is. As you know, I teach that income is determined not by the economy, but by your philosophy.

Here's a guy making \$5.00 an hour and wants to go to \$6.00. How can he do that? Number one is wait for the government to change the minimum wage. The guy says, "Yes, but how long will that take?" The answer is: longer than you probably want to wait.

Second philosophy is to wait for the company to pay you \$6.00. How long will that take? Well, if you missed the review the first year, maybe a couple years. The guy says, "Wow, two years to go to \$6.00. What's the third philosophy?" The third philosophy is: go on strike and say, "I refuse to work if you don't pay me \$6.00."

The philosophy of demand works, but you've got to have 1,000 people who go to the company. All by yourself, it doesn't work. You can't get rich using the philosophy of demand. If 1,000 went to the company and said, "We refuse to work if we don't get the \$6.00," you might get the \$6.00, or maybe a benefit or a few extra pennies.

You can't become wealthy. What is the wealth formula? Here's where it begins: when someone says, "I'm only making \$5.00 an hour, but I will get there early, I will stay late, I will work so hard. I'll do all the extra things that are not even required, and I will do my job so incredibly well that the company, very quickly, will be happy to pay me \$6.00."

That's the beginning of a passionate philosophy of



performance and productivity, that if you use it just in the beginning, right where you are at the moment, it will serve you for the rest of your life. Here's the philosophy that kills: "If I had a better job, I'd get there early. If they paid me more money, I would do a better job."

The key is: no, if you did a better job, they would pay you more money. It's that whole mindset that if you can get it early, and if you can use it in everything, "I'll make the very best of this day, so by the time the day is finished, my children will be dazzled and my grandchildren will be 'out of sight' with this day that I've created."

I became a grandfather about 18 years ago, and I had decided, way back then, to become a five-star, super grandfather. I've done everything I can imagine to dazzle and make happy, my grandchildren, who are now 17 and 18. It's an extraordinary commitment, not waiting for the grand passion of something to fall out of the sky, but make it a passion to make this day better than yesterday, make this year better than last year.

Start with your job, start with where you work. The best way out, if you're in an unfortunate, tough job situation, is to do it so well, you'll attract somebody's attention outside and they'll invite you on a new journey. That's the key.

Chris Widener: Let's talk more about passion and being clear about it. In her book *The Passion Test*, Janet Attwood says, "When you are clear, what you want will begin to show up in your life, and only to the extent that you are clear." How important is clarity, and how can people gain more clarity about the things that will bring them more fulfillment? How do you get clear about your passions?

Jim Rohn: At first it's clear, if you've got a family, that you need to support them, you need to do your job as well as you possibly can. That's clear. If it's a foggy night and you can only see 100 feet, the key is if you walk that 100 feet, you can see another 100 feet. You can't see all the way down the road, but just walk what you can see and do the things you should.



If you should be reading, you've got to read. If you should get up a little earlier, you must get up a little earlier. If you've neglected your health plan, you need to correct it. If your relationship is in disrepair, you've got to get busy and take care of that. There are some things that are just obviously clear, and there's no use in me skipping over, there's no use in me hoping for a light to shine out of the sky.

If it's clear that I ought to do certain things today to make my life more worthwhile, then I ought to do that. If it's obvious that I should take care of my responsibilities this month, not only where I work, but at home, my friendships, my relationships, if there are some things I should do, then I should do those things.

If you'll do those things, you'll understand how to do them better as the months and years progress. Do what's obvious to you to do today. Sometimes by education... when I met Mr. Shoaf at age 25, those things he shared with me just opened my eyes, opened my understanding. I had never heard it before. I'd never seen it that way before.

I told him things cost too much. He said, "No, you can't afford them." Stuff cleared up for me. I was hoping. He said, "Well, the future doesn't get better by hope. It gets better by work." You must employ the six days of miracle-working power and go to work those six days, so that on the seventh, you can celebrate - do some review - and then go for the next six.

