



Chris: I welcome all of you to this *Passions of Rising Legends* call tonight. We have a very, very special guest - someone that Janet and I are very fond of, and have the greatest respect for. She is someone who works with some of the most amazing, powerful, significant, and incredible people in the world, and I know that you're going to love this call tonight.

I want to begin by welcoming our members of the *Passions of Real Life Legends Club*. For those of you who receive our recordings and transcripts of the calls, you'll be able to download the recording in about 48 hours and the transcript in about two weeks. Those of you who are not yet members, at the end of this call I'll share how you can find out more and become members of this incredible series.

I am going to turn this over to my partner, Janet Attwood, who is the Cover Editor for *Healthy, Wealthy nWise*, and the author of *The Passion Test: Discovering Your Personal Secrets to Living a Life on Fire*, so that she can introduce to you our wonderful guest tonight. Janet?

Janet: Hi, Chris. Hi, everyone. So, I'm so excited to introduce you to my dear friend, Pat Burns. I first met Pat through our mutual friends and clients, Mark Victor Hansen and Robert G. Allen. Pat manages the activities with all of their most elite clients. She is the founder of Advance Now, an international consulting business. Her impressive list of high-profile clients come from around the globe.

She is also the co-founder and executive director of the Orange County Children's Book Festival. Her marketing savvy has resulted in working with such major corporations at Time Warner, Radio Disney, PBS, state governmental agencies, national associations, hundreds of real estate companies such as Century 21 and Coldwell Banker, and with the International Trading Corporation in Vietnam and Thailand.

Whether helping to develop third-world countries, national organizations, or entrepreneurs, Pat brings her own special brand of uniqueness, natural good humor, and incredible, positive attitude to every one of her projects. As a volunteer, she commits her time raising funds to end illiteracy.

Her two daughters are now grown and living in Scottsdale, Arizona and Vail, Colorado. Pat is also the very proud grandmother of Dylan, whom she says, "Is the cutest kid on the entire planet." Pat's book, *GrandparentsRock: The Grandparenting Guide for the Rock and Roll Generation*, will be released in Spring 2005. Chris?



Chris: So, Pat, are you there?

Pat: I'm blushing. Hi, you two, my two favorite people on the planet. I'm so privileged to be on this call. Thank you.

Janet: We're so happy. I do want you to know I would have gushed and gushed, but I actually got gushing feedback, and so I'm toning it down. I just want you to know that it's great to have you with us tonight.

Pat: Thank you so much. I'm honored to be here with all of your fabulous people. I was quietly listening and there are many, many people from Florida. I just send you lots of love in Florida because my father moved there about four years ago, and I get to go there frequently. So, lots of love out to all of Florida.

Then, I heard from people in New York, Northern California, and my home base, Southern California, Australia, and New Zealand. My goodness, *Healthy, Wealthy nWise* is doing a fantastic job of attracting people from all over the planet. What a privilege to be here.

Chris: Isn't it wonderful, Pat? What we discovered is we have family everywhere, and we love them.

Pat: Yes, isn't that the truth.

Chris: Now, Pat, I want you to just take one minute and tell people where you are and what you've been doing these last couple of days before I start asking you questions.

Pat: Oh, how fun! Thank you so much. I am in Salt Lake City on this call, and I'm in a five-star, beautiful hotel called The Grand America Hotel. If you ever have an opportunity to be in Salt Lake City, I would highly recommend this hotel. It is absolutely stunning. I have been working alongside with Mark Victor Hansen. Some of you may not recognize his name, but I'm sure you know his books.

His books that he co-created along with Jack Canfield are called *Chicken Soup for the Soul*. That's the series of which almost 100 million have been sold. The only book that has out-sold *Chicken Soup for the Soul* is actually the Bible. So, it's kind of fun to be working with my dear friend and partner, Mark Victor Hansen.

In addition to Mark, I have been working alongside Robert G. Allen, who is a five-time *New York Times* best-selling author. His books are, *Nothing Down*, and *Nothing Down for the 90s*, and now currently, *Nothing Down for the 2000*, as



well as, *Multiple Streams of Income*, and *Multiple Streams of Internet Income*.

Mark and Bob co-authored a book, which Janet and Chris were very involved with, as well, called the *One Minute Millionaire: The Enlightened Way to Wealth*. Mark and Bob are two of my giant-mind thinkers that have partnered-up with me for several years now.

Most things they put together that require a lot of personal attention have a membership fee of either \$10,000 for a two-day event, or \$25,000 to come to six events in a period of about 14 months. Two of those events are international. Right now, I'm with those people here in Salt Lake City. If I could just take another 30 seconds, may I have that time, Chris and Janet?

Chris: Yes. Pat, you have to say that you just came back, recently, from one of those international ones. I don't want you to tell the whole story, just tell people where that was.

Pat: We were on a beautiful, small yacht – a private ship actually, called The Paul Gauguin, which only has 300 passengers and one-and-a-half house-help per customer. It was this very elegant cruise through Tahiti. So, it was very fabulous and great memories that were made there. But, here on Saturday, we went skiing in Park City and then attended the Sundance Film Festival festivities.

I was able to arrange, through NYU, a private cocktail party at Robert Redford's restaurant. We just had a very huge amount of fun. The next day we had a tour of the Mormon Tabernacle Convention Center. We heard a private broadcast screening of the Mormon Tabernacle Choir.

You know how we all have these goal-lists of things we want to do in our life. Well, that was clearly on my list to be able to hear this magnificent, beautiful, huge choir perform, and in this facility with an organ that had 7,300 pipes staring at you.

