



## Real Life Publishing Legend Richard Paul Evans

Chris: It's time for us to begin, so I'm going to welcome everyone tonight, to this *Passions of Real Life Legends* call. This is the continuing series where *Healthy, Wealthy nWise* magazine allows you to spend time with people who are legends in their own field.

Those of you who are subscribers know that you will be receiving a recording of tonight's call along with a transcript. In two weeks, on October 26<sup>th</sup>, we'll be interviewing Hale Dwoskin, the President and CEO of Sedona Training Associates. I know all of you will want to be listening to that call as well.



Any of you who are not yet subscribers to the *Passions of Real Life Legends* series, you absolutely want to be sure and do that. For tonight's call and the call in two weeks with Hale Dwoskin, you will be able to receive the recording and the transcript, plus receive *Healthy, Wealthy nWise's* library of over 70 ebooks, for the introductory cost of just \$4.95. You can hardly not take advantage of that, I know.

On an ongoing basis, it's just \$14.95 a month to be able to listen to these calls with people like Jay Abraham; Dr. John Gray, the author of *Men Are from Mars, Women Are from Venus*; Rabbi Yehuda Berg of the Kabbalah Center, the spiritual guide of Madonna, Demi Moore, Ashton Kutcher and thousands of others; Neale Donald Walsh, the author of *Conversations With God*; and many, many others.

Remember, as a subscriber, you receive not only this call - you just listen to the call itself - but also a recording, a transcript, as well as a special gift from the individual we're interviewing, to introduce you to their work and allow you to go in more depth beyond what we cover in the call itself.

Again, the focus of these calls is not to just talk with these amazing, legendary individuals about their work, and we certainly will do that, but also to go inside and ask them to share what it's like to live life aligned with your passions. What are the obstacles and challenges that come up in doing that, and how did they overcome those challenges?



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What role does passion play in their lives? These are very special calls, and we look forward to having you with us tonight and every two weeks on an ongoing basis.

I also want to make one other quick announcement, that for the authors who are with us tonight, and I know there are many of you who are listening to this call, because we have a very special, legendary author as our guest this evening.

You will want to know that the National Speakers' Association in Northern California is sponsoring a special Authors' Day on November 6<sup>th</sup>. Those of you who are on the West Coast will want to be able to take advantage of that. You can do that by going to <http://www.nsanc.org>.

I should also tell you, those of you who are not yet subscribers to *Healthy, Wealthy nWise's "Passions"* series, to subscribe to the series to get the recordings and transcripts of these calls, you can go to <http://www.healthywealthynwise.com/elite.asp>. For just \$4.95, you'll be able to get the recording and transcripts of this call, and the call in two weeks.

On a monthly basis, as you continue your subscription, you'll be able to receive those calls for all of the great legends who will be interviewed in coming months.

It's now my great pleasure to introduce to you, the author of *The Passion Test - Discovering Your Personal Secrets to Living a Life on Fire*, the cover editor of *Healthy, Wealthy nWise*, and the inspiration behind this series. Those of you who have not yet taken *The Passion Test* yourself, you will want to do that by going to <http://www.thepassiontest.com>.

Tonight, your host is my business partner, an amazing, brilliant woman, and calling in this evening from Bombay, India to introduce and interview our special guest tonight. Janet?

Janet: Everyone, I want you to know that it's a real test of our flexibility when I call from around the world, so be with me, because you know life is about being flexible.

Good morning to everyone who's in Bombay, India with me. Good early, early afternoon to anyone else who's listening from other



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parts of the world, and good evening to all of you in the United States. This is Janet Attwood calling from Bombay, India.

I'm so excited to introduce a wonderful person, a great author. Speaking to him, preparing for this call, was probably one of my favorite moments of the year. I'm so honored to introduce Richard Paul Evans. Richard, how are you?

Richard: Good.

Janet: Here I am! I'm so happy I made it. There's a whole story too, but I won't take the time. I'd like to introduce you first and then we'll start with some questions. I'm so happy you're here.

When Richard wrote the number one best-seller, *The Christmas Box*, he never intended on becoming an internationally known author. Officially, he was an advertising executive, an award-winning clay animator for the American and Japanese markets, a candidate for State Legislature and most importantly, husband and father.

His quiet story of parental love and the true meaning of Christmas made history when it became simultaneously the number one hardcover and paperback book in the nation. Since then, more than eight million copies of *The Christmas Box* have been printed.

During the Spring of 1997, Richard's [Christmas Box Foundation](#) started the idea for The Christmas Box House, a shelter for abused and neglected children. As an acclaimed speaker, Richard has shared the podium with such notable personalities as President George W. Bush, President George and Barbara Bush, former [British] Prime Minister John Majors, Ron Howard, Elizabeth Dole, Deepak Chopra, Steve Allen, Bob Hope and more.

He's been featured on *The Today Show* and *Entertainment Tonight*, as well as in *Time*, *Newsweek*, *People*, *The New York Times*, *Washington Post*, *Good Housekeeping*, *USA Today*, *TV Guide*, *Reader's Digest*, and *Family Circle*. Richard lives in Salt Lake City, Utah, with his wife, Keri, and their five children.

His latest book, which we'll be talking more about later on, is called *Five Lessons a Millionaire Taught Me*. Please welcome Richard Paul Evans, a real life publishing legend. Welcome, Richard.



Richard: I'm impressed you made it through. We lived in Italy for two years and we had nothing but problems. You're doing well.

Janet: Thank you. Let me start asking you some of the questions I put together. In this series, we're particularly interested in examining how following one's passions, the things you love the most, contribute to a person's success. Will you tell everyone how the things you loved the most led to your writing *The Christmas Box*?

Richard: Of course. A while ago, I was on a radio show with a woman, and she had been an icon in the community and had the number one radio show in a very large city. She disappeared for a while, and I had understood that she had just taken the Bar and had gotten a job as a lawyer.

I was impressed that she had done that. The next year, I came back on book tour and she was back on the show. I said, "You went to law school and then gave it up?"

She said, "Well, it was something you wrote. I wasn't happy. I was reading through one of your books and it said, 'Without passion, we are condemned to mediocrity.'"

I think that's where it all started with me. We need to do things with passion. When I first wrote *The Christmas Box*, I felt this tremendous love for my children and it was something that was brand new in a way.

I didn't necessarily want to have children, and when I made that decision, I didn't know how it would affect my life. It opened up so many doors and changed my life in so many ways, that when I wrote *The Christmas Box*, I wanted to somehow capture that. I wanted to share with people the joy that comes from the service of raising children.

Janet: I was reading something saying that you had written it as an expression of love for your two daughters?