That's really the key - to celebrate work and life and say it's pretty clear what I ought to do now, and if I don't do that, I can't expect any more clarity to come if I don't do what I know I should do today.

Chris Widener: You used the word "obvious." Isn't it true that the first thing we should start with is the obvious?

Jim Rohn: Yes.

Chris Widener: Don't we have a tendency to want to skip the obvious? People who need to lose weight, rather than cutting back on calories, they want to go on the latest vogue diet. Why do



you suppose we're always trying to skip the obvious?

Jim Rohn:

I saw a cartoon, years and years ago, of a little boy who looked like he was about 12 years old. He had a little devil on one shoulder and a little angel on the other shoulder. That's the game of life. The little devil said to the little boy: "Go ahead and do it. It'll be okay." The little angel says: "No, no, no. It won't be okay. Remember what you've learned." The little devil says: "Yes, go ahead," and the little angel says, "No, no, no."

There's an interesting story in the Bible. This is an extraordinary story from the storyteller of two nice people, not one bad, one good. The storyteller says, "However..." and so begins the fantastic drama of life, when the storyteller says, "However..." One built his house on the rock and the other built his house on the sand.

Two nice people; and right away with just those two sentences, we've already got the story. It says the storms came, as they always do - not to think so is naïve. And the one who built his house on the rock was saved, and the one who built his house on the sand was lost. Here's the key: I think the illustration simply means that it's possible for nice people to make foolish decisions.

It's possible for nice people to make careless decisions about their health, employment, relationships. It is not that difficult to get off track. When the early astronauts went to the moon, on the way to the moon, they had what they called "mid-course corrections." They had to look closely at the gauges to see if maybe some solar wind had pushed them off course.

Then they had these little rockets they would fire in order to get back on course. That's the game of life, especially if you're headed for the moon. You've got to be on course because you can't miss the moon. If you miss the moon, you can't get back. That's the key.

Here's a good phrase for you: Everything, by longevity, tends to get off course. The longer something goes, the more it has a tendency to get off to the left or the right.



Whether it's your own daily health program, that you overindulged today or skip an exercise tomorrow, we should have early signals somehow that we don't linger too long off track, but get back on track.

They say if you survive your first heart attack, you may now live to be a very old person - if you survive. The first heart attack, if you survive, was a wake-up call, and maybe the doctor said, "One more of these and you're history, it's over." The man says, "Wow!" and he makes it to the health food store, he starts reading all these books, he goes jogging on the beach, does the exercise.

He now starts watching his diet and those radical changes in his life get him back on track, and sure enough, he may now live to be a very old person. That's the game of life. We're all bound to get off track, whether it's conversation and we let our temper fly - all of us, no matter who we are - in whatever situation in our life, it's not that difficult to get off track.

The key is to stay educated, stay focused. At the end of the day, take a few minutes, and like this seventh day, take a look. I just don't want my life to drift this week and then another week and another week. Because disaster doesn't fall at the end of the first week off track, we sometimes get disillusioned into thinking it's okay when it's not okay.

The smart and wise person continually looks at all life's systems and says, "Am I on track or off track," and then face the awesome truth. If I need to get back on track on my health, in my relationship with my children, with my career, my work - I've let it slide, I've slipped away early this past week, I shouldn't do that.

Here's a good one. I'm walking to go have breakfast at Nate 'n Al's here in Beverly Hills, where Larry King usually comes for breakfast, and all the other stars come and go. I'm going to get a newspaper out of the dispenser. A man is just ahead of me, puts in his two quarters, gets his newspaper, holds the door open and says to me, "Hey, help yourself. The newspaper company can certainly afford it."

Guess what I did? I don't know, maybe Mama was watching,



maybe for whatever reason, and I think it reached all the way back to my childhood and growing up. I declined. The guy was stunned that I didn't reach in and take a free newspaper. I said, "No, thank you." So he closed the door, I put in my two quarters, got my newspaper and went in and had breakfast.