When you get to this, no matter what your faith or religion, and you arrive in this place in Salt Lake City to what they call Temple Square, there is just building after building and these huge facilities. You get the feeling that really this Temple Square for the Mormon faith is probably the only equivalent that I know of in the United States that would rival the Vatican.

So, it's like our Vatican City here. I say that with no disrespect to the Vatican because, obviously, there's no comparison to anything on the planet. But I could say it is a 'knock-off' on a much smaller scale. You're blown away at the size, the artwork, the statues, the delivery system, and the commitment to their faith.



Janet: Now, Pat, I want to ask you a question because I know you could keep telling us how incredible this experience was.

Pat: It's all yours.

Janet: I'm getting it, but I know everybody would like to know the great question that we've got for you. We don't know anyone who lives a more passionate life than you. Can you share with us how you manage to always be so turned-on and excited about your life? Always, when I talk to you and ask "How are you?" it is always, "Great."

Pat: Thanks, Janet. I love that question. I don't know if it's just the way a person looks at whatever is in front of them. Or, if it's about sitting down and saying to yourself, "Okay, I'm here for 'x' amount of time. There was a higher plan for me. How am I going to get it if I don't step out onto those skinny branches?"

If you stay on the thick branch of a tree and you just sit there and watch life, it's when you crawl out that the best fruit is on the very end of the branch. I like to get up there on those skinny branches. When you're on those skinny branches, you have to be excited because you never know if it's going to snap, break, go, or you're going to grab that 'golden apple' or whatever it may be.

I guess it's because I know that I'm only here for a certain amount of time, and I want to fill it with every capacity. When I was a little girl at three or four, I started to do some productions on plays. It was nothing huge - just community theatre and through school. I got the desire to experience everything.

So, for a time, I thought maybe I would be a movie star or an actor, so I could play all the roles of all the visions I wanted in my life when I was a child. I think that if you go back to that person that you were as a child, and what did you want to do when you were four and five?

Chris: Now, Pat, do you feel the passions of things that you loved so much as a child and as you got older have helped you to get clear about the reason you're here on the planet?

Pat: Oh, that's a really deep question. Let me make sure I get it. You think that if I think back as my time as a child, that that's what helps me decide my passions now?

Chris: No. You were just talking about being a child, and all the things that you wanted as a child. Whether as a child or as an adult, the things that you love, the



things that were most important to you, the things that you were passionate about - do you feel that those things have helped you understand what your mission in life is? What your purpose for being here is?

Pat: No, I don't think so. I think of it more like if I go back and reflect on how I just wanted to do so many things that I thought then as I went through the school system and education system, you start to think, 'No, you have to pick one thing.'

Now, I realize what turns me on, back to Janet's original question, is "How can I be so excited? What keeps me turned on?" It's the fact that I can go back to that childhood vision of mine and say, "I can do it all. I can create a non-profit foundation. I can travel with multi-millionaires. I can write a book. I can because I can." I'm the one that says I can't or I can. I just say, "Yes I can."

Chris: The fact is, you're constantly in the company of billionaires, famous authors, and speakers, and you're connected to everyone it seems like. So, how is it that you have been able to be close to so many amazing people? Is it just this thing that you believe you can?

Pat: I think that that has a lot to do with it. I reflect back to when I got into the real estate business. I had two small babies. My oldest was two-and-a-half and my youngest was six months old. I really had to support myself. I didn't have any child support and just got into this business.

My very first sale was to Hugh Hefner's partner. I remember picking up the phone after hearing about a property, and saying, "Jeez, this sounds like something Hugh Hefner would own." Everyone said, "Do you know him?" I said, "No, but I have something that I'm sure he must want."

I guess it was never worrying about the fact that I had never sold a piece of property or that I didn't know him. I just picked up the phone and started making a few phone calls. That was before the Internet. You can find anybody now on the Internet - anybody. Anybody you can reach now that we have the Internet. Back then, I had to do a little research. I just always felt like, "Why not?"

So, I think that it comes with that "why-not attitude." Why do people want to be around me? Why do those kinds of folks like to be around me? Why do they seek my council? It has to be because I have that "why-not attitude." Why shouldn't we be able to do that? Let's look at it. Let's do a point-to-point. If you can get from A to Z by bypassing a certain amount of steps, and getting there quickly, why not make it happen?

Janet: Pat, being around you what I've noticed is you exude. I think everyone notices the self-confidence, and we know that this is one of your keys to success.



What tips can you give our readers about how to maintain their confidence even in the midst of trying circumstances?

Pat: Well, we all have those, don't we?

Janet: Well, we do. We've seen them, haven't we?

Pat: Yes, absolutely. Then, you really have to go to your bigger purpose. For me, that's what it is. You're asking me, and that's it - I go to my bigger purpose. I have had very, very, serious trying times, as you well know. If you go to the "Oh-my-God" side, I have been kidnapped at gunpoint. I was poisoned in Vietnam. I was overdosed by my doctor. I was paralyzed and in a wheelchair. I had to use a walker for three years.

When you hear all of the good stuff, you forget that there's also the other side. So, how do you keep that positive attitude, and how do you keep that ability to stay connected and not want disengage yourself when you have many challenges like this put in front of you? You just go to the fact that you are here for a bigger purpose.

The sooner you get out of your "little self," and you get into that bigger self – your higher power, your God, your Allah, or whatever you choose to call it – it has a bigger purpose for you here. Then, you quickly get over it.

Chris: Pat, I'm going to go back to the question I asked you earlier and do it from a little different angle. Janet and I believe, and we share with people, that we believe that one's passions – the things that you love most in your life – are the clues or the guideposts of what is your personal destiny or your personal mission. What's your higher purpose in life?