Richard: Exactly. That's exactly what it was. It wasn't a book that was to be published or to spread around the world. I wanted to capture that feeling, so that someday, when they held their own child in their arms, that they could then think of and understand how I felt about



them, as a father. Initially, my whole idea was to make two copies of the book.

Chris: So you never had an idea that you would publish this book?

Richard: No. Outside of making a little copy to put under the Christmas tree, that was it.

Janet: So it went from --- to what?

Richard: When I finished the book, and anyone who's written a book knows that all of a sudden, you want... First of all, I was so moved by the experience. I was so changed by it and it was such a spiritual experience for me that I ended up with a book that was much more powerful than I ever dreamed of writing.

I wanted to share it with people, so I gave a copy to my wife, Keri, and she was so moved by it. I started to share it with family and friends and decided rather than doing two copies, I was going to do twenty copies. We were going to do them as Christmas presents, so that's what we started doing.

I went out, made twenty copies and handed them out as Christmas presents, and that's where it all started.

Janet: From there, those twenty copies - I think I read that more than 160 times they were spread around, and the word spread so widely that... This was so amazing, that from those twenty copies being spread around, bookstores started calling you. Is that true?

Richard: Exactly. I was receiving phone calls almost every single day from people reading the book. I knew it had transcended my circle when I started receiving calls from people whom I did not know. I remember a woman calling who said, "Mr. Evans, I just wanted to tell you what your book means to me."

I asked, "Who are you?" She gave me her name. I said, "Where did you get my book?"

She said, "From So-and-So."

I asked, "Who's that?" So I realized that the book had been passed on. It was about six weeks after I gave those books out as



Christmas presents, that I received a phone call from a local book store.

The clerk just said, "Hello, Mr. Evans. Did you write a Christmas story?"

I said, "Yes."

She said, "Oh, good. Where can we order it?"

"You can't order it. The book's never been published."

She said, "Well, I've had ten orders for that book this week."

Janet: Oh my gosh! That is a miracle. That's what you call support of nature. When you're so aligned, would you not agree with me, with what you're supposed to be doing, that nature just takes over and opens all the doors?

Richard: Exactly. I've always maintained that this book had its own life and its own mission, and I felt more dragged along with it, because I would give the book enough to do what it needed to do to get to the next level, and then it would take off.

It actually made it easy for me, because I think some people start with, "How am I going to sell a million copies of my book," or, "How will I hit the best seller list?" I was happy with every level of success. I was thrilled when instead of two copies, I had twenty copies.

Janet: This leads me to my next question because many of our readers are aspiring authors themselves. Would you share some of the secrets which allowed your book to become a number one *New York Times* best seller?

Richard: Absolutely. I think some of that's important... We talked earlier and we had talked about it being unusual for a self-published book to go to the top of the list and what (inaudible) allow *The Christmas Box* to achieve that. I'd like to combine these two questions.

The first thing to remember that's most important about the book is that it was the book. I remember two election cycles ago when someone said, "It's the economy, stupid." And it's like, "It's the





book, stupid.” The book was special. I have not been able to duplicate... even though I’ve become a more savvy marketer, I have not been able to duplicate the success of *The Christmas Box* since. None of my books, even though they’ve all been *New York Times* best sellers, none have sold at that level, which is *Harry Potter* level and above.

When I started, the first thing I realized was that because I was passionate about it, I actually had an advantage as being self-published. When you work with a larger publisher, it’s a business. They’re good at what they do, but they’re going to put out more than 100 different books and you see which ones get deluded.

So they throw it out there. If it doesn’t work right off, then they’ll probably drop it, so as a self-published book, I cared a lot about it. I was willing to go to bat for the book. This was after I saw that the book was indeed, powerful. I had this belief. I had the belief of destiny with the book. I had a belief that if people just read it, then they would change, and that’s what I found.

I remember the first time I met Jack Canfield and Mark Victor Hansen. I was at my very first book show. *Chicken Soup for the Soul* was just taking off, and I know Jack still talks about this in his seminars today. He remembers the first time he saw me, I’m standing next to a mountain of books.

My idea was, ‘I’m going to go there, give away 5,000 copies of my book, because I believe that if 5,000 people read my book, that they would take it out and spread it, and it would become a number one best seller.’ The first thing was to get the book into people’s hands and let them read it.

I started to practice what I call “gorilla marketing.” I know there’s now a book about that, but I was calling it that before the book. It’s like, “Okay, if I can’t win the big war against the big publishers, how can I win?” Well, I can be, if not a big fish, at least a medium-sized fish in a small pond. I can win in the little markets.

I would go to little cities that no one cared about, and I would get on the radio. They were looking for something to talk about, I could tell them about my book, and what we found that every time... I began to learn, first of all, what people were connecting with in the book. I learned why they liked the book and what affected them and why



they wanted to share the book.

What happened, when I learned those things, I got to the point where I would go on these radio interviews and my distributor could actually track me around the country because every time I would go on a radio interview, they would get four or five calls from book stores in that city, looking for the book.

I learned how to talk about my book. It's crucial. How did I learn this? I don't know if you've studied the life of Ronald Reagan at all, but in the early days, he signed a contract with, I believe it was General Motors. What he found, what he realized is that he had to speak constantly. He was giving speeches every single day, in fact, sometimes two or three a day.

He hated to speak, and he wasn't very good at it. People would walk out on him. What happened was because he did so much of it, he decided, "I'm going to get good at this," he started to work very hard at getting good at it, and he became to be known, throughout history, as "the great communicator."

Well, it took practice. My first interviews for *The Christmas Box* weren't very good. They weren't interviews on radio, they were talking to people at book signings. People would come up and say, "What is this?" What I learned is that first, if I'd tell people, they'd walk away. They weren't that interested.

Then one day, I came across something and they said, "Oh, that sounds interesting. I'll buy the book." I was learning, and so I would find another thing. What I learned near the end, that more than half the time, if someone talked to me, they would buy the book. So I learned what sold the book. I learned how to speak about it, and I was able to talk from a level of passion.

If I didn't care about the book, it never would have happened, but they saw that passion coming through me, and they wanted to share that, so they would buy the book. Then what would happen next is, after they would buy the book, they would read it, they'd come back and buy more, because they wanted to share those messages.

So the growth of the book was exponential, but it really was a sense of gorilla marketing. I started in little cities, I got it out





wherever I could, and what was interesting was that the book was a best seller in grass roots America before it hit the *New York Times*. In fact, when it hit number two in the *New York Times*, it was a function of growing so quickly, no one in New York had heard of the book.

So when, all of a sudden, this book without a publisher shows up at number two, from nowhere to number two in the *New York Times*, it stunned everyone. At that point, my whole world exploded. I'm getting calls and movie offers and everyone from Spielberg's company to the top publishing houses in the world.