Here's what I thought later: I wouldn't want my day to be disturbed by grabbing a free newspaper, just to save a couple quarters. It's not worth it. Guess how easy it is? It's that little devil that says, "Go ahead," and the little angel that says, "No, no, no." Sometimes it's even more critical than that.

A guy comes to the intersection and some voice in his head, when the light turns red, says, "Go ahead, you're late. You can make it. You can make it." Now, Chris, the man is dead. He's dead, not because he was bad, but because a nice guy who loved his family and was a good father, in a critical moment of decision, instead of making the positive decision not to run the red light, he went ahead because this voice in his head said it's okay, and now he's dead.

You don't have to go to Iraq and be a soldier to die. Enough die on the American highways - 35,000 people a year. Part of it is being careless at the wrong moment. Good lessons, right? You have to pay attention every day and stay on track. The passion, first of all, is to design and live an extraordinary life. Then all of that in between says I want to make this day a really profitable day.

I've got a chance to have a conversation with someone; I want to choose the best words I can. I've got a chance to give a seminar tomorrow; I want to make it my best seminar ever, so that at least some of the audience will walk out and say, "Wow, I think I'll use these ideas to change my life." If you have that concept, it really helps. Not that we all aren't pushed, shoved, pressed, enticed and have voices in our heads with conflicting information to give us. We just do the best we can and live a better life.

Here's a good one on this: Do not become a victim of yourself. Beware of the thief on the street that's after your



purse, but then beware of the thief in your mind that's after your promise - the thief that says you're too short, you're too tall, you're now too old, you're too young, you've never done it before, what makes you think you can do it now?

You've got to win that game, of all that stuff, whether some of it's from the outside, that I got early - people said, "You're not going to make it," or the voices in your head. If you can learn to play this game of defeating evil and developing good; work on your health plan, driving illness into a small corner; work on liberty so it defeats tyranny; work on your temper so it serves you and doesn't destroy you.

All of that stuff is a daily progression, but if you do it well, every couple years, you can look back and say, "What an extraordinary way to live."

Chris Widener: You've talked about getting off track and sidetracked. I want to talk about two things that don't necessarily get us off track, but they just stop us. One would be hitting a plateau and the other would be fear, both of which don't necessarily get us off track, they stop us in our tracks.

How do you go through a plateau stage? How do you get through fear, whether you're just starting out or you've hit a high level of success, and you're fearful about moving forward?

Jim Rohn: I think my good fortune was that I decided early not to do all this stuff by myself. All of my enterprises, since I started, were partnerships. I drew a phrase from the Bible that says if two or three agree on a common purpose, nothing is impossible. Not two or three thousand, just two or three. I reach out to partners; I reach out to a mentor.

If something really scares me and has me on the run, I go to some people who have helped with counsel and reassurance all of my life. Everybody needs to be reassured, from the President on down. Somebody needs to say, "George, it's going to be okay." It doesn't matter how high up you are. It doesn't matter what position you have or how wealthy you are.



There are all of those times when we are shaken, either by what goes on in our heads or by some tragedy that happens in our life, maybe a death in the family, maybe the announcement of an illness that it looks like you're going to have to really go to work on defeating - whatever happens. Sometimes you just can't handle it by yourself.

That's why it's important to develop good friendships because that's a good support system. Sometimes you have to go away, all alone, and put your head between your legs and really ponder what's going on, and ask for guidance and help to get through something that might be fearful at the moment.

It's like my lesson of the seasons - nothing lasts forever. Winter comes, but there has never been a double winter. Some winters are tough, some are easy and some are more difficult. The night is only a few hours. Hang on, you can make it until the daylight comes and the shadows flee away and you've got another new day. That's part of it. We just have to sometimes wait until it passes.

One of my heroes back when I was growing up was Mickey Mantle. He used to go through these slumps. He was the big home run king, one of the greatest players that ever lived, but he'd go through these slumps and striking out. Someone asked him one time: "What do you do, Mickey, when you get in these terrible slumps? It just doesn't seem like it's working."