A lot of our listeners say, "Well, I don't know what my higher purpose is. I don't know how to find it." They don't know how to discover it. "Fine, I should go back to my higher purpose, but I don't know how to get there." What would you tell those people?

Pat: All right, I like the wording of that better. I think I can answer that question more clearly now. I go back and I look at myself as a child, and I really do think that you go back to "What did you love a child?" When you're a child, you are still so close that that higher power.

For many of us, we go back, even those who have had a trying childhood. Mine was a wonderful childhood, albeit not perfect. When I was nine years old, my mother came down with Multiple Sclerosis. I was the oldest daughter of five children, which meant that there was the end of my childhood at age nine.



I still look at that point of my childhood as a happy childhood. It just wasn't perfect, and I don't know what perfect is anymore. So, what we do is we say, "What did I love then?" I loved parties. I loved when we set the table for Thanksgiving, and we put out all the good dishes and all the fine silver. We cooked for days. Jan and Chris, you've been to my home. What do I love to do?

Chris: It's not just your home, Pat. For Mark and Bob, and some of your biggest clients, one of the things that you're most amazing at is putting together these incredible sets for these top speakers, trainers, and these big events for some of your top clients.

Pat: So, I guess the answer to that is go back to that moment or moments when there was no "No" - the "No" didn't exist in your life. When you were a child and you said, "But, I like it and I want it," what was it that you wanted? No one said "No" to it because it was your dream. You had it before.

Let me just tell you this. I love to learn, but I'm a horrible student in school - but I love to learn. As a matter of fact, one of the worst whippings I got as a child was in 5th grade when I got all F's on a major mid-term report card, and one D. The only D was in religion. When you go to Catholic school they don't give you an F in religion because it's a reflection on the nuns. Even though I did really badly in school, couldn't that have been at a point where I labeled myself as unsuccessful? Couldn't I've labeled myself at that point a total loser?

Chris: Yes, you could have.

Pat: I didn't.

Chris: I know. That's what's so amazing about you.

Pat: Well, it's just saying to yourself, "Hey, it's just a learning lesson. That's all." No matter how bad something is, you have to look at it and say, "This was a gift. I just don't know it yet. It'll come to me, no matter how horrible." The only gift I can't understand, of course, would be the loss of your own child. I mean that is a gift I cannot understand. However, I'm sure that at some point, it's there too.

Janet: Now, Pat, we were just talking about dreams. I want to talk about one of your dreams that you manifested just very, very recently. You and your partner organized the very first children's book festival ever held in Orange County California.

Pat: Yes. I'm so proud of that.



Janet: I am really, really proud. You got sponsors. You arranged a venue. You attracted companies to rent booths, and you drew over 10,000 people to this amazing event. It all started from an idea in your head. Will you use this project as an example, and walk us through the process that you went through with taking a concept and making it manifest in the real world?

Pat: Absolutely. First of all, let me give credit where credit is due first because that always keeps my integrity straight. The idea actually came to my partner's mind, who is Barry Ackerman. He came to me after he saw me working with Mark and Bob, and said, "You know, Pat, we really need a Children's Book Festival in Orange County. There just is nothing.

He said, "Will you partner with me?" I said, "No, I'm too busy. Come back." He came back in six months and he said, "Will you do it now?" I said, "All right." So, here is the step-by-step process, Janet and Chris. I said, "I won't say 'yes' until we sit down and spend a day visualizing it and writing a mission statement and a vision statement as best we can, which we'll tweak and alter, and write, 'What does it look like in five years?'"

We went on my magic patio. You know how we sat with Monsuc[ph] that day and created magic; I have a magic patio. We sat out there and we spent four or five hours just asking, "What does it look like?" What would it take?" We just visualized it as best we could. Did it make sense, and what would it cost, and where would the money come from?

Then, I do one more step. I always do this step with people that I coach that want to know how to put on seminars or they want to put on an event. I say, "You're walking out of the room" (or as it was, I'm leaving the campus,) and I have evaluation forms in my arms. I sit down in my car with a bottle of water and I start reading the evaluations.

What did the people leaving the festival, the seminar, your shop, or whatever it is you're trying to expand, what are the evaluations saying? "This was so great because..." I actually start from that place first. I'm reading evaluations.

Not only do I see it done, but I'm reading the comment cards. Then, I go back and say, "Who wrote that?" Were they parents? Were they children? Were they students? Were they teachers? Were they publishers? Were they authors?" Then, I went, "Oh, that's who wrote that statement. Now, how do I find them?"

So, I guess, again, start with the end in mind, but more than the end, I'm reading the evaluations. Then, from the evaluations I go to "Who wrote it? How do I find them?" As far as my major, major sponsors that I was able to attract for this event, I say "For the people who wrote the evaluations – teachers, parents,



authors, and illustrators – who wants those people?”

Then I went, “Oh, well, Radio Disney, Time Warner, Comcast Cable, KOCE TV, and PBS.” So, I just started backing up. All of a sudden, you go, “All right, how do I reach them?” I go to their website. I see if they’re interested in literacy. You just keep going back, and back, and back. Then, you sit down and you draw out your plan.

Chris: Now, Pat, I missed how you get those evaluations in the first place.

Pat: Mine were mentally, but you can do it physically, as well. There are any number of ways, Chris. You can have it where they are filling it out as they’re leaving, or as they go to a booth, you have a drawing. You say, “Put your evaluation in here for a free car.” There are all kinds of people that wanted to donate big items to us when they realized a couple of things.

I think that this is really a critical part for your listeners, Janet and Chris, and that is, is your idea big enough? If you do the hare, owl, turtle, squirrel study that our friend Alan Faden[ph] created, I’m an owl, which means I’m an advancer. I like to move projects forward. I’m an owl-hare, so I also have ideas, but I’m an owl.