Chris: Richard, one of the things that I'm hearing, listening to you, is that you were so passionate about the book that you went out and started doing things even though you didn't necessarily know what to do or what to say in the beginning.

Richard: I knew nothing. I knew nothing about the industry. In fact, I think any time you're following your passion, you're going to be tested, and maybe use of the true, not to be confused with your *Passion Test*, Janet, but there are things that test how much we really care about something.

I was at the Mountains and Plains Book Show in Colorado. I didn't have a lot of money, and I took all the money I had and put it towards marketing. I went to this book show and I'm there, handing out copies of my book, and meeting book store owners. What we found, at the show, was that no one was coming through the main area where the booths were.

Here I had spent a sizeable portion of my very meager budget to be at the show and I was frustrated, so finally I went up and asked someone who was walking through, "Where is everyone? There are thousands of people here. How come there's no one in the hall?"

He said, "Well, because they're out with the authors," and I walked out, and sure enough, what had happened - the publishers would bring in some of the top authors in America and they would give away free books, so these book store owners would stand in line and walk through these lines, get all these books for free, autographed.

They they'd go and get back in line and wait for the next slug of



authors to come through. So I'm sitting out there watching this happen and watching my dreams vanish, because I'm a nobody. No one cares that I'm at the show. No one knows who I am, and here are famous authors.

So I'm sitting there watching. All of a sudden, I had this thought. I looked up at the table where these authors are, and there was an empty seat. I thought, 'What is stopping me, besides security and the people at the show, from just walking up there and sitting up there with the authors?'

I looked at it, and I'm shy. There is no way. I turned around and started to walk away. I had stacked my books with me, because I thought maybe I could go hand them in the line, and I started to walk away and it just hit me. 'How much do you care about this book?' That was just one of those gut honest moments when it's like, 'Well, I care a lot.'

Then, 'If you don't do it, who will?' I bit my tongue, and I turned around and I'm doing it. I can't believe I'm doing this, and I walked up around the back. I came through the curtain and I sat down between two best selling authors, and I sat down at this table, absolutely terrified.

The worst thing that could happen then... one of the organizers, of course, immediately spotted me. The woman walks over to me, and right when she gets to me, I looked up and I said, "Sorry I'm late." The woman was stunned.

She looked at me for a moment, blinked, and she said, "May I get you some water?"

I said, "Sure." I sat there and I finished out this whole long line of people coming through, sitting next to best selling authors, signing my books, and I accomplished what I needed to accomplish for my book. The next year, I came back as the number one best selling author in the country, and at that show. I was the featured author at the entire show. People were in line to see me.

Janet: Was the woman who gave you the water...

Richard: She was there. She's been there every year. I walked up and said, "Do you remember me, per chance?"



And she smiled and said, "Yes, I do. Good for you."

I said, "Thank you for not throwing me out."

She said, "Honestly, I was going to. That's my job. I was walking over to you to tell you to leave, and when you looked up and I saw the earnestness in your eyes, I thought, 'What is it going to hurt? Now here is someone chasing his dream, as crazy as he may be. It's not going to hurt anyone to let him sit here and give away his book.'"

So she got me water instead of throwing me out, and look how it came back to bless both of us. That, to me, was one of those gut check moments when, did I really have passion? When people say, "You're so lucky," it's like, no, you have no idea. I was willing to fight for this book. I was willing to do uncomfortable things. I was willing to take chances. I was willing to risk everything for this book.

When you have that kind of passion, fate just favors the bold. All of a sudden, things will just start. You will struggle and you'll fight, but you will win.

Janet: Have you noticed about things that you don't have that passion for and maybe even some of your other writing that you don't have that much chutzpah to get yourself out there and do the things that you've done with this book?

Richard: I notice it all the time. It's like if I don't have the energy - in fact I didn't write a book this year for that very reason - I just didn't have the passion for it. I'm pushing along and it's like, okay, it's sounding okay, I'm sure it will be a best seller and it's like, you know what? I don't really want to do this.

Finally, I just called my agent and said, "No book this year. I owe it to my readers and I owe it to myself to be honest about my feelings, and I think it comes through in the writing," so this is the first year in ten years I didn't write a book.

Janet: You know if you do, what? If you went ahead and wrote a book without that feeling, it's so obvious, but let's hear it anyway.

Richard: It's mediocrity. It may succeed. Once you build up a core of



readers, and I have hundreds of thousands, once you have that, it's very glacier-like. I think if I'd put out a mediocre book, I think I would lose some of those readers, but because of all the passion in the past, it would still carry it for a little while, but it would diminish. I would diminish.

I didn't want to diminish. I didn't want that to happen. The thing is, how could I promote a book, how could I talk about a book passionately if I knew in my heart that I hadn't been passionate about writing it?

Janet: It's so true, and now you've got stories from all of your experiences like standing in line, which I heard both Jack and Mark Victor Hansen tell when you weren't around, about you and different audiences, to write even more, when you want to come up with more passions. Your passions lead you to more passions. Haven't you also seen that?

Richard: That's true. They won't talk about later, that lead me to The Christmas Box House, which is my new passion and dream.

Janet: Yes, and I do want to get to that. First, let me ask you this since we're on this little run. Were there any obstacles alone the way? This was your passion, and I hear that you said that you were shy and put yourself out there. Were there any other obstacles that you experienced along the way and how did you overcome them?

I also heard you say you had to put out all your money to buy those 5,000 books, which is good for you. I want to tell you that, in my mind, I see all of our authors online now will probably be at the BEA next year with their own booths and 5,000 books, right? So thank you for sharing that!

Were there any other things that you had to overcome, and what role did your passions play in helping you overcome them?

Richard: Well, this is important to understand, and if you remember nothing else from our discussion tonight, remember this. We do not succeed in spite of our obstacles and challenges. We succeed precisely because of them. I want to repeat that. We do not succeed in spite of our obstacles and challenges. We succeed precisely because of them.



I had a discussion with the woman who edited *The Christmas Box*. She charged me \$75 to edit this book. That's how small it was. I went back and gave her several thousand dollars to thank her after the book being the best seller, and she said, "I have watched you over the last three years, and it's amazing, because everything you did seemed to hit an obstacle and failed."

She said, "I don't know how this happened. It's like your book was built on failure."

I said, "It was. I was turned down by every publisher I took it to. I was turned down by the distributors. When I got into the national market, I was turned down by all the TV." It's like everything went wrong over and over and over.

It's what had to happen, because when it's finally gotten to that level where it could take off, the story wasn't, "What is *The Christmas Box* about?" Except for those who read it, the press did not care about that. When I'm on the *Today Show* with Katie Couric, she asked me as a side note, "What is the book about, anyway?"

