

PAUL:

Hi, this is Paul Mascetta and I'm sitting here with best-selling author of *Conversations with Millionaires*, Mike Litman. Mike is an entrepreneur who has built numerous multi-million dollar businesses from the ground up and started with basically nothing and so we are really excited to have him here today to share some of his treasured secrets and tell us more about exactly how he did this. It's great to have you here.

MIKE:

Paul, it's a pleasure to be here. Thanks for taking the time.

PAUL:

Tell us a little about you; tell us how you got started, where you came from, what you did.

MIKE:

I'd love to do that. Back when I was 19 years old Paul, the only dream I've had in my entire life, and I never wanted to be an actor, an entertainer, I wasn't good enough at sports. The only dream I've had was to create a platform that could positively influence the lives of 100s of thousands of people and one day maybe millions. But if you ever had a goal or someone in our audience might have a goal or a dream, but you don't really know how to get there, that was me. I went to the University of Rhode Island, I graduated and the next six years I had six different jobs. You know Carl Lewis the famous track athlete?

PAUL:

Yes.

MIKE:

If you can imagine in the 1984 Olympics how fast he was running, I was running that fast backwards. I was living paycheck to paycheck in a 5th floor walk-up in New York City. My own parents

who love me dearly, I know someone is listening right now, their spouse, their friends just said “hey, give up.” That was the environment I was in and I relate to someone right now who is in that place. I couldn’t give up.

Something in me wouldn’t allow me to throw in the towel. Something in me just said, keep moving on, keep pressing forward, and keep persevering. What happened was a unique experience that happened in 1997. That is so relevant, so important to today’s conversation, I’m really glad you asked me this question. It’s such a kernel, such a piece of the millionaire mind that I am going to share with you right now. So in 1997, my parents’ accountant asked me to appear on his radio show. You ever get asked to do something, asked for an opportunity you want to say no, but somehow I said yes. He said come on and talk about marketing and help my business out, it’s a local thing.

I went on this radio show and I really liked it. I asked the station manager how do I get my own show and she said pay me \$75 and I’ll give you 30-minutes of time. Paul, for the next 18-months, I interviewed my idols. Not Mel Gibson or Derek Jeter or Julia Roberts. But guys like Tony Robbins, *Rich Dad, Poor Dad*, Mark Victor Hansen, and Wally Amos. I was on this search, this quest to really understand the millionaire mind. I was 24 years old at that point

and said what does it really take to change your thinking? What does it really take to build a 6 or 7-figure business? What does it really take to get back control of your life?

What's interesting is my radio show that I did for almost a year and half, I never had more than three listeners live and two of them were my parents. So imagine me paying money to do something I really liked to do, no one was listening and didn't make any money and that's why I had to stop. There's a big lesson there, there's a big kernel I want to share there to help you become a money magnet, to help you develop the millionaire mind, and it's this: you don't have to get it right, you just have to get it going.

What's happening right now and so many people having challenges, very difficult economic times. They are waiting for perfection, waiting until the 'i's are dotted, the 't's are crossed and the hats on properly before they do anything. If I did that and I waited, I would never have built a 7 figure business, never helped thousands of people change their lives.

That was back in 1997 – 98. Now I always say if you want to develop the millionaire mind, if you want to become a money magnet, write this down please. Money, opportunity, greatness always starts by saying yes to an opportunity.

Somebody made the decision Paul, to invest in this program right here. It says the world about them.

So let me bring you to 2001. A friend of mine from across the country called me up and said “Mike you know those radio show tapes collecting dust in your parents’ basement from when you did this radio show interviewing millionaires?” I said yes, they are collecting dust and I haven’t seen them in 3-years. He said, “Let’s get those tapes transcribed, and turn them into a book called *Conversations with Millionaires.*”

Now, I thought that was the best idea since Google but no one else did. After 32 publishers said no, we decided to self-publish it. Millionaire secret number 2 here: You have to take control of your own financial future. That might sound trite, that might be something you have heard before but the truth of the matter is that there is this whole thing of knowing without doing is not knowing. Let me say that again. Knowing without doing is not knowing.

So we self-published and became a #1 bestseller on Amazon in 90-days and now it’s sold over 120,000 copies and I share this story to tell the listener to tell the viewer that you might be in a place right now just a decade ago. We are going to talk about some of the specifics to change your life. So, if you just take these two things here 1) You don’t have to get it right you just have to get it going and 2) Money, opportunity, and greatness starts by saying yes to an opportunity. You are going to put yourself miles down, way past the common man, the common

woman who is struggling during these challenging economic times.

PAUL:

Well, I can definitely relate and I think probably everyone watching this can. The question that I have for you is how do we break that cycle? Obviously there is a disconnect, we've listened to this information, we've watched, we buy these books, these programs, we immerse ourselves in this stuff and yet for whatever reason, it doesn't work out for us, it doesn't happen. What is the first thing that needs to happen, Mike?

MIKE:

Without even realizing it, you asked a million dollar question. You had 3 words in that question that I really want to bring some awareness to. You said "break the cycle." There are so many people watching and listening who have invested in personal development programs, who have gone to the seminars, who have the books, have the tapes, and can recite it in their sleep. What's happening is if they look back 5 or 10 years from when they started the

journey in personal development, the journey of self-investment, they're not really that much further along to when they first started.