For your people who like to advance ideas on your team, it’s got to be big for someone like me. I don’t like to advance small projects. I’m not challenged enough. I want something huge. I came up with an idea for Habitat For Humanity and they love it. I’m also going to NYU to work with their team, with New York University, to come up with a fundraiser idea. If it’s big, your advancers like stuff big.

Chris: Pat, you have to stop for a minute because most of our listeners are not familiar with this model that you’re talking about. What you have been talking about is the importance of a team. Clearly, in creating the Children’s Book Festival, you created a team. You started with you and Barry and then enlarged the team through this process.

But, talk to people about these different qualities of what you’re saying - the hare, turtle, squirrel, and owl. Talk to them about why that’s important. What do those things mean and what role do those people play on a team?

Pat: Absolutely. It really does describe the next step of what we had to do. Barry and I did everything for a while by ourselves. Then, we had to get a committee because, obviously, there are volunteers to be gathered. We had over 250 volunteers that day, and that needed a committee.

We had to have food and that needed a committee. We had to have



entertainment and that needed a committee, and panelists, authors, and illustrators. That is what we call developing your team. A critical, critical part of having anything accomplished is having people that feel what you don't. Barry, my partner in the Book Festival, is a pure hare.

Chris: What is a hare?

Pat: A pure hare is an idea-generator. They are not good detail.

Janet: What about Mark Victor Hansen?

Pat: Oh, he's a hare! Marshal Thurber - he's another hare. He's a hare-turtle, which is even more rare. I'll go through it first. Hare is your idea-person. This is basically one of those personality profiles. You'll hear them as drivers. You'll hear them as highdees[ph].

They are just different terms for the same thing. My friend, Alan Faden, and your friend, Janet and Chris, is the one who created these more fun names because it just seems more pleasant to call somebody a turtle than a controller.

Chris: And it's easier to remember, too.

Pat: And, it's easier to remember. So, your hare is your idea guy or gal. Your owl is your advancer. That's where my company name came from, Advance Now, and I'm called the Advancer.

Chris: What is an advancer?

Pat: Your advancer is one that can see the entire project with one look. When people say to me, "I have this idea," and they start telling it me and going into detail, I always say, "Stop, stop." They say, "What?" I say, "I already see it. I see it done. I see you turning off the lights and walking out the door."

I'm so quick at seeing it already done that sometimes I have to remember the virtues of patience and silence, and just let people say it, even though I already see it. I'd go, "(whistling). I'm trying to be patient. I already see it. I'm done." That's my owl.

Chris: Would you also say that owls are also good strategists for creating the overall plan and to bring all the diverse elements together to create a workable plan?

Pat: Yes.



Chris: Now, the next one is a turtle. What's a turtle?

Pat: A turtle is your attorney or CPA - the person who will stop you from going to jail and will keep you from being reported to the IRS.

Chris: So, they are the ones that could see the problems that could come up.

Pat: Exactly. You never want them around your hares because they will fight all the time. So, you let your creative thinkers sit down with your owls, or you advancers that come up with the plan. Then, separate from them being together, you take it to your turtle, or your refiner, and you say, "What have we forgotten? Where are we going to get into trouble with this plan?" They'll go, "Oh, strike this. Strike that. This is illegal in 32 states and you're going to get thrown in jail."

Then, you bring it back to the owls and the turtles and they say, "It's illegal in 32 states? That means it's okay in 23." They'll just look at the positive side of it and say, "We'll just go market it in those states then." So, the hares and owls won't see it as a problem, but they see they have to stay out of the areas where we'll get into trouble, or look and see if they can fix it. You really need them.

Fortunately for me, my daughter is my executive assistant, and her name is Michelle Burns. She's a turtle. She's a turtle and a little bit of an owl. She's also an advancer. I have no patience to sit down and create a form with everybody's name on it. When they're checking in, I don't want to do that, but she's very good at that.

She's very good at seeing if something has to be in an organized fashion so that it is readable and manageable. I can tell her how to do it, but then she'll go do it. That's also the fourth category - your squirrel. The squirrel in my life is a lady by the name of Georgiana. Georgiana comes to my office twice a week and just cleans up after me. You should see my office, Janet and Chris. It looks so good now.

Chris: Oh, isn't that good. Now, squirrels, they are the doers, right?

Pat: They're the doers.

Chris: They're the ones who love accomplishment. They love to implement things. They get their joy and excitement from a job well done, right?

Pat: Absolutely. She would no more want to touch my computer. But, just for fun, after she put away all of my Christmas decorations, she just reorganized my linen closet because it was fun. It's like, "What? The linen closet you think is fun?" They are wonderful in your life.



They are just wonderful in your life, but they also have their pluses and minuses. For instance, if they come back and see that you've messed up things, they're not always real happy. So, we had to have that conversation, "Now, Georgiana, this is why I pay you. You have to learn to like it when I make messes."

Janet: Pat, if everyone wants learn what they are, then they can go to the www.OneMinuteMillionaire.com. Click on Tools and you'll see the "H.O.T.S. Survey." You can take the survey and find out whether you're a hare, owl, squirrel, or turtle.

Pat: It's easy. It's about 12 questions, and they're not even questions. It's just preferences.

Janet: It is absolutely true. I had a mastermind company and we were all hares. I'll tell you, it was big on ideas, and we really didn't have a lot of follow-through. Do you know what I'm saying?

Pat: Oh, yes. You need the implementation.

Janet: It was top-heavy and everybody was brilliant, completely brilliant. So, for all of you that want to create an ideal team, this is really great. I'm so glad you brought this up tonight. Thank you.