That was how small it was. What she wanted to know, and what *Time* magazine, *Newsweek*, the *New York Times*, and the *Wall Street Journal* are talking about was this guy was rejected from every publisher he went to. He had no publisher, he had no experience, and he beat the publishing world. That's what became the story.

That's what fueled it into the hyper selling levels it hit. The failures and obstacles I went through were precisely what I needed. They gave me the ability to succeed. To answer if I hit any obstacles, I hit obstacles every day. I felt like every time I did something, it failed.

It seemed like it was a constant humiliation. When it hit the level of success, I just thought, 'This is amazing. What an amazing lesson about life.'

Janet: What I'm also getting is that when you finally hit that success, you hit it pretty well on target with a lot of humility as well, right, through all the lessons you had to go through?

Richard: Well, absolutely. I think even more than humility was honesty. I look



back with gratitude that things really could have turned the other way. There were things that could have fallen that could have stopped me.

Even though *People* magazine decided to do an article on me, and then they decided not to, it was in that moment that that was my last hope and I'm on the verge of losing everything, that I realized that this is beyond me. I was in that moment, the night that I realized, 'This isn't my book. It's up to greater powers and let it be.'

It was at that moment that an editor, in the middle of the night, changed his mind and felt the need to run a full-page story on *The Christmas Box* in the next issue available. I went from being rejected by the magazine to, "You are in the magazine next week, and that just exploded it.

Even though it had been a local best seller, to get it national, it took that kind of power. When *People* magazine did the article, the day after the article came out, I received a phone call from the *Today* show, and the book just explodes. We sold out of a half million copies in about two weeks. All across America, people are looking for this little book.

Janet: Wow. I loved your whole story. I love the whole experience you went through, and it was all about growing, wasn't it? That was the bottom line, wasn't it? Becoming more of Richard.

Richard: It was. There was a process. I was a platinum member with Delta. I fly so much and I've been all around the world. This year I've spoken in Portugal. I came in from New York last night. I travel all around the world. My book's all around the world.

I was afraid, not so much of flying, but of actually being outside of Salt Lake City. I remember the first time standing in an airport in Texas and I was terrified. I was afraid of all this. I was basically pretty ethnocentric.

So it was about growth. I had to reach outside of my level of comfort over and over and over in order for the book to become an international best seller.

Janet: I am so thankful to you for sharing this story. What I got from it was number one, you had to have the love. You had to have the





passion so you could completely go to bat and full-tilt boogie, believe in the destiny of it, and have the belief in the people that they'll read it.

You went out and bought the 5,000 books and handed them out, and then I heard you say that from doing all the radio shows in all these little cities, you started to hear what they needed and what they wanted to know. The last thing I really thought was profound was the *People* magazine experience you went through and you experienced that surrender.

I hear that over and over again, that there was that surrender, having to let go. Keep going, but let go. Is that correct?

Richard: Yes. That's such a hard thing for insecure people like myself. It's a difficult thing, because you want to control everything. The more insecure you are, the more you want to control, and to get to that point where you say, "I can't do anymore. I've done everything I can," and just leave it up to God, that is a powerful moment. It's a very difficult moment. Even though I understand that principle, I still fight it.

Janet: Still?

Richard: Yes. Even with the book I'm working on now, *The Five Lessons*, I'd go through this again. In a way, I've come full circle, where this year I'm actually self publishing again, for the first time in a decade. I forgot how much work it was!

Chris: You've been kind enough, Richard, to share an excerpt with subscribers, of that book, "The Five Lessons a Millionaire Taught You". It's actually called *The Five Lessons a Millionaire Taught Me*. Could you talk about how those lessons came into play as you saw *The Christmas Box* taking off?

Richard: Actually, the lessons took place even earlier. I believe we have an excerpt to give away to your readers.

Chris: Yes, that's right.

Richard: The book, *The Five Lessons a Millionaire Taught Me About Life and Wealth*, is an accumulation of some lessons I received at the age of twelve. When I was twelve years old, my father, who's a builder,



had broken both of his legs in an accident. He fell through a stairwell. With eight children and no insurance, we were financially decimated.

We lost everything. We moved all ten of us into a three-bedroom duplex. I slept on the floor, outside the kitchen, for two years. It was a tough time. At that time, very wealthy man, and I know it's kind of ironic during the election, his name is Kerry Heinz - spelled the same way like John Kerry and Heinz, but is no relation.

He was a very wealthy man who invited all the youth in the area to a lecture about money, and it changed my life. I attended that lecture and it affected me in a very powerful way. I started to live those lessons.

In terms of helping *The Christmas Box*, not only did it put me in a place, financially, to be able to self-publish the book, but it also taught me to recognize when I had something that was special. *The Christmas Box* wasn't my first project I had done on the side of my business, it was actually my fourteenth.

People say, "You're lucky." I am lucky. I'm lucky in so many ways. I'm lucky I can see, I'm lucky that I was taught to read as a child, but in terms of how lucky I was with the success of this book, if you tried something thirteen times and failed, people don't think of you as being lucky.

The fourteenth time you get it right? If you failed your Bar exams thirteen times before you passed, people wouldn't think you're a really lucky or really smart person. Well, *The Christmas Box* was my fourteenth project, and because I had learned to watch and know when something was special...

To our authors who are listening, if you have a book that people around you say, "Oh, it's great," and they're going to tell you it's great because they don't want you to hate them. You need to really be honest and watch how people are responding. If they're calling you for copies and their friends are calling you for copies, then you might have something.

That takes a lot of honesty. I saw that with my book *The Christmas Box*. I'm receiving phone calls from strangers asking for copies. Book stores are calling me and asking for copies. That's where all



the lessons I learned pooled together to teach me how to make this work, how to succeed financially with this book.

Had I not been able to have some money to publish it and the wisdom how to use it and push it as far as I could, it couldn't have happened.

Chris: Richard, I just wanted to mention for our listeners that Richard's book, *The Five Lessons a Millionaire Taught Me About Life and Wealth*, which encapsulates these key principles that Richard is talking about, can be obtained by going to the website, <http://www.thefivelessons.com>.

Janet: Richard, the angel statue in your book has become a rallying point for many parents who have lost children. I understand that angel statues have now been established in 54 cities around the world?

Richard: That's right.

Janet: I think you said there are more than 50 statues that are coming up very soon, and then more in the future. Can you talk more about that and tell us the story of the angel statue?

Richard: This is one of the beautiful things with *The Christmas Box*. The heart of the book is an angel statue. It's where a woman goes to grieve her lost child. The angel statue in the book actually did exist at one time. It was destroyed probably about fifteen, twenty years ago in some flooding up in the Salt Lake City cemetery.