The bank account is less, their stress is higher, and their spouses are upset with them, so something is missing. I'm here to attest, to share with you that part of it is breaking the cycle. I want to touch on a concept here that I call generational wealth but also generational poverty. If someone is having a challenge right now, there is probable a cycle in their past. It might go back 2, 3, or even 4 decades, or 100 years. Ask yourself, "Has there even been an entrepreneur in your family history? Has there ever been anyone who has made over \$100,000 on their career? Has anyone ever made a dollar while they were sleeping? Has anyone ever had \$1 of passive income coming in?" One of my things here is if you ask me a first step, they have to be aware of this. Most people are just going through their routine verses really stopping themselves and saying what the hell is going on? Why have 5 or 10 or 15 years gone by? That's what I had to do.

I had read over 2,300 success books by the time I was 26 years old and I had about 26 cents in my bank account. What happens and what I want to share with you and make this challenge to you. You have to stop and say, what's going on with me? And I will let them know there is a current, that there are

patterns of thinking of thought, of action. I mention perfectionism. Who needs to be perfect, the employee or the employer? The employee because if the employee isn't perfect, what does the employer say? You're fired.

What we are talking about here and why this program is so important is really breaking those chains, breaking those cycles. "Mike, give me that first step, get me not to first base, but to home plate." It's awareness. It's self-awareness because we are our worst enemy, we're our biggest detractor. We've put the handcuffs on ourselves. We hold that millionaire mindset hostage by not allowing ourselves to say I don't have to repeat my past, I don't have to have the habits of my father, my grandfather, people I never even met. Why am I letting someone who passed in 1912 affect me in today in 2011? It's awareness. Without you having the courage, the fortitude, the intestinal fortitude to be able to say you really look at reality to move forward. We can talk about that later, but let me throw it back to you.

PAUL:

What this really all boils down to is that at some point somebody needs to take action. Am I right? You mentioned Tony Robbins earlier. One of

the things that always stuck with me from Tony Robbins is that our actions ultimately boil down to two things, pain and pleasure. Tell me what you think is a greater or better motivator and how do you utilize those? How do you utilize pain? How do you utilize pleasure?

MIKE:

Great question. We know from 1982 Tony Robbins people do things to avoid pain or gain pleasure right. I think what I am going to do is add to that dialogue that piggy backs on what I just spoke about. It's easy to say people do more to avoid pain and gain pleasure. I think the greatest motivator, the most underrated motivator, the Rudy of motivation is reality, just reality. Most people never take the time to say what is my reality? Really put the smoke and mirrors aside. My bank account is at X, I'm 35 years old, I'm 55 years old and this is where I really am. Where am I in my relationships? Where am I in my investments? Where am I in my health? I want to avoid pain as a motivator, what allows you to see the pain? Reality.

PAUL:

Right, right.

MIKE:

When you can face the reality, we know that James Allen taught in 1903 that everything is just a mirror. When our results are weak, it's because we're really causing that. It's cause and effect. The point of the matter is, I would say to someone on this important topic of money. In 1982 was this topic important? Absolutely. In the 2000 plus decades this topic is extremely important, the world is changing. I would say to someone, take out a piece of paper and say what is my income this year, last year, what do I want it to be next year? What do I need to do to bridge that gap? Look at the reality of it. Look at your savings, whatever area of your life.

Allow the pain of the reality to drive you to further heights. Allow the pain of where you are to propel you to a bigger end result. Let me add this too because it's really important. King Solomon, the book of proverbs, he talked about where there is no vision, the people perish and that's the same thing here. So much about having that millionaire mind is being able to expand the vision of what's possible in your life. If you can never see yourself going on a

private jet or living in a million dollar home or having a million dollars in the bank or having \$10,000 a month in passive income, whatever. If you can't see that, you're not going to be able to get there. You're not going to be able to get the commitment to new thoughts, new actions. You're not going to be able to do that. Such a big driving force for me over the last decade is that each level allows your vision to expand and as your vision expands, I see how people do this; I see how people have a \$10 million dollar business, have a \$1 million dollar business, make six figures a year. Wayne Dyer wrote a great book, people will say "I'll see it when I believe it," no it goes "When you believe it, you'll see it."

Maybe we can talk about that in a little bit. I don't mind you asking me something on that. It's such an important thing here on the pain-pleasure question. I'll give you a little bit that may be a bit mean. How old are you? Let the reality of your age drive you. Do you want to be working until you are 70, 80 or 90? If you are 24 watching this, let the reality of "Do you want to be retired by the time you are 30" drive you. These are some little things here that allow you to use what Steve has taught and allow you to kind of push yourself forward to see the bigger you which leads to the better results, better actions and really better living.

PAUL:

Wow, amazing. A lot of what I get from this is that people basically go through life distracting them from reality. They are using, could be the gym, music, alcohol, eating, partying but they are distracting themselves from this reality then all of the sudden this reality hits. My take-away from that is there has to be a lot of focus. You have to develop focus. If you could tell us one or two key steps to developing rock solid focus what would they be?

MIKE:

Let me answer that question this way. This is a tremendous line; let me say it to the camera. The only reason people fail is broken focus. Let me say that again. The only reason people fail is broken focus. Before I can tell you one or two things to do to be better focused, let me tell you that the world is conspired to steal your focus. Whether it's TV, whether it's books, whatever it is. There is a conspiracy out there to grab your attention and by grabbing your attention and holding on to it, it scatters your focus. It dilutes your focus and if it dilutes your focus, it dilutes your power.

So before someone can say a simple tip, which I can give you 20, but I'll give you one or two today, the more important thing I can share with you, is to sell you, to convince you on the power and the importance of focus.

Let me give you a little thing here that is relevant and that a lot of people will relate to. It is so easy in today's economy and today's day in age to get overwhelmed. You are listening right now, there is a good chance you are overwhelmed right now, really overwhelmed. You might be looking to reach your financial goals through real estate, internet, the stock market, starting a Dunkin' Donuts, whatever it is. You can open a productivity book Paul and get 36 tips on focus, but I think the greatest tip on focus is to move from a scattered focus, a scattered mindset, into a singular focus.