He said, "I hang in there until it's over." Sometimes that's all you can do. Hang in there until it passes, and hopefully it's like a night that is only a few hours long or a season that won't last forever. We all go through it, whether it's from the outside or the inside. I've found great comfort in family, close friends whom you trust with your inner insecurities at the moment, that can help you through certain times in your life.

I've got one mentor and I remember I was going through something; we were walking the beach. I said, "Of all the people I know, I think you'll level with me and you'll tell it like it really is. Some others, I think, may tell me what they think I want to hear rather than really giving me the truth." It's great



to have some of those kinds of friends - people close by you can reach out to.

Chris Widener: You talk about your partnerships and the teams you work with. What are the secrets to having the most productive results from those kinds of relationships? How do you make those teams and partnerships as successful as they can be?

Jim Rohn: I think one is having a common purpose - if two or three agree on a common purpose, nothing is impossible, and you keep the common purpose alive - equal investment of time and effort, equal investment of ideas, information, commitment to the future. Then sometimes on a project, one month, one is up and another one is down.

That's one of the advantages. It's not likely that all three would be down at the same time. That's the advantage of not just being by yourself. I've never heard anyone say, "I'm going to go conquer the world." The phrase usually used is "Let's go conquer the world." Let's go do something extraordinary.

The word "let's" is so powerful. Let's turn it upside down. Let's do better than anyone else has ever done. Let's make some records that will never be broken. Let's do something whose effect will last for a lifetime. I was invited by a young man 25 years ago. He said, "Let's travel the world. If we do it right, we can affect the lives of millions of people."

I took the journey. Let's go do it - extraordinary. If somebody gives you one of those invitations, you might consider it carefully because it could be the beginning of something extraordinary in your life in and in your future. Then learn that if you've got something valuable, say it yourself. Find somebody and the two of you find number three and the three of you find number four. Finally, you all commit and say, "Let's go do it."

Let's roll up our sleeves. Let's move it up a few notches. Let's solve these problems. Let's get beyond it. That whole "let's" has such generating power, that my personal opinion is you just don't want to miss it.



Chris Widener: At *Healthy Wealthy nWise*, we believe strongly in the power of intention to manifest outcomes. What's your current most important project, Jim, and what intention would you like all of us at *Healthy Wealthy nWise* to hold for you?

Jim Rohn: I'd like to make a positive contribution to the lives of a few more million people around the world. It's a work I've done all these years, now 50, if I consider those early years of my early business career, where I brought people in, and helped to inspire them in training and teaching.

I've done it now for so many years that I just want to continue to have the health and the refinement of language that keeps making it new and fresh all the time, in affecting the lives of a lot more people before my time finally runs out.

Chris Widener: That's great. The last question is one that is similar to the question I asked almost all of the people I interviewed for the Jim Rohn One-Year Success Plan. At the end of every month, we would interview the great people like Zig Ziglar and all those folks. I always asked them a question they never knew was coming.

If you had one last speech that you got to give and there were 1,000 people in the audience, and you have a few minutes to say the most important thing to those people to make a difference in their lives, what's the one single thing you'd like to leave with us tonight?

Jim Rohn: It's in two parts. The first is: success is something you attract by becoming an attractive person. The idea of personal development has served me so well all my life, to get better at what I do, developing the skills.

The last idea is to let all of that serve you well in designing this extraordinary life, especially with your children, your family and the inner circle. The drama is in the details. When my mother was gone, my father lived another eight years. While I was traveling, I used to try to call him while he was having breakfast at the farm or a little place called The Decoy Inn, in Southwest Idaho, overlooking the Snake River.

It just takes five minutes to make a special day. My son



called me this morning from Israel. I know he had to get up in the middle of the night to make the call. I had visions of my father walking down the lane to the mailbox and opening it up. I've got to make sure it's not empty, even if it's only a postcard.