After the book became a best seller, locally, people started looking for the angel. They all wanted to see it. We couldn't find it. The elderly woman who told me about the angel - I had never seen it - but I went up there to see it with her and that's when we found that it was gone, it had been destroyed.

I had an angel statue made and I thought, 'This would be a place...' because so many people who were looking for the angel were people who had suffered losses themselves. This is one of the things I learned about *The Christmas Box*, that the book touched a chord with people who had lost children.

I have not lost a child, and to me the book was about not losing a childhood. It was about spending our time and our priorities



correctly to value our children and to value childhood. When I'm healing from people who had lost children that the book had healed them, and it had healing power and they wanted to find the angel, I decided to have the angel rebuilt.

It was something I did because I thought it was the right thing to do. I took the early profits from the book and put it in there to build it and thought, 'Why don't we, every year before Christmas, hold a little ceremony for people who have lost children and it might help them?'

What I didn't understand was the level that it would help them. The angel has become a mecca, so to speak. People come from around the world to see the angel statue. I went up there the other day. I was having some personal troubles and I went up there to meditate.

As I sat up there, a car pulled up and four people got out and they walked by the angel, and finally a man looked over and said, "You're him, aren't you?"

I said, "Yes."

He said, "I just want to say thank you, sir."

Every time I go up the angel statue, people are there, they come from all around the world. Well, about four years after the first angel statue was established, we began hearing from people in other states who wanted angels of their own.

At first, we helped them a little bit. We gave them the name and phone number of the sculptor, and told them they could use whatever we had to make their own. Well, it started to grow, and now there are 54 angel statues. There are more than 80 more in the works. It is growing faster and faster.

Some of these monuments are huge. I know the one in downtown Milwaukee was more than a quarter million dollars to build. There are entire parks called Christmas Box Angel Parks or Angel of Hope Parks. It's really fascinating. Also understand, from this little book, it has a spin off that every year, tens of thousands of people are visiting these angels.



On every December sixth, that's the night that we get together, people gather at these angel statues. If your listeners want to know more about the angels, if there's one in their area or if one's coming, or to even see what they look like, they can go to my website, which is just my name: <http://www.richardpaulevans.com>, pull up the picture and look at it and see what the angel looks like and find the nearest angel in their area.

Chris: So if there's an angel in their city, it would be listed there?

Richard: Yes. It should be updated. They're happening so fast now, we could be a couple behind.

Janet: You've got these beautiful stories and I know your passion. Again, what you've dropped into and what you became aware of, and it started with *The Christmas Box*, I would say, was just really following that inner feeling, that gut, that love, that heart, is that correct?

Richard: That's right.

Janet: It's so beautiful, thank you so much. I'd like to ask you the other question about your Christmas Box Houses International, which I told you when we were talking before that I am really behind. That's another result of your book. Can you share with our listeners how the houses came about and what your plans are for them?

Richard: The Christmas Box House is probably what I would call my latest passion. It's a thing that keeps me up at night thinking about it, and the size of it, to me, is daunting. After *The Christmas Box* took off, we were concerned, my wife Keri and I, we were concerned about how the money might affect our family and that having a lot of money might negatively affect our children, which would be horrible irony, since the book was written for our children.

So we decided that we would teach our children how to use the money to make a better world. We decided, not knowing anything about child advocacy, that we would find out what abused children needed most, how we could help them. We just started asking questions. We ended up at the University of Utah Graduate School of Social Work.

We asked the Dean, "What's the most important thing we can do



for these kids?" We focused everything on the one question, "What is the most important thing we can do to help these abused children?"

His answer was, "I don't know."

"Well, if you don't know, who knows?"

He said, "Well, let's invite everyone who knows anything about it and let's hold a conference."

We got together in the conference and we learned three things. First of all, these people didn't like each other and they were competing for the same funds, so they saw each other as competition. Second, they didn't communicate with each other because of that, and third, they all agreed on what needed to happen, and that's where the concept of The Christmas Box House was born.

We created this facility, it's very large. The first facility was \$2.7 million. We learned a lot from it. We made every mistake possible. It grew from there. We got smarter with all of our mistakes. By the time we built our last facility, we built it for less than half the cost.

It's just as effective, and we have housed more than 15,000 abused children since we opened. We are now moving into other countries and we are now getting calls from all around the world from people to help them establish Christmas Box Houses in their area.

My greatest passion right now, tied in with this concept, is that I have this dream of creating an army of child advocates, an army 50,000 strong. I believe we can create an army with 50,000 people who care about children and want to stop abuse and want to help these children in need.

So we did a test and started what we called The Christmas Box Club, and the first one we did in Salt Lake City and it grew too fast that we had to abandon the project, because it was growing so fast, we weren't ready for it. That was two years ago.

We studied it, we plotted better and we just started them again, and again, they're growing very quickly. We are about to open our third club and eventually we expect to have hundreds of clubs around





America with tens of thousands of members who are going to help these children in their community.

Janet: How do our listeners become members?

Richard: Well, in most cases, they would probably be starting groups in their area if they're interested, and they can start in very tiny cities. A woman called me. I don't know if you saw the movie "Napoleon Dynamite?" It takes place in Preston, Idaho, and a woman from Preston, Idaho said, "This is a tiny, tiny town, but we've got a problem. How can we start a club here?"

So she's attended our meetings and she's getting ready to start a club. It doesn't matter how smart a town or how big. They can go to our website. In fact, let me do something. I don't know if this is wise, but I can give you another website, my personal website. If somebody is interested in being involved, they can email me at: [author@richardpaulevans.com](mailto:author@richardpaulevans.com).

Janet: This is your personal email address.

Richard: That's my personal email address.

Janet: Okay everybody, you just got Richard's personal email address. What's your intention this morning for how many people would sign up? Let's put a number to this so we can put it out there.

Richard: If we had 50 people say they wanted to start one in their area, that would be as much as we could handle at this point.

Janet: Really? Okay, so how about we say the first 50?

Richard: Yes.

Janet: Okay, first 50, there you go. Then you'll delete after that?

Richard: Yes, and let me give you an example of what a woman did. She wanted to help, she didn't know how, she just knew she wanted to do something. Desire is everything, passion is everything. She didn't know what to do, she didn't have the knowledge, but she had the desire.

She got her friends together and there were eight of them. She



said, "Let's start something called 'Let's Do Holiday Lunch,' and we'll get together and we'll charge an extra \$10 over lunch and whatever money is extra, we'll put toward a charity, we'll put towards the Christmas Box House."

Well, eight women, \$80, not much right? Well, it grows. Last year, they maxed out at 500 people and had to turn away more than 100 people. It's now the event to go to in Northern Utah. It's this huge holiday lunch. They raise about \$20,000 to \$25,000 a year for us.