Once you have a singular focus, once you have an eye on the prize. Mohammed Ali didn't try to be a champion boxer and a champion golfer at the same time. Michael Jordan when he went to try to play baseball he didn't succeed because that wasn't his focus. What happens, one of the things that I say is that getting in the millionaire mind is so much about staying in the game long enough to succeed. It took me 10 years, it take a lot of people 5, 6, 7, 8 years. If you can pick a game, stay in that game and just pay

the price of that game. That focus will do everything to you.

Here's another focus tip. I used to be the king of doing the least important things first. Why would I do the least important things first? Easy, they're more fun and easier to do. We always take the path of least resistance. You put the things that are toughest at the bottom. Let me segway into this, this is really important.

Albert E. Gray in the 1940s wrote an essay called the *Common Denominator of Success*. It's the greatest productivity pamphlet ever written to the life insurance agents and now it has become so big. He said the difference between successful people and unsuccessful people is successful people make a habit of doing the things they don't like to do. Focus tip 1.0 is you have to be doing the things that A) are the most important to you and B) that you don't want to do.

I can say be focused and do things that are not important. But if you can find 2 or 3 things a day that are important and that would move you forward you are going to be on your way to the six and seven figure business. Another thing here that on this focus' point is if you said "Mike, do 10 things today that will move your life or business forward," I wouldn't even get to 1. I would be so overwhelmed. What do I do first, what do I do second? I'm not

some Harvard business school guy or graduate from Wharton School. I can't do that. If you find one or two things a day that'll allow you to enhance your mind, enhance your life, enhance your business, in 30-days from now Paul do you realize if we took one positive proactive step a day on the way to the millionaire mind, what your life would look like in a month from now. That's why these principles that Steve and I discussed here are so important because it's these little steps both in the mind and the actions that really make a huge difference.

PAUL:

Right, okay. Let me ask you a little about tangible actions. We talk a lot about mindset, we talk about focus. In your opinion what is it that you have to isolate to be able to move into the difference of what's important vs. what's urgent? Is it your talent, is it your education, is it your ability, and is it your persistence? What is it that you need to identify and really leverage? What would you say it is?

MIKE:

I'd say its strength. It's your ability to find out one or two talents. I have a friend, Frank, and he is one of the biggest guys I really know. He is great at relationship building. Why, because he figured out where he was strong in and he has built a career there. I can go through countless stories of people I have interviewed including Rich Dad, Poor Dad and that financial education. These people are mentoring to you. They found their strengths early on. They found out what they were good at and they work with other people that have different strengths. That's what a team is all about. A team is together everyone achieves more.

I really think the starting point is to wake up and say okay what do I like to do? What am I wired to do? If you ask me to do video editing, I would fail at that. If you ask me to do what I'm good at, I will succeed at that. This is a very important thing here when you want to get on the path to developing the millionaire mindset is what are you strong at? Here's the thing why strengths are so important Paul. Here's the hidden benefit of why our strengths are so key. It would be great to be able to look into this camera and say "success is an easy walk down, like Dorothy in the Wizard of Oz." But unfortunately, that's not how success is. You know that Paul, from all the amazing

things you've done. You have touched people in about 42 different countries in your work.

It's so important for people to realize that if success was easy then everyone would do it. What's the hidden benefit of strengths? If you're not doing something you love, if you're not following strength of yours when the challenges come up you are going to take out the white towel, throw it in and be on to something else. I call those people business opportunity grasshoppers because at the first sign of strife, at the first sign of resistance Paul, they're on to something else.

For instance it was 2002, I was meeting so many millionaires and what drove me crazy Paul, is that they're not that smart, they're really not that smart. I thought there was something, that they had a secret sauce. They just applied the things that Steve and I are sharing here. They've applied these things in there life. They've found their strengths; they've built a team around them. They found other people with different strengths to make up for their weaknesses and went out there and did some great stuff. So, it's about strengths. It's about finding what you want to do. Let me add this about passion.

Passion is one of the other key areas that will allow you to move through challenges. I always say I don't ever want someone to pass their friends, the guy who you went to high school with who was a

pain in the ass, the guy who when you didn't get the A's and he did, threw it in your face. The way you get past the expectations of others, the way you pass the expectations of yourself is passions. I see so many people, I was traveling recently and you look and people aren't doing anything. They have smart phones, mobile phones, and iPads these days but they aren't doing anything. They are watching Jerry Springer on their iPhone when they could be investing in their strengths, they could be learning.

That's what I'm saying here about getting going. I can answer the question another way and say necessity says just do something and there is some promise to that but if you can find your strengths. Here is a good question to ask you. Is there something that you do that you are 1% better than other people but you think everybody else is as good at as you are? The answer to that question, if you attach business and marketing skills to it, it will change your entire life. We don't appreciate our differences. We don't appreciate and recognize our strengths. We don't appreciate and recognize what we are good at.

PAUL:

Why do you think that is?

MIKE:

Paul, its self-worth. Why don't people follow their strengths? What stops them? Think about it. The people around them, their environment. They don't have examples, they don't have models, and they don't have heroes that have accomplished these things we are discussing here today. That's such a big draw-back, so hurtful because I've had the uncanny opportunity to not only interview dozens and dozens of the richest people in the world, but I've been on their private jets, I've been in their multi-million dollar homes. I've been across their lunch and dinner tables and it's that model that example I've seen. The example their kids have seen that allows them to feel that worth, to feel that power, to feel that recognition.