Pat: Let me share with you another example with our good friend Marshall Thurber. I don't know if these folks know Marshall.

Chris: Pat, just explain who Marshall is.

Pat: Marshall and I were partners in a separate business for about a year. Then, I just got too involved with the Book Festival and he got involved in another business. So, we've just kind of put that on the back burner for now.

Janet: Pat, tell everybody what Marshall did in the past.

Pat: Marshall Thurber is the Einstein of our time. He doesn't like to be called that, but he is. He is one of the few people on the planet that has an I.Q. of 300. They actually think that it may be higher than that because there are no tests that test higher than 300. He was W. Edward Deming's personal associate for eight and a half years.

Those of you who are not familiar with Mr. Deming, he was sent to Japan to help rebuild the country after we dropped a nuclear bomb on them. He helped them organize and restructure. Then, he came back to the United States with a plan to



build a more cost effective, and more economic cars, and he was thrown out of Detroit.

He went back to Japan where they seem to like him so much better, and went right straight to Toyota. Along with Toyota, Marshall Thurber created Lexus. They went to Sony and turned around Sony. Marshall is one of the most brilliant people on the planet. He is a good friend of Janet and Chris', and dear friend of mine. He has clients all over.

He is a 'recovering' attorney - we always kid each other about that. He also started a company in San Francisco called Hawthorn Stone. Hawthorn Stone was a real estate company and a real estate development company. They started purchasing run-down, Victorian homes, and turned them into the colorful, Victorian homes of San Francisco that you see now.

Marshall Thurber and his company are personal responsible for the Victorian homes, and the turnaround of Victorian homes, in San Francisco. There just isn't anything fantastic that he hasn't done. He is also the creator of a program called Money & You, and a lot of people have been through that.

The point that I want to make about with the hare, owl, turtle, and squirrel issue is that Marshall wrote this new seminar for InterContinental Hotels. InterContinental Hotels in Asia had him do these seminars in five of their hotels in four different countries.

He gathered a group of us at his home in Santa Barbara. He wanted to make sure that he had hares, owls, turtles, and squirrels and he beta-tested us. He is just such a hare. So, when the turtle would get up to speak, he'd become a little offensive. Then, he would just go into a complete apology and say, "I'm so sorry. Please forgive me. This is why I invited you. Please forgive me."

He had such ownership to the seminar. He does have turtle qualities as an attorney - he also has that in him, but not against his own project. He did have to remind himself. He's the most humble of people I know, as well. He would be embarrassed if he even knew we were talking about him. He's just that way. It is interesting.

So, when you get an idea, and you want to know if it's ready for marketplace or is it ready to launch, or if you have a website and you want to test it, you want to make sure that you don't have people just like you looking at it.

Chris: When you created the Children's Book Festival, you and Barry started, and then you created a larger team with all these committees. That's still a long way from getting 10,000 people, famous authors, and children's book authors to



come. How did you do all that?

Pat: It really is just, again, a step-by-step process. It's just putting one foot in front of the other. We did have a great committee. Everywhere I would go I would just say, "Hi, we're going to have a children's book festival." You know what, here's the magic – and this is what I didn't finish earlier. So, thank you for this question and for getting me back on what I wanted to share with people.

When you see a need not being filled, and you are the person to fill it, you can't help but succeed. This was my point about owls like something big. Barry came to me and said, "We've got the UCLA/ L.A. *Times* Festival of Books in Los Angeles which is a 50 minute ride from Orange County where I live. It is 50 minutes without traffic, and an hour and a half with traffic. Young families are having a very hard time to get there.

"The UCLA/L.A. *Times* Festival of Books is a two-day event and they get 250,000 people. Last year, they grossed \$2.2 million from this book festival. That interested me. It interested me also because I do have a huge desire to help increase literacy. That could be a whole additional topic. We could spend a lot of time on that. For instance, in the State of California, 89% of all the male inmates are illiterate.

Prescription bottles are being misread, to the tune of emergency room visits, of \$7 billion because they couldn't read the prescription bottle. The list goes on, and on. Trust me that would be my privilege to just come back and spend an entire conversation about the issue of literacy, reading, and starting to love to read as a child. That is where it begins. It's very hard to learn to love to read at 30, 40, or 50. It really should be as a child.

There's nothing better than meeting an author or an illustrator. We had this great illustrator come and teach kids how to draw cows - these comical cows - and it was packed. It was sitting down and listening to wonderful authors read to children and sign their books. We were watching the Skateboard Mom, who has this whole series of books and has been in *U.S.A Today* and *People Magazine*, on the stage doing her tricks, and then coming down and just sitting on the grass with these kids with their skateboards.

They're going to love to read because they've actually put a real person with it. It has become alive! It has become alive and passionate. That's what we tried to create. So, everywhere I went I'd say, "Gee, we're having a Children's Book Festival." I was at a Hanukkah party at some friend's home in Newport Beach. We were going around the room saying what we do, and I said "I'm the founder of a children's book festival," and two ears popped up and said, "Oh, I want to know about that."



Here was a man who was Newport Beach Man of the Year, and principal for 30 years in two of the most popular elementary and junior high schools. Talk about 'make it happen people.' I thought we'd get 250 volunteers. All you need is Scott Paulson to pick up the phone and say, "Okay, you tell your teachers we need 50 from your school. Good bye." "Okay you tell your teachers..." We just had then coming out of the woodwork. Actually, we had more volunteers than we knew what to do with.

Chris: You mentioned this phrase, and I wanted to really focus on that for a moment because our dear friends, Mark Victor Hansen and Bob Allen, talk a lot about 'make it happen power.' You are famous for being a 'make it happen' person.