That just shows how this one woman - and she loves it - it's her life. She says, "I have women begging me to come to my lunch." She said, "It's sad, but we have to turn people away, it's so big." Well, she started with just eight women.

I tell people, when we first started The Christmas Box Club in Salt Lake City, I said, "There are six people here." Well, bear something in mind. When Chairman Mao decided he wanted to conquer the largest population in the world, China, there were six men. Just six men started that. You have to understand the power of small groups that have passion.

And that is exactly what I said. Well, that little club has doubled in size every month. Every time we've met - it went from six to twelve to 24, and I said, "The day will come when we don't fit in any of these rooms, when there are 300 members or 500 members." It's going to keep growing. The other club we had started with 60 and they doubled in one month, so these things grow very quickly.

For those listeners who are interested in being involved and making a difference in their community and becoming part of this huge army we're going to build, and I think it's a very exciting thing. It's going to be life-changing for them.

Janet: I want you to put me at the top of the list because I told you already I'm there. I want to be one of these and I'm really sincere about that, so write my name down. You've got your first one because my computer is not in Bombay, India right now with me.

What I was thinking before I ask you the next question, because I love that whole story, is that the miracle - I thought of your next book. It could be called *The Miracle of Following Your Passions*, and then the second part could be *Real Life Stories from Best*



*Selling Author.* You could just tell all of these incredible stories.

They're true and all of these things you're talking about are just about following your passion, but you've got these incredible, huge things that came out of it. First it started with a present for your daughters, and it's so incredible how it grew from one passion to another. It's so inspiring. I'm so thankful to be with you again, Richard.

I get so excited and also knowing I'm so aligned with what I'm doing because I'm just realizing that I'm walking in your steps it seems, so thank you so much, and I'm sure many of our listeners are feeling the same way, so thank you.

Richard: It must be very empowering. That's good.

Janet: Absolutely. In my book, *The Passion Test*, I say we don't have to know how our passions are going to get fulfilled, we just have to get absolutely clear on what they are and be totally committed to their fulfillment. I hear that that's absolutely where you've been. I think you believe that, is that true?

Richard: You're dead on. The thing is, to get to where I was with The Christmas Box House, two years ago, I was on a radio station in Minnesota and they had had some children killed in foster care. They brought in this specialist. She had been to Harvard, she had studied and she was one of the top experts in the country on child advocacy.

I sat there with here at the desk and I'm speaking and answering questions she couldn't answer. When it finished, she turned to me and said, "Where did you study? You are the most knowledgeable man on child advocacy I've ever met."

I said, "That's very flattering that you would say that. I just learned from doing it."

She said, "Because I love this." She was just astounded and said, "You have the answers."

I said, "When you follow your beliefs and your passion, it leads you to there." When I started, I knew nothing about child advocacy. I didn't know how the system worked. I didn't know how a foster child



was taken, I knew nothing. I now have experts coming from around the world, for us to teach them.

That's the power. I think Og Mandino said it best. He said, "Experience is overrated and wasted on dead man's bones." It's when you jump in and say, "Listen, I don't have all the answers. In fact, I can't know all the answers from where I'm at." I couldn't possibly have even understood the path I had to follow for *The Christmas Box* because it was too complex.

There were people who had been in the industry their entire life who didn't understand what I learned. What I had to do is just follow that path of faith. If you are committed to the outcome, that's all it takes. I don't know what it's going to take yet to build an army of 50,000 advocates.

I am very clear on what I want. I want an army of 50,000 people, and I have had a vision of it already. I know that the day will come that I will come out on stage and look out over this huge auditorium and see child advocates from around the world and we are going to be one and we're going to change the world.

I'm very clear about that. I know exactly what's going to happen, and so how we get there is up to God. It's going to move, but what's cool is that this is the fun part. The journey is [more fun] than the destination. I am watching this happen just with the few clubs we have.

I had this woman call. Her husband's a very wealthy, well-known cardiologist and she wants to do this. She so into it. She's the president of the club. She called me the other day and said, "I cannot believe the quality of women I am attracting to this club. These are people who are presidents of other clubs and they want to jump in and be here." She said, "They're out there. People believe in this dream." If your dream is big enough and clear enough, you can achieve it.

Janet: Yes, and I love what you said just a minute ago about being committed to the outcome. You were committed to what you wanted to create and then you said, "And yet it was God or a higher power or nature - however people want to think - that really did the mechanics and figured out the mechanics."



You didn't have to do that. You just had to know what it was that you loved and be committed to creating that, which you loved and you have seen it so much in your mind.

But this is what I feel is so important for everyone to truly understand because when you've got a vision, like you have, if you thought you had to figure out, "How am I going to get these people interested and what are the channels," and all the different steps it took, which you knew nothing about and had no education on, do you think that would have stopped you?

Richard: Of course. I had to have answers for questions where I didn't even know the questions. I could only see as far as the next step. Whether you're fighting World War II like Winston Churchill or you're running a campaign to save abused children, it's the same process. You don't know the outcome. You just have to say never, never, never give up.

It's like I know the outcome I want. In Churchill's case, "What I want is a free England. I want my country." It's also important that people have, when they build their outcome, that they're very clear. I believed I could have the number one book in the world. I look back and I was insane.

How could I believe someone who had never written a book and who knew nothing about publishing, fighting a billion dollar industry and saying, "I want to have the number one book in the world," I was very clear with my friends who were working with me, "This is what I want. This is what we're going to do."

I went out one day and bought gold chains and gave one to each of them and put it on and said, "This is like a handcuff. We are bound together. We are committed. Every time you look at that chain - we do not take these chains off until we have the number one book in the world."

They all accepted the chain. If you look at the early stuff I did on the *Today* show or *Time* magazine, I'm always holding the chain in a way to show them at home. I was not wearing it like a normal bracelet. I would slide it over my fingers and hold it in a way that the cameraman never noticed.

They were back home and would look and see kind of like Carol



Burnett wiggling her ear. I was getting the point across. We created rituals and things around it to remind us we have a goal and we know what that is.

Janet: Okay, and now chains are going to be bought out all over the world. Thank you for that. I'm going to buy them all. I love that, the whole thing about ritual, and also what you created in that ritual with the team, together everyone achieves miracles, but you had all these people along with you creating that same intention.

It wasn't just you with that intention, but people who believed in your book and in you, and in your projects and what you were doing, is that correct?

Richard: Absolutely. Right now, like for the Christmas Box House, I have, on my board of directors, I have Steve Young, the famous quarterback, VIP of the Superbowl. His wife's on my board of directors. I have the president of the American Medical Association on my board of directors.

I have the head of DCFS in the state of Utah on the board of directors. It's an amazing board. We have maximum political power in this state, but I have a billionaire on our board. When I started, I couldn't get anyone to be on my board. No one wanted to be on my board.