Why do lottery winners go bankrupt almost 90% of the time? Why do people who come into an inheritance lose money so fast? Part of it is they don't have the mind-set. They don't even have the self-worth that would say that I'm deserving of being a millionaire, I'm deserving of accepting a half a million dollars in an easy and effortless way. Another characteristic of this reduced self-worth is so many times it's tied to a reduced, negative self-image when it comes to money.

If you have a negative image about money, how could you get positive money results? If you can't see yourself making \$10,000 a month how are you going to make \$10,000 a month? And if you do, like the first time I ever made money in my life, my business went to zero to a hero, multi millions overnight. But I wasn't that person yet who could manage, who understood, who accepted those results. It was bigger than my mind-set at that time.

So what happened was, I took 20-steps back and had to realize, wow, why did I just lose all that stuff? I wasn't that person. Every level of income demands a different you. It's all attached to what does you self-worth need to be? What is your mental money thermometer need to be? What do you need to believe about money to reach the goals you want?

I have a concept that's been fairly controversial because it goes against what Donald Trump says. Well Mike he's a billionaire, you're not, what do you mean? Everybody out there says, "think big", right? Think big made popular in the fifties. Obviously thinking big is a positive thing. No one's going to debate that. But I found so many people are like me that are having trouble getting going, having trouble starting. They didn't come from that money culture, that positive money culture. I teach the magic of thinking small, Paul.

The magic of thinking small because if you've never made \$5,000 a month or \$500 a month in your own business, why should your goal next month be \$50,000? The hype says you should try to make \$30,000 next month. The reality is you might not be the person who can make \$300 dollars yet, so what I'm saying to you is that work on you self-image, work on what you believe. Now, if you said, "Mike, this is you talking to me now. Mike, give me one thing that can help me turn my self-image around overnight". Its literally bringing awareness to the thinking, the patterns of recurring thought that are holding you back today.

PAUL:

Would you say that we have to get into these money milestones where maybe for some people they can see themselves making \$5000 a month, others can see themselves making \$20,000 a month. But somewhere in between there's someone that falls in between both of those categories and they have to adjust their vision, so to speak, with something that's more realistic for them and once they actually see that they can move onto the next level?

MIKE:

Do you know why it's so customized and so personalized because the road to becoming a millionaire is filled with momentum. What happens is that for most of the people out there, their business and life is void of momentum. First they stop, they start, they stop, and they start. But the catalyst to get momentum is through tiny, small victories that on the surface look meaningless.

When Michael Dell got his first customer in Dell computers, did he one day say, I'm going to be a billionaire or even think it? No. But he got one customer, then 2, then 10 and went to 100 on up. When Oprah Winfrey first got a viewer, she was the happiest woman in the world.

So what happens is because these business opportunities grasshopper, its 90-days in Amway, the 90-days in real estate, the 90-days in internet business. You're just jumping around. They never allow momentum from that \$300 monthly income to \$3000 to \$30,000 to \$300,000 to \$3 million. What happens, Paul, they see the guy, the \$3 million a month but don't recognize that he started at \$300 to \$3000 to \$30,000, etc. So I've been on this crusade, for a strong word, to help people to bring momentum into their lives.

They should be the momentum millionaire. To allow momentum to take them because what happens up the chain is that when you're just starting, you don't have anyone around you to invent your corners, people in business that can help you get to the next level. It's just like a ladder, becoming a millionaire is being a ladder. Each level of the ladder you have new knowledge, new insights, new wisdom, new relationships, new people. Now all of a sudden you meet somebody and you both go from the wrung 3 to wrung 8 overnight.

What happens is a great book called, *You*, written by Price Pritchitt. He talks about incremental versus quantum leaps. Millionaires have quantum leaps. Millionaires started with incremental jumps, incremental moves so that's why I'm saying to you listening is that get on this path and realize that you don't have to get it right you just have to get it going. Take these steps and focus on the action steps, not the results.

Everybody says look at the results, look at the results. But it's the same thing as looking at the planting of a flower and looking at it the next day and asking why didn't it grow yet? If you're just starting and you're looking at you results for the first six months and you're judging your success or failure by the results you're getting, you're going to quit and be here again in ten years.

Focus on the action steps focus on the process of doing the right thing and then the results will take care of themselves. These guys out there today are just plant; picking it 3-years later, plant, pick it up later. That's not just how things happen. That's why this program is so important because we want you to get on this path both mentally and in reality to move yourself to these higher levels of growth.

PAUL:

And these action steps that you talk about, these should be centered on passion and strengths, right?

MIKE:

Ideally, yes.

PAUL:

Granted, I know there are a lot of people out there that maybe aren't so aware of their strengths, talents, abilities, etc. What about the people that is? What about the people that are watching right now

and they know that they are good at x, y and z. I know I'm passionate about x, y, & z. The problem unfortunately, is that I'm stuck at what I'm doing now. It pays the bills or whatever it might be. How do I leave that, how do I make that transition? Does it boil down to take risks?

MIKE:

The answer is do not make the transition. So what does that mean? The dumbest financial thing someone could do is go from a full-time employee to leaving your job and taking the chance to be an entrepreneur or a business owner.

Remember I said that every level of income demands a different you. You need to have business knowledge and skill set, etc. That could be the dumbest thing to do and I've been doing this for over a decade. I have never seen anyone succeed that tries to make that jump. If you have 25-years of business experience at IBM or at any company and you understand business, you are probably making an intelligent move to your own thing. But for most of us, that is not the case.

Paul, one of my early mentors told me, everything you don't have in your life is because you decided not to trade time for it. Even to this day,

now married with a few kids, I have to find the time. It's a cliché to say that you become a millionaire not in your busy time but in your spare time. Becoming a millionaire, becoming successful, so much of it is what you know, what we're discussing here today.