How does one develop that ability to make things happen? What you just described to us is that one of your secrets is that you discover other people who make it happen. So, tell us what's the secret to gaining that power that ability to just make things happen?

Pat: One word - enthusiasm.

Chris: So, that means really being passionate about what it is you're doing, right?

Pat: Bingo!

Chris: Oh, good.

Pat: No, really. When you talk to somebody, haven't you ever seen it? Were going here, and we're going there. For instance, we were preparing for this trip to Salt Lake City and we had all these people. It was like herding cats. You have about 100 people and you're trying to get them from one place to the next.

Instead of saying, "We're going to meet out in front and get in vans and go here," I'd say, "So what we're going to do is we've got party vans." You call it a party van instead of just a van. It's the way you word it.

It's the enthusiasm in your voice. "We are going to have a Children's Book Festival right here in Orange County. Can you believe it? Isn't it about time?" How can anybody say, "Boring"? What they say is, "How can I help?" What you want is to be so passionate about what you're doing and that it's filling a need not being fulfilled. You cannot fail.

Janet: Pat, another thing that I know you're very well known for, and as Chris used the word "famous," is for creating an uplifting, dignified image. You're a



master at that, which is, of course, one of the key reasons that Mark Victor Hansen and Robert Allen rely on you to be in charge of their most valuable clients. What tips can you give our listeners for presenting themselves in the things they are doing in a way in which will really create a very favorable, strong impression?

Pat: A favorable impression is a really delicate question. The reason I say that is because I don't think anybody wants to be anything but favorable. I don't think anybody wakes up in the morning and says, "Good morning. I wonder how many people I can offend today?" I think we really start off by saying, "What good can I do today?"

I think we should start off with that, "What good can I create today?" Always position yourself from that point of view first. Then, I guess, it also has to do with where you're putting your focus. If your focus is on you, then you will never make a favorable impression.

If your focus is on paying attention to what is happening at that time, looking at that situation - whether it be a physical, an emotional situation, or a human being - and really being present in that person's space or in that situational space, you'll never make a favorable impression.

You'll be a moment flash instead of a lasting impression. For me, when I'm in the presence of someone, I do my level best to be right there with them. If someone comes up and stands behind them, I'll say, "Excuse me just a moment. This is going to take a moment. Would you mind sitting and waiting?" I go right back to the person I'm with. I do everything I can to be completely in that present moment. I have to think that that has a lot to do with it.

That also happened to me as a public speaker. I did seminars for 16 years. I was hired by companies such as Century 21, Coldwell Banker, and Mary Kay Cosmetics. The list is extensive after 15 years. I've spoken in every capital in the United States, every capital and providence throughout Canada, Puerto Rico, Alaska, and Hawaii, everywhere.

What happened for me is, in the beginning, I was a strong speaker, not a good speaker. As a strong speaker, I got their attention, I taught what I had to teach them, and I made sure they respected me, and they didn't like me.

What happened was I was so insecure in myself as a speaker, I overpowered it to compensate for my lack of self-confidence from the platform. I knew what I was talking about. I was talking about how to close sales. I was number eight in the country with Coldwell Banker, so I did a lot of sales.

I knew what I was talking about. But, I didn't have the confidence from the stage



because I was comparing myself to superstars like Tom Hopkins and Mike Ferry. There weren't that many female speakers on the circuit at this time, anyway. So, I'm out there on that skinny branch, again, and compensating by being 'bitchy' almost. Excuse my French, but I was.

One day I just stopped caring about me, started caring about my audience, and not worrying about what they were thinking about me, but if I was being able to help them. Once I shifted to that, everything shifted in my speaking career. People would come up to me, and it was just totally different. I guess it goes back to Janet's original question: How do you create that impression? You don't think about yourself. Quit thinking about 'you.'

Janet: I'm so glad that was your answer because that was a major 'ah-ha' for me when I was running Mark Victor Hansen and Robert Allen's speaker program. We had 100 speakers, and many of them were very afraid to go out and speak in front of groups.

They said, "How do you do it?" I said, "Well, the only thing that I know how to do is that before I even walk out on to the stage, I just close my eyes and go, 'Okay, what can I give to them today?'" That way the energy shifts completely, and that is what I hear you saying.

Pat: Absolutely.

Janet: It is instead of what my experience will be. I still see it at times. Sometimes it creeps in there where I forget to even do that myself in situations where it is important. I'll be going, "Gosh, I hope they like me."

Pat: Yes, all of those normal feelings.

Janet: The minute I do that I get swallowed up and it slaps me in the face because I'm not present with the moment. So, I'm disconnected from myself and everyone. For many of you listeners, there have been times on the calls where I just haven't taken the time to connect to myself.

People hear it. They hear it. Especially this group, *Healthy, Wealthy nWise*, they have high antennas where they can really hear when the energy is clean and it's coming from a place of really being present. So, I'm really glad you shared this with everyone because it's such a simple thing, and yet it can really elude one.

Pat: I agree with everything you said except for the word 'simple.' I know what we're saying is simple. Yet, when you're in high need and you really are hurt, it's really hard to not focus on yourself. You want that attention, really. There are times that it's just so hard to let go of your own ego and your own need, and just



be open. It's just sometimes hard.

Chris: Pat, it is so interesting listening to you because knowing you personally, as Janet and I do, we know that every single person that interacts with you, I think, appreciates most is your incredibly warm, loving, open heart.

It's very interesting to hear you talk about the transition you made as a speaker because in our experience you have one of the biggest hearts of anyone we know. One thing that's interesting to me is this whole idea of passion, which of course is the focus of these calls. Passion is usually associated with the heart, right?