What happened is like you light this little tinder and these little twigs and it starts to grow and grow, where I have very wealthy, powerful people now trying to get on my board! You start out with a clear vision and you just take the steps and you see it's open.

Emmitt Smith trying to run for a touchdown, he doesn't know where he's going to be on the field, but he recognizes where he can get to in the next fraction of a second. I can get there, I can get there, I can get there, and all of a sudden, making progress.

Janet: You quoted Winston Churchill, so this is a question for you and for how you think Winston would have answered this. Even though you have the passion, the love, the commitment, with all these obstacles, even now on things you do, would you say that fear shows up? Even with all you've gone through?

Richard: Always. Yes, it can, it does, but you have to realize that fear is the





opposite of faith. Fear is something you recognize for what it is, and it can be empowering, but you don't let it linger. You can't have fear and faith at the same time in your mind, because faith is simply a state of mind.

Fear can help you recognize reality and that's a service and that's a good thing. But then when you're ready to move, then you don't take counsel from fear, you let it go. It's like, okay, I'm going to overcome that. I believe I can do this.

Janet: With Winston Churchill, what's that great quote, "Do the things you fear the most and the death of it is certain," wouldn't you agree?

Richard: Yes. The greatest moments I have been through in my life are when I've tackled those fears. It's always slaying those fears, doing something that I was terrified to do, that has always had the biggest pay off in my life.

Janet: The point I wanted to make for everyone, because this is my own experience, is that no matter what success that I've achieved or that you've achieved, there is still that fear that's there. It's just that what I am recognizing from all of these interviews that I'm doing and experiencing in my own life, and I know Chris would echo this.

The fear is there, it's just that you go forward. You just go forward, have faith and just know that it's going to be okay. There's not really a time I don't think, that it's not there. It's there, it's just there less, because each time you realize, you gather more faith. You know that you're always invincible, truly, in this wonderful road we're taking in life.

Richard: One thing I think is really important in dealing with this, because bad things do happen, and painful things happen, and there are times when we do fail. Sometimes that failure is necessary. The key is, when you're passionate, that you're passionate in a correct way. There's a Christian hymn that I love that says, "Like the great and bold in story, if we fail, we fail with glory."

You sit there and say, "Okay, I'm going to give it a shot. I'm going to try. I may fail, but I would rather die on my feet than running." That to me, is the ultimate. That to me, is courage, nobility and that is what it's about.



There were times with *The Christmas Box*, “I may be going down, but I’m going down fighting.”

Janet: Right, which brings me to that point of there are no mistakes, there are no failures. I mean, those greatest lessons are the ones that build in us that invincibleness, that inner strength. There’s nothing lost only everything gained. Thank you for that.

Richard: I was in a meeting once for The Christmas Box House where everything had gone wrong. We were more than a million and a half dollars in debt. I had totally tapped out any money I could get. I mortgaged everything I owned, I mean, financially, it put me in jeopardy.

My dad, who was one of four of us working on this project, said to me, “Rick, it’s over. The ship’s going down. It’s time to jump ship.”

I said, “No, dad. If this ship goes down, I go down with the ship. I believe in this and I go down with it.” I walked out and it was confirmed to me that I was not to give up, I did not have that choice to give up, and I went out and had t-shirts made and came back, gave them to the staff.

They said, “Failure is not an option.” I said, “You wear that until you believe it. Failure is not an option here.” I look back now, and now we have more than a million dollars a year come in, just come in. People die and give us their entire wills and we have more money than it takes to run our organization, which is an amazing thing.

It’s like now it’s fun, but it’s not as great as it was during those hard times. That is when the real tests were passed.

Janet: Boy, these stories! I’m telling you, I see this book. I’m going to keep putting that in your face, because I really do see this book, *The Miracle of Following Your Passions*. I’m sure you can find a much better title, but everything you’re sharing is completely profound.

Let me ask you something, is it okay if I share with our listeners your passions from *The Passion Test*?

Richard: Sure.



Janet: I want to ask you if they've changed over time as well. Your five that you came out of from *The Passion Test* book, when I gave you *The Passion Test*, were:

1. Attunement with God.
2. A peaceful family life.
3. Your fulfilling, satisfying marriage. I'm sure that included number two.
4. The Christmas Box Club army of advocates.

For the fifth, you had put down that you wanted perfect health, and I said, "Well, what's more important, perfect health or the growth of The Christmas Box health shelters?"

You said, "Christmas Box health shelters."

I asked you, "Is that true? What if you couldn't have perfect health?"

You said, "Well, I'm willing to sacrifice that for this." That was a very profound thing for me to hear. Again, what I was hearing is that this is full-on, 100% commitment in every way.

Richard: I guess there's a martyr somewhere inside of me and it's like a great man once said, "Our lives are to be worn out in the service of mankind." At the end of the day, your shoes need to be worn out. In fact, this many said, "My life is like my shoes. I want to die finished and used up." I thought that was noble.

You made me think when you asked that question because what if my health stops me? Can bad health stop you? Of course it can, so I guess there's some real balance there, and lately I've given that a lot of thought. Maybe I need to be very careful about taking that for granted. I tend to overwork when I really care about something, and not sleep enough. That can really backfire.

Janet: This is an important point. Would you say your passions have changed over time? Since I gave you this, it made you think about that more, did it not - about what your passions were? "Wait a minute - maybe my health should be number five so that if I have that perfect health, I can go longer."

Richard: Yes. For instance, sometimes we need to put the horse ahead of the cart because that can change it. I always thought, "Well, I can



sacrifice my health and work and get here,” but my higher goal is to have peace at home. Lately I’ve found myself being very irritable with my wife and getting into fights. It wasn’t right. It wasn’t like us.

Then I realized that I suffer from chronic pain in my neck, I have a neck problem and I have reflux. I’ve done nothing about either one of them. It’s because of that I don’t sleep at night, and I’m not getting enough sleep and all of a sudden I’m getting irritable and I’m ruining those relationships.

Today I told my secretary, “I’ve got to put my health higher on the list. I need take care of myself or I’m not going to be able to do these things I’m trying to do.” So sometimes we do need to put the horse ahead of the cart even if we only care about the cart.

Janet: Well, then I’m very thankful that I gave you *The Passion Test*, just to put that right out there for you. Can I ask you what advice you could give our readers to help them find their passions and create balance in their lives today?

Richard: Well, I like your test. In fact, the best advice I could give you is to take your test. That’s the first time I’d ever done that and it was very revealing to me, and I can’t think of a better way of doing that. I certainly don’t have a better way of doing that.

Janet: You just made my day, I want you to know. This was not a seeding question and I want to thank you.