So the point is, start part-time. Someone says, "Well I have two kids under the age of 5 and they go crazy." Get up early. Stay late. Bring a book to lunch. So many businesses poll use of the computer. They don't let me use the computer at my job. So great, for your lunch hour, bring you laptop and work in the car. There's another cliché, where there's a will, there's a way. So what happens is people don't understand that time is their greatest currency and that time invested properly brings you these huge results.

I'm spending time here doing this program that's going to bring me financial results for maybe the next decade. Why, because I committed to investing time and to sharing value. So it's really how you use your time. So much about success is common sense and it's almost trite. People will say, "I've heard this before," but until you really are paying the price with your time, that could even be seeing your kids a little less today but seeing them full-time a year from now. That could be a night going to bed a little later or waking up early, any little thing because we're looking to get back our time.

Here's another thing, financial freedom. So many people out there are saying "I want to be rich. I want to be a millionaire". What I'm here to tell them and what this program is going to allow them to do is get them to financial freedom first. So this person at this job saying if I don't make this big transition lead my own thing. What I'm saying to you is let's find your financial freedom formula. Let's look at your expenses, what will come out of your banking account. What's the least amount of money that will come out of your bank account this month? Let's use the example of \$5000 which is pretty above the average American. For some people listening it might be \$30,000, some it might be \$2000. Let's just use \$5000.

You have to find your financial freedom number. You have to find that number that unlocks the door to time, freedom and wealth. I wasn't shooting for wealth, I was shooting for freedom; two different mind-sets. So what I'm saying to this person and to you, back to the \$5000, is if I'm making \$5200 a month consistently, I would have the ability to leave my job and go from \$5200 to \$8200, etc.

So have that clarity. It's so easy not to have that clarity. Find your financial freedom number and find your financial formula and move yourself from pie in the sky to reality. Say its March 1st, 12-months from now, how could I be at \$6000 a month at my

business? Think about this, if you were at \$6000 a month part-time in your business, where could you be full-time? That's the most exciting thing about this program that Steve and I put together.

Where could you be if you just took these steps to move yourself forward because \$6000 working maybe 2-3 hours a day or 5-6 hours a week, where could you possibly go if you had your life back? When I say your life back, I'm talking about your time back because timer and health is a cornerstone. So people get frustrated because they don't have the time, they aren't making the right decisions. So don't jump, use your spare time to make success a habit.

PAUL:

It makes sense. There are 2 questions I'm going to ask you. The first is, obviously you are the best-selling author of *Conversations with Millionaires*. Michael Gerber is one of my personal favorites, *The Emyth Revisited*. Give us 2 key take-aways from that book. If you had to take 2 pieces of information that you got, simple but powerful pieces of information. Then I want to start asking you about really tangible action steps that people can do tomorrow. Something they could do tomorrow that would make the odds of the results looks better the day after.

MIKE:

Let me answer the first one. *Conversations with Millionaires* is literally with nine of my many, many interviews. I took nine of these interviews transcribed them, and *Conversations with Millionaires* became a number one best-selling book translated in almost a half-dozen languages. I'm going to give one thing from the book specifically and I'm going to give you one general characteristic of everybody that I've ever interviewed; all these multi-millionaires.

The person on the street who is not where they want to be yet, per se, they are waiting for someone to pat them on the back. Say you're in Giants stadium, 80,000 people there. Taking them from the stadium and saying, "Hey, Barbara, it's your turn, run down 50 flights of stairs and get into the game. When Bill Clinton, George Bush, Barack Obama, any president, there's a characteristic that these people have that these other people don't have. Its simply they voted themselves in.

PAUL:

Is that something you're born with? Or something you develop?

MIKE:

No, No! It's something you just do. I'll give you an example. In 1997, my radio show I mentioned earlier, I had 3 listeners live. If you went back to my web site back then and when I talked at Barnes and Nobles, they called me the number one radio show host. I made that up. They said it was and was it not the truth.

No, I believed I had the number one show. So I voted myself in. I didn't say I had the most listeners, but I know it was the best show. So you have to have the audacity. Look at Don King, a boxing promoter. You have to promote yourself. Salesmen are the highest paid people in the world. Self-promoters. Oprah Winfrey is a saleswoman, right? Presidents are sales people.

I don't think you're born with or develop it. I just think there's a part that happens where you just go for it. Courage is a big requisite of success. One of my early mentors said, Mike, Nothing great ever happens unless you stretch yourself. If you're not

stretching yourself, if you're not voting yourself in, you're just part of those massively living lives of quiet desperation.

You have to be scared. You have to put yourself in a position where, "I don't know if I can do this". Now the first time I spoke in front of 1,000 people in an audience, the first time I spoke to 3 people, I was sweating more than a 60 minute soccer game. That's how confidence it built. But you have to vote yourself in.

PAUL:

Why are people waiting, then? Is it a lack of confidence? Is it that they feel they need to be motivated?

MIKE:

I don't think they feel worthy of success. I think worthiness, deserving, I think it is a big part of it. Also, your peers are another big part. All of a sudden you go from Sally Smith in Houston, TX to Sally Smith who's an expert on stress relief. What does your family say about it? What do your friends say about it?

It's like you're from Mars and they're from Jupiter. That kind of discomfort you need to be comfortable at some level. So I knew that when I was in late 20's trying to do something I left my core friends for a few years. They're talking about fun and all this cool stuff. I like that stuff too, but I wasn't ready to be 48-years old and start then or never start.

Your next level is always going to be uncomfortable. There's no other way about it. Fear is always going to be a prerequisite of your next level, but it's how you handle it. So when I was interviewing millionaires, people would say, "Aren't you scared a lot?" I was 24-years old. I was interviewing a guy with 20 million dollars. I didn't even know what 20 million dollars was. Of course I was scared, but, hey, he's a person and I'm a person, let's just do this.