The drama is in the details. My father would save those postcards and when I would come home from my travels, I would get together with him and he had all these postcards. We'd go through them and I would fill him in on the story that there wasn't enough room on the postcard to share - all those details - the inner circle. If you bless them, they will bless you. If you inspire them, they will inspire you. That's really what makes life worthwhile.

Chris Widener: Well, Jim, thanks so much. Again, nugget after nugget of things that inspire, challenge and encourage people. I want to say thanks on behalf of everyone.

Chris Attwood: Thank you, Chris. Jim, thank you so much.

Jim Rohn: Thank you, Chris, and thanks to everybody for taking this time. I always enjoy another chance to share. I wish you and all of your organization the very best for today and the future.

Chris Attwood: Thank you so much, Jim. There's no doubt in my mind that you will fulfill that desire of yours to influence millions more people during the time you're here, because you can't speak a word without inspiring and influencing people, in my experience. Thank you for that.

You've gotten a little taste of Jim Rohn, and I want to encourage you to take the opportunity to get much deeper into the wealth of wisdom and knowledge that Jim has to offer. As a special gift to our listeners and readers at *Healthy Wealthy nWise*, Jim's organization has provided a special discount on his 2004 weekend leadership event that was held last year with Jim, Denis Waitley and Brian Tracy.

Chris Widener, our co-host, was the emcee of that event. In this package, you'll get 24 hours on DVD, 24 CDs, a comprehensive 283-page workbook to put in practice some



of these ideas and concepts that Jim's been talking about. Check that out at: www.HealthyWealthynWise.com/Rohn.

Listening to Jim, I was inspired and impressed by everything Jim had to say. There were a few things that really stood out for me. One was this idea to increase the light in your life. I love that concept that when we focus on increasing the light in our lives, then the darkness automatically disappears. All we have to do for the darkness to go away is turn on the light.

I love this idea of the contest between opposites creating the drama in life. It creates the feelings of joy, fulfillment and accomplishment. When we run up against these obstacles, those are the opportunities for us to really see who we are, and it's in those moments that we are able to connect with the deepest part of our being.

I love this line that Jim asked us all to write down. "From testimonials and personal experience, we have enough information to conclude that it's possible to design and live an extraordinary life," and that's the opportunity that each of us has if we discover our passions and begin to live them. We can design a truly extraordinary life.

In that context, I also love the point Jim made that when it's not so clear, on a foggy night, when you can only see 100 feet, then walk those 100 feet and you can see another 100 feet, and take the next steps - such powerful concepts.

These are just a few of the things. I encourage all of you to go to: www.HealthyWealthynWise.com/Rohn and get more of Jim Rohn in your life. Increase the light in your life. Make it so deeply embedded in your life that darkness has no place to be in your life.

As you do that, your passions will become clear. What happens when you increase the light? Then you can see more. Then the clarity that Janet talked about becomes greater and fuller. Your opportunity is to grab hold of that and bring Jim Rohn into your life, into your home, and make these principles part of everything you do.



Again, Jim and Chris, thank you both so much for all that you shared with us.

Jim Rohn: Pleasure.

Chris Widener: Thank you.

Chris Attwood: In two weeks, we'll be interviewing Debbie Allen, the author of *Confessions of Shameless Self Promoters*. This is an amazing book with an amazing message for any of us who are shy and timid about letting the world know who we are. You will love how Debbie deals with that issue, and how she shares from her own experience on how one expresses oneself in the world, no matter how timid and shy one may be.

On November 8th, we have the amazing speaker, Les Brown, another award-winning speaker. He is the author of *Live Your Dreams* and his latest book *It's Not Over Until You Win*.

On November 22nd, we'll be interviewing David Riklan from www.SelfGrowth.com. This is one of the most visited websites on the Internet, in terms of personal development and growth.

On December 6th, in the month that is filled with holiday and celebration, we're so happy and pleased to be interviewing Mike Love of the Beach Boys. He's one of the founding members of the Beach Boys and the author of famous hits that the Beach Boys had over the years. I guarantee that will be an extraordinary interview.

Thank you all again for being with us from all over the world.
Good night.

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