Richard: I know, and I hope I didn’t disappoint you in not giving you my own answer, but seriously, it not only helped me find my passions, but it helped me understand how they fit into my life. We did notice, because we did the two different passion tests, that there were changes. There were changes over time.

Janet: You know I have a call with you next month, so when I call you, we’ll look at those again. Chris and I take the test at least every six months, because we keep finding that our passions shift, change and grow and that it’s good to stay in tune with that growth and shift because that which you put your attention on grows stronger in your life.

Let me ask you this next question, and this is our gift to you. At *Healthy, Wealthy nWise*, we believe strongly in the intention to



really manifest these outcomes. I think you mentioned it, and I want you to mention it just briefly, your most important project. You mentioned your intention, but I want you to mention it again so we can really, consciously all hold it for you.

Richard: What I want to do is build an army of advocates for abused children. This army would have 50,000 people and probably average about 50 people per club, so we're looking at about 1,000 clubs, and that we would communicate together, not only through Internet, but through conferences.

We're already planning a cruise we're going to go on together to talk about child advocacy, training, and how we can make a difference in the world. I think with 50,000 people, we could absolutely shake this world and affect the millions of children who are abused just in America alone.

Chris: Richard, if some of our listeners and readers want to participate in that and become some of those advocates, how do they go about doing that?

Richard: I gave my personal email which is: [author@richardpaulevans.com](mailto:author@richardpaulevans.com).

Janet: You know now when you put anything out, you get millions of replies, so I want you to email me and tell me what happens with this one, because I'm falling on your coat[tails] of all the things you do. Next BEA, the book sellers' convention, I'm going to have 10,000 books I'm giving out. I love what you've done.

What's the single most important idea you'd like to leave our listeners with that you haven't discussed with all of us yet?

Richard: I think we discussed all of the things that were important. It comes back to me over and over, the idea of adversity. It is the difficult experiences, and your listeners have difficult experiences in their lives that give us a chance to shape and to grow.

I take it back, there's one more thing, in fact, something we can talk about later. I came across a new talk I started to give, and I call it "The Four Laws of Divinity." It's something that's just formulating right now. It started when I was in Dayton, Ohio.

A junior high school teacher asked if I would speak to some of her



kids. Two hundred of them showed up and then she asked me to speak for two hours. How do you keep 200 junior high school kids interested? I gave them these ideas that I call “The Four Laws of Divinity,” and I was blown away by the effect it had on them.

The first of those laws is to accept the divinity of your life. That is something we have not discussed. If you study the history of people who have accomplished great or powerful things, and excuse the reference, but I just finished a 1,000 page book on Hitler.

He fell into line with these other men and woman I was studying who had accomplished remarkable things. He’s one of the most influential characters in history. Every one of those people, including Hitler, had a sense of destiny.

Whether you want to accomplish good or evil, to have a sense of destiny is the starting point. I had a complete sense of destiny with *The Christmas Box*. Janet, I know you and Chris have a sense of destiny with what you’re working on, and with *Healthy, Wealthy nWise* and *The Passion Test*. If you have that sense of destiny, it will lead you where you need to go.

That is the underlying tone of everything we talked about. Without it, if you don’t believe there’s a destiny or divinity to our lives, then it’s all a crap shoot anyway.

Janet: I am with you 100%, and I love that you left all of us with that thought. It’s what I believe to be true as well, that to the extent that you’re in alignment with what I call God’s will for you, and I feel that you can’t possibly have a desire, a passion that’s not totally in alignment with what God’s will is for you.

Who’s speaking to your heart anyway, right? That’s that higher power. Some people like to say nature. I like to say God speaking to me through my heart, that love, that passion. If you follow that, as we’ve been talking about over and over again, that’s your destiny. That’s the huge field that you get to play on. Would you agree?

Richard: Absolutely.

Chris: Richard, one of the things we see in your story and in your life, and I just want to tie it back for everyone that’s listening. God was





speaking to you as early as when you were twelve years old in the form of a man named Kerry Heinz, as I heard it, and taught you some lessons which have been critical and important to the success you've enjoyed.

As Janet and I work with people and give them *The Passion Test*, one of the things which is extremely common is that most people have, somewhere in their top five, or if it's not in their top five passions, then in their top ten, to enjoy material abundance in one way or another.

To be comfortable, to have great wealth, abundance - people may word it in different ways, but many people have that and I want to bring back to this wonderful, your latest book, *The Five Lessons a Millionaire Taught Me*, and again, thank you for sharing an excerpt from that book with our listeners, with our subscribers in particular.

All of those of you who are subscribers will be able to go online to <http://www.healthywealthynwise.com> and download that excerpt from Richard's book. Any of you who are not yet subscribers, then for \$4.95, you can sign up. Go to <http://www.healthywealthynwise.com/elite.asp> and you'll be able to get the recording and transcript of this call, along with that excerpt from *The Five Lessons*.

Those of you who just want to go straight to getting the book and be able to learn this knowledge from this amazing, incredible man who has been sharing with us tonight, and thank you again, Richard, for taking this time, I want to encourage you to go to Richard's site for this book, which is <http://www.thefivelessons.com>.

I want to mention too, for any of those who are interested and would like to participate with you in this wonderful and amazing project that you have embarked on now, and become advocates. They can email you at [author@richardpaulevans.com](mailto:author@richardpaulevans.com) and of course, that is your main site with information about all your other books as well, <http://www.richardpaulevans.com>.

Janet: Richard, I love you to pieces. What can I say? You just are "it." You hit a ten with me on inspiration in every way. I know everyone can hear it in your voice. I always like to say that there are certain people that I've been on the phone with over the years, or in an audience and I can't hear something.



## Real Life Publishing Legend Richard Paul Evans

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That's because I feel like my ears, these days, will only listen when someone's truly coming from that centered place of the heart. Everything you speak, was just for me, super fluid and easy and comfortable, and just hit right home.

It is always that way. You are so congruent, you are so completely aligned. I can feel it in the depth of my heart. I thank you for you being you, and from all of our hearts I know, to yours, we wish you the greatest success in every endeavor and again, count me in and count Chris in. Thank you from the bottom of our hearts a million times over, Richard.

Richard: Well, thank you, and I'm so excited to start a club in your city.

Janet: Yes, me too! This is great. To all of the listeners, thank you for being with us. I hope you'll understand the little bleep we had in the beginning when my phone got disconnected. This is what India is all about sometimes. It's about learning how to be extremely flexible, and that's what my experience is here.

Thank you again, everyone. Chris, thank you. It's wonderful to be with you, Chris, from this far away. I feel like I'm in the same room with you. Have a great day, Chris, Richard, and all of our listeners. All love to all of you, and talk to you real soon.