PAUL:

So it's really about stepping out of your comfort zone?

MIKE:

A thousand percent, a thousand percent!

PAUL:

Let me ask you this, earlier you were talking about momentum. Momentum is neutral. Whether it's going in a negative direction or a positive direction, momentum, as the definition suggests, momentum builds. I think a lot of people struggle because they are stuck in a place of negative momentum. What do I do to stop that and change directions and go in positive momentum? What do I do? What are the action steps? What would you say are five action steps that I could do to break that momentum and move in the right direction?

MIKE:

So there's a person listening right now and their momentum is going backward. I'm going to give you action steps that could be different based on what you do. We're talking here about making more money. The first prerequisite of making more money is a vehicle. So step number one is a vehicle. I don't care if you're making craft products, if you're sewing stuff or you want to be a real estate investor or if you want to build an online business.

There needs to be a vehicle. There needs to be a wealth vehicle. There needs to be an engine that takes you from where you are to where you want to be. There are thousands of vehicles. You need to find your vehicle. So number one is finding your vehicle.

Number two is not talked about at all, but you have to identify people that have money to spend. So if I'm looking to sell to schools and I want to sell them \$300,000 educational programs; today in America, that's probably not going to happen because schools don't have the ability to spend this kind of money. So what happens is that most people come at the wealth vehicle perspective like, "I want to this and I want to do that."

So much of this falls in finding the right market, finding that group of people that have money. The biggest mistakes I see are that people don't realize that business is an exchange of value for value. But the value that you are getting from us is money. I can tell you so many stories of so many people; endless, endless stories of people in business excited about their business but are marketing to people without any money. You can't sell Gucci bags to a homeless person! Very important is step number two: Finding a market for people that are proven buyers.

What do I mean by proven buyers? Business is so simple. It is so hard and so simple at the same time. We have all heard of the example of reinventing the wheel. I'll give you an example. You just bought a Burger King franchise. The dumb entrepreneur goes to Main Street in your town where there are no food places. He says: "Oh, look at this opportunity! There are no food places here. I am going to take my Burger King and put it in the middle of the street." And a year from now he is bankrupt.

The smart person says: "Where in my town to people go to spend money to eat? So I want to put my Burger King right in between McDonalds and Taco Bell. I want my Burger Kind right between those two." That's what a smart entrepreneur does and now they can employ.

So number two is finding a market where people are already spending money. So you have number one, the vehicle and number two, the market.

Now, part of number two is feedback to really get insight into this area that you are not going to be able to get through the intellectual process. You don't get this information by saying "I think I know my market."

You are always going to do that when you start but as you take action to the marketplace and are aware, that feedback is going to allow you to finely tune what you do. So that is number two. So I know

my market, which means that I have to go from an intellectual place to the reality of taking a step.

Now, I need to create an audience and or have a store, where someone can go to see me. There needs to be a physical or online location. For example, with real estate, it would be sending out flyers or creating business cards. If you are on the internet you have a website. You have to create a presence. You have to go from “I want to do this.” to “I am doing this.”

If it's giving out business cards or setting up a website, you have to establish a presence. Think “I'm in business,” think 1980. Don't think about the time we are in today. Think about “I need a brick and mortar store”, if you want to be a chiropractor, you need a chiropractic office.

What is your presence? Your store, your office; it could be invisible, it could be intangible. If you have the strength of success or you are good at counseling people, you might need a website. If you have knowledge that you think others can benefit from, you can become so successful in the expert business, taking your passion and learning how to monetize it. Let's say number three is a presence, establish a presence, then number four is building an audience.

You can call it generating traffic, building an audience. So you have a Dunkin' Donuts on Main

Street, now you have to get people in your front door. You can get people in your front door either reactively, they find you or you have to learn the skill of marketing, which is proactively. You have to put yourself in the path where people are looking for problems to be solved. So the big part here is whether you're in real estate, the internet, a chiropractor, whatever it is, you're in the business of solving problems. You become a millionaire by solving problems.

So, number four is building an audience that can be reactively through people finding you or proactively through the skill of marketing. So what does marketing mean? All marketing means is waving your hand and saying "I'm here". That's the basis of marketing, "I exist. I have something that can help you solve a problem".

So we have the vehicle, the way of identifying the market, we have the presence, and we have an audience. Number five is we need something to sell, we need commerce.

The good news is in today's world, you can sell products that you didn't even create. Think about it. If you wanted to do wholesale real estate, you don't have a product. Think about affiliate programs online, where you can sell other people's products and make money.

The big key here is on these top five things, so far, is the more you cycle through steps 2, 3, 4 and 5 the more you grow. The more you learn, the more tools you will have in your tool box. I always say to people that the only difference between me and you is I have more tools in my tool box.

So if a situation comes up I might have 52 ways to handle it and you might have two. I have 52 bullets and you have two bullets who is going to win the fight? So this is all about putting more tools in your tool box. So we have the audience, we have something to sell. No matter whether we're selling air, we're selling information, or we're selling somebody else's products.

Step number six is you want to build a database of people that are in your market. So what does that mean? Let's say you're an accountant in your local community and you are networking. Grab those business cards and say "Hey, can I put you on my email list?"

Every month I send out tips on business. You want to move to a place where you have powerful leverage. The whole key to a life of financial freedom is putting yourself in the way where leverage can allow you to do more and more with less and less. The definition of 'leverage' is the ability to do more and more with less and less.