I'm wondering if you think that the passion that you feel for life and that you so eloquently express – both tonight and every time we talk to you – if you think that the passion you feel for life and what you're doing has anything to do with your ability to keep your heart open?

Pat: Oh, absolutely.

Chris: If you would, talk a little bit about this whole thing of keeping your heart open and what's required to do that.

Pat: I think, again, it just goes back to what we said earlier, Chris and Janet, and to your listeners as well. Know that you're here for a bigger purpose and know that you wouldn't have been given this bigger purpose if there wasn't the complete belief that you could do it. If you stay open in your heart, to know that if you fail in any way, it's not a failure, it was a learning experience.

If you come up to stumbling blocks, it's just about looking at it and saying, "Well" (and I've heard Janet say this so beautifully) "wasn't that interesting? That was interesting, hmmm," instead of saying, "That shot me down. That killed me." Why would we use words like that?

A woman that we both admire, of course, is Byron Katie. One of the things that made a big impact on me that she said is, "Your mind has one job and that's to do whatever you tell it to do." So, when you say that 'Killed me,' your brain is going, "You're killed? You're dead. Okay, I guess you're dead."

Stay open and just say, "That's an interesting experience. I'm learning through this. I love this. This is the way I like to see it go. This is more right." Continue to keep that open feeling about whatever it is that you want to accomplish. That is critical.

Janet: Pat, that is what you do so well, I'll tell you. At *Healthy, Wealthy nWise*, we



believe strongly in the ability of intention and an effective outcome What is your current most important project and what intention would you like us here at *Healthy, Wealthy nWise*, along with our readers and listeners, to hold for you?

Pat: Oh, I *love* this question. Oh, my gosh! I get to have all of these wonderful people on the call and have their intention on my biggest project. I'm so *jazzed*. That's just the best blessing yet.

Currently, in addition to my work, I actually have three passions. I work with Mark and Bob in this Inner Circle function. The second is the Children's Book Festival. Briefly, with the Children's Book Festival, if you know people that have written a children's book and would love to have the exposure, please send them to my website, which is, www.KidsBookFestival.com.

Just send them to the Authors page or the Illustrators page and let them know about the festival, which is the first Sunday of October of this year. It will be October 2 in Orange County, California. The third project that has my heart and my passion that I would love to set some intentions with your beautiful callers this evening is my book called *GrandParentsRock: "The Grandparenting Guide to the Rock and Rock Generation."*

The reason is that, I believe, as we age into this blissfulness of Grandparenthood, that we still are – the people I socialize with anyway – are still actively contributing to society financially. I'm still gainfully employed. I'm still making a wonderful, abundant life for myself.

We're spiritually contributing. I'm still very active spiritually, not only in my own family, but in the community. We're philanthropically involved. I'm very involved in philanthropy, both in reading and literacy with the Life Foundation and our mutual friend, Monsuc[ph] in Wales.

We're doing things; we're active. We're not quiet. That's the image I want to portray as a grandparent – contributing to society, and to our families. So, the purpose of the book that I wrote was "I'm an old rock and roller." I sang in rock bands, as a young person. I did a USO tour scheduled in Vietnam, although I did have an accident, which prevented me from going.

I sang at Disneyland. I've been very active in the music generation of the 60's and 70's. Every chapter is written after a hit song from our past. It talks about the thrill of being a grandparent based on this hit song like *Girls Just Want to Have Fun*. *Purple People Eaters* is a chapter that talks about how to tell outrageous bedtime stories, and just how to have fun with your grandkids, and still be a contributing adult to society.



My intention, first of all, is I see this book, and I would like to have your support in my intention, as the latest, hottest, #1 gift-book on the market. I see this book tied into the fact that it is sold with a cool jacket or T-shirt marketed inside of a tote bag. My T-shirts say Grandparents Rock Orange County, Grandparents Rock Maui, Grandparents Rock St. Louis, Grandparents Rock Orlando, and Grandparents Rock New York.

So, I have these logo T-shirts with the city underneath it. I'm creating jackets to go with it. I have tote bags. I already have 14 stores that want it, and I've only got the book half written. I would like to set the intention that I get the other half of this book done so I can get it to my editor to be edited and out in print by April 1st, which is my intention. If I could have all of the listeners and all of your network with *Healthy, Wealthy nWise* supporting that intention, that would just make me entirely happy.

Chris: Consider it done! I just have to mention that for all of our *Real Life Legends* members, I'm so happy to tell you that Pat has made available to you as your free gift this month from this call a chapter from her book, *GrandparentsRock*. So, you'll be able to read this chapter and get a taste for this amazing book that she's created. Pat, how can people order copies of the book or find out more about the book if they want to?

Pat: I do have a website that you can go to. I do want to address the issue about the chapter that I sent for all your listeners and readers is to let you know that you are the *first* people to see this chapter.

I haven't shown it to my children. I haven't shown it to anyone - not Mark, not Bob, not anyone. As a matter of fact, my editor hasn't even seen it. So, if there are grammatical errors, or if I mixed tenses and all those things, this was poured out from my heart straight to you.

So, please know that it will not change in its verbiage and its wordage, but just in its tenses. So, if there are any grammar errors, please do not hold that against me. I just wanted make that very clear. You can go to my website, which is www.GrandparentsRock.com.

You can find out all kinds of information. The pictures that you'll see on the home page of the T-shirt and tote bag will change, but the book cover is done. It is up there just as a pictorial because the launch will be in the spring. You'll start seeing lots of information about this book come Spring.

Please, do go to it. You can send me an email from that at Pat@grandparentsrock.com, where it says, "Email Pat." You can find out all



kinds of information. In 2006, my plan is to have enough grandparents visiting this site that I will take five grandparents with two of their grandchildren, between the ages of nine and fourteen, to an exotic trip.