So one of the keys here, in this day and age, is you want to be able to group your prospects and buyers together so you can mail them or email them all at the same time. I don't care if its real estate investors in Columbus, OH, people interested in stress relief, people interested in gardening on the internet, a brick and mortar store, and a restaurant with a little bowl where they can put their business cards.

You want to have the ability to share offers, products, and promotions with a lot of people and with minimum effort. That's the key here for financial freedom in the 2000's and beyond; it is the ability to reach more and more people, to provide more and more value with less and less work that you do.

Step number seven, the last step here, is ways to monetize your audience. What does 'ways to monetize your audience' mean? Its different products or services that you might create or others might create that you could offer your pool of people interested in this common topic.

That's all it really comes down to is finding a group of people interested in a common topic and finding multiple different ways, starting with one, to solve a problem for them and then its rinse and repeat . Just like on the back of the shampoo bottle, rinse and repeat. I rinse, I repeat and one day you

wake up with your financial dreams. You think: “How did I get here?” and that’s the process of evolution in gaining the millionaire mind.

PAUL:

That makes complete sense. So at that point you have a relationship with your buyer, customer, and audience. Can anyone do this and does it involve a lot of money?

MIKE:

Can anyone do this? The answer is no. What do I mean by the answer is “no”? Anyone can do this who is going to make a decision, make a commitment, and who will take action. That’s the truth of the matter. The question about money is one of the biggest myths.

When I was growing up and I would tell my mom I want to start a business, she would tell me: “You have to have money to make money.” The older you get, the more you realize the fallacy of that statement because you can put up a website for free. Or you can pay someone a couple hundred bucks to do it for you. Or you can go into real estate or some

of these other things without needing money. That myth is even taught in school.

You might need money to make \$10,000 tomorrow. But you don't need money to make \$1,000 next week. You need creativity. You need resourcefulness. You need to change your mind. You need to follow what this program is teaching you. It's kind of that whole thing that things look so difficult until you realize how easy they are because you are doing it.

I believe that creativity is the best asset that anybody could have because it allows you to see solutions when there are no solutions. You kind of figure out what they are and move from there. Give me three steps to ignite the creativity in them. Some people just think: "I am just not creative. So I am doomed. He's talking about creativeness and I am not creative, so obviously I can't execute this."

Creativity can be something you have a propensity to, something you are wired for. If you know someone that is creative, that looks at the world differently than you, well, that person could be a great partner or a great mastermind team mate. I would take time studying creative people in an area you have no interest in. Buy a book that is something you would normally not read and see that not everyone sees things like you do. People see different things.

Expose yourself to different kinds of things. That is one of the best things to grow a business.

Learn things in other industries and bring it into your industry. The best to bump creativity is to start asking new questions because we think different things. Ask different questions like “What is a different way I can do this?”

We were taught in school “what, where, why, how, and who.” Use those five friends of yours to ask better questions. For example: “How can I make \$1,000 this month? What is a simple and easy way I can effortlessly earn \$1,000 this month?”

The question precedes the answer. It’s not the other way around. When you start asking better questions your whole world changes and that is proven because you can’t get to where you want to go without asking better questions. So asking questions is the cornerstone that you would need to succeed.

PAUL:

Mike, you have given us a treasure trove of information that we could use to take us from where we are to where we need to be. If you could summarize everything up, and we only had two-minutes with you, and we asked you “What is it that

has enabled you to be where you are today?” What would it be?

MIKE:

Good question. And I appreciate the question. If I was going to wrap it up for people, I would wrap it up with two or three points. The first point is, if you wait for things to be perfect you are never going to get to home base because I know the employee mind. I was an employee for many years of my life.

PAUL:

What is the employee mind set?

MIKE:

The employee mind set is the all the negative actions I have been sharing with you today. It is things that would help you succeed in getting a pay check but not in building a life for yourself. So the employee mind needs to be perfect, the employee mind is scared of risks, the employee mind does not understand the vocabulary of business, the employee

mind is following orders and not trying to find solutions, the employee mind is getting by verses going the extra mile.

This is because there is a mindset that the employer needs that the employee doesn't because they are from two different worlds. So what I have been, for the last seven or eight years, helping people become aware of is that one of these failures, one of these parts of the employee mind, is holding you back.

I want to add one more thing while wrapping that up. I want to go over this point. One of my biggest secrets about getting to my next level is changing my vocabulary. I hijack the words of the next level I want to go to. For example, I always wanted to learn business in the early 2000's. I would pick up a *Forbes* magazine or a *Fortune* magazine and I would not know definitions to words. I would take whatever those words were and search 'Google' and in a minute I would have the basic understating of what that word meant.

The words allow you to enter a new reality. Change your words. Go from "Yes sir", I'm the employee, to "How can I build my business faster?" If you can change their words by learning just two or three words or phrases, where you don't really know what they mean, when you're in the environment you want to get to use those words, you will get respect.

Using the words with the right people gains you respect.

All we have is our words. You want to highjack or take the shortcut to the next level. Find those words of the next level and start using them and those words will start making sense to you.

So to wrap it up, number one, you don't have to get it right to get it going and, number 2, you can do this! When I say: "You can do this" I don't expect them to believe it 100%. Believe in it 1%. Believe in it 2%. Take small steps and realize that you are not going to have the answers. The market place will give you the answers.

Let's say we have an A, B, and C levels of mind set. Most people don't start projects until they feel they are at an A level. The course of my success for the last decade was that when my ideas got to a C level, I got into the market place and allowed the feedback to take me to an A- and an A. So while everyone is thinking about, "How do I get this right" I got going and I used feedback. My own book, *Conversations' with Millionaires* from 2001 wasn't even proof read for the first six-months it was in the bookstores. You have never heard of something so outlandish in your entire life.