Those trips are based on my connections in Washington, D.C., New York, Vietnam, Hong Kong, and many places around the planet. We're going to vote on where we want to go. There is just all kinds of things coming down the road that I would love to have you go there and start visiting it.

Just this last week I got a call from a movie director who went to buy www.GrandparentsRock.com on the Web and found out that I already had it. So, we're going to collaborate on a film in Martha's Vineyard this year that she wants to do about 'hip grandparents.' It's really happening and it's very, very exciting.

Janet: I know it's going to happen, Pat. I really do. On this one, it's a winner.

Pat: Thank you.

Janet: When you showed me your book cover with your title, I just went, "That's it" because it's so 'you.'

Pat: Yes, it is.

Janet: It is 100% you. There is one thing that you didn't bring up. You mentioned you had three things right now that where you were putting your intentions and your passions. Did you want to say anything about The Inner Circle?

Pat: Well, that's my work right now with Mark and Bob. They are the founders of this group called The Inner Circle. I am very excited that I am the C.O.O. of that group - Chief Operations Officer - where I get to be with Mark and Bob on a daily basis, by phone or in person, and just plan out amazing things for 100 people that have made a \$25,000 commitment to be with the three of us. We plan great masterminding events together with them and great memories and trips. It's a blast.

Janet: Can people join?

Pat: They can certainly join in 2006 because the membership is closed for this year. They can also go to the wealth retreats by going to www.EnlightenedMillionaireInstitute.com and find out about where we're having our major wealth retreats. We just finished one in Orlando.

As a matter of fact, I was just in Orlando January 1st through 9th with the Wealth Retreat. I actually spent a couple days visiting with my dad in Hernando, which is



over on the West side of Florida. The next one will be in Anaheim in April, and in September somewhere else. So, yes, there are lots of opportunities to come to these events. I love to do it.

If you're with *Healthy, Wealthy nWise*, and you introduce yourself to me, I'll make sure that you get right up front and talk to Mark and Bob. If you want their books autographed, you will not have to stand in line if you just identify yourself as one of the people on this call tonight. Your connection with these two most amazing people on the planet - these two special angels that have just changed my life in so many ways - your connection with Chris and Janet will allow you privileges with me at these events.

Janet: Oh, thank you, Pat. Now, what single idea would you like to leave our listeners with, tonight? And, again, thank you. That was really sweet.

Pat: Well, you have the connections, too. By just using your name, it would work. It's just that the group has gotten so large that it's just a little insane there now. 'What single idea would I like to leave your listeners with tonight?' Boy, *one* idea. Live your passion, dream bigger, believe in yourself, and then create some action. That would be it.

Chris: Those are powerful words right there and very powerful ideas. Pat, thank you so much for being with us tonight.

Janet: Thank you, Pat.

Chris: You are remarkable. As always, it's the greatest treat in the world to spend time with you.

Pat: I appreciate it and I just send out lots of love to all of the people who stayed on the call. Thank you for your time. It's the most precious gift you have and you've just shared it with us. I am grateful for all of you for being on this call. It is the hugest compliment that you can give to me, personally. I thank you and send lots of love, lots of blessing, and tremendous success to all of you.

Chris: Okay. Thank you, Pat.

Pat: Thank you.

Chris: For all of our listeners, those of you who are not yet members of *The Passions of Real Life Legends* calls, then I encourage you to take this opportunity. As a member, you can receive a recording of this call. In about two weeks, you'll be able to download the transcript of the entire call.



You'll also receive the free gift from Pat of a chapter from her book, as well as, the recordings, transcripts and gifts from each of the calls that we are doing in the future, and that we've done in the past. You'll have access to the archives of our interviews with people like Dr. John Gray, the author of *Men Are from Mars, Women Are from Venus*, Neale Donald Walsch, author of *Conversations with God*, Richard Paul Evans, the author of the #1 best-selling *Christmas Box*, and Rabbi Yehuda Berg with the Kabbalah Center.

Next month, we will talk with Master Zhi Gang Sha one of the top Qigong masters in the world. On March 8th, we'll be interviewing Stephen Covey. We are so excited that on that call in particular Jack Canfield, the co-author with Mark Victor Hansen of the *Chicken Soup for the Soul* series, will be co-hosting that call with Janet.

So, Stephen Covey is on March 8th, and on March 22nd, we will be interviewing Stephen's son, Steven M. R. Covey, who is also an absolute amazing speaker and thinker. He has written a number of books on *Leadership at the Speed of Trust*, and *Business at the Speed of Trust* - the whole role of trust in creating success in life.

Stephen Covey is the author of *The 7 Habits of Highly Effective People*. He just came out with *The 8th Habit* and he'll be on March 8th. On March 22nd, it will be his son Steven M. R. Covey. Also, at the end of February, we'll be interviewing T. Harv Eker who just released *The Secrets of the Millionaire Mind*.

All of these are available to the members of our *Passions of Real Life Legends*. To become a member and to be able to take advantage of all these calls, get all the recordings, transcripts, and gifts, and have access to the *Healthy, Wealthy, nWise* library of over 70 ebooks, all you need to do is go to www.HealthyWealthynWise.com/elite.asp. Or, you can just go to www.HealthyWealthynWise.com and click on Step #3 to learn about the *Passions of Real Life* membership.

Again, thank you all for joining us tonight. We are so happy to have you with us. We hope that you'll be with us again on February 8th as we interview Master Sha. Again, our deepest and most profound thanks to Pat Burns for being our guest tonight.

Janet: Thank you, Pat, and thank you everyone for being with us. We look forward to having you join us again. Have a wonderful, wonderful evening.