It later got proofread. I am embarrassed if you do have that 1st version. But necessity bread movement and necessity bread momentum. So get

off your butt and get going. Remember that you can do it. Times will be tough sometimes but you can develop the millionaire mind by moving forward in a proactive way. You are not going to get through success but through failure. That's the key; move through the failure, into success, and you will get where you want to go.

PAUL:

I have heard you say before: "That the common denominator between successful people and ultra-successful people and people that are not successful people is that ultra-successful people are willing to fail a couple times before they make it to the end."

MIKE:

It is how they think through the failure. It is what they are saying to themselves as they fail. If one person is saying to themselves: "Oh, this doesn't work. The opportunity doesn't work. This is a scam." I don't know how many times I have heard that. It is how you think and what you do through your failure.

I didn't get here today through success. I got here from failing thousands and thousands of times. Another thing, I will go into an unknown area of business and willingly lose money knowing that if I take that action step that I will learn more in that area than I could have ever learned from a book.

PAUL:

So it is basically like paying for an education?

MIKE:

That's exactly what it is, just like paying for your education. You are going to have to get comfortable with failure. So with every failure I think, what is that big benefit in there that I can rationalize in my mind as to, "Why did I waist this money? Why did I waist this time?" But there is something always there. If we look for it, we will find it.

PAUL:

Absolutely! So do not be afraid of failure. Mike, I can't tell you how elated I am to have had you here. You gave us some really great information. And the next step for you is to really just take it and put it to use. Once again this is Paul Mascetta with Mike Litman wishing you a great day. Mike thanks for coming.

PAUL:

Paul Mascetta here and I am extremely excited to be sitting with Steve G. Jones, clinical hypnotherapist. Steve is the creator of the largest sets of hypnosis recordings on the planet. He is also pursuing a doctorate in education, which makes him extremely qualified to deliver information because he understands the way people process and learn information. We are really excited to pick his brain and understand what it takes for people to do, from a mindset perspective, to obtain wealth.

Steve, welcome. The first question I always ask people is, granted you are a master of the mind and a decorated hypnotist, and is a self-made millionaire as well, so can you tell us what the first thing someone needs to do to become wealthy?

STEVE:

Well the first thing someone needs to do is work on their mental state, they've got to take it to a sub-conscious level. When you look at the mind you need to think of an iceberg. When you look at an iceberg, you only see a little of it, the majority of it is below the surface. Or you think about a tooth. People get a tooth pulled and they're surprised to see how

big the tooth is because the majority of it, the roots is below the surface.

We realize that it is the bigger part but also the most important part for someone to become wealthy is to acknowledge how important it is to look below the surface at the driving force, what's really driving you. You know when you get up in the morning and you do certain things. If you look at someone who is wealthy versus someone who is not, they both have the same amount of time in the day. They are both doing things in the day, but they're doing different things.

They are doing different things from one another and the reason for that is because of their subconscious mind that is below the surface, the iceberg part or the roots of them. That's what's driving them. So the most important thing is to acknowledge that. Once we acknowledge that now that's what's driving us to do certain things in the day, certain things that are different than people who are wealthy then we realize that we can take care of that part of us.

It is not so much attempting to force it or attempting to do things that we think would be the right things to do, it's a matter of programming ourselves for success. When we program ourselves for success, we take care of that underground part,

that water part, that beneath the surface part that drives everything else.

In my expert opinion, the best thing to do is to acknowledge that and start working on that because that's not just going to make a change for the day; it's not just going to determine what we do today. Oh, today I think I will do things that wealthy people do. And tomorrow I may not. That's not going to be good enough.

What's going to be good enough is changing the way we think in general about our possibilities, getting below the surface and reprogramming that. Where did these thoughts come from? These thoughts that are buried in the subconscious mind that are holding us back. Where do they come from? Do they come from childhood, from parents, society? Where do they come from? They come from all of the above. They come from all different sources. You are who you are.

We all are the end result of all of our experiences. And we think that maybe our upbringing isn't that important, we think, okay, we had an upbringing that was this way. And I choose to leave that or not to think the way my parents thought. We don't realize how that affects us. We don't realize how our upbringing affects us.

My father was raised during the depression. He was born in 1925. He grew up when times were really

tough. He's passed away now, but during my upbringing we had to reuse napkins at the dinner table. When guests came to visit, even if they were relatives, they were assigned a napkin. And guests would kind of joke with us and afterward they would mail my dad a bunch of napkins, "here you go Ed, here's a bunch of napkins. He would do things like that. Ketchup, he would put water in the ketchup and shake it up to get every last drop out of it.

And we think, well that's our past those are maybe silly things our parents did because they were kind of traumatized by the way they were raised. But that's all in the past. We fail to realize sometimes how that affects us. How that can lead us to poverty-type thinking. We can be trapped in that rut without even realizing it.

Maybe we don't add water to the ketchup, maybe we don't make relatives reuse napkins, things like that because maybe we think that's silly or excessive. But maybe because of our upbringing our dreams are limited. Maybe we think that the universe is not abundant. Maybe we think that our possibilities, rather than being endless, have a roof on them. And we don't realize how that can actually stop us.

So the trick is for us to acknowledge that all of these sources are affecting us. Even sources from way back. Even our friends will affect us. I read this article one time called, *The Next Village*, about how

when you get ready to make that move and you talk to your friends about it. When you get ready to make that quantum leap to that next level and you talk to your friends about it and they say, "are you crazy?" They might say things like, "what you're going to be traveling the world? You're going to be wealthy? We're from the same neighborhood. You are from the same place."

They may not come at you directly like that. But it will be implied in the things they say. There will be subtle things they say in their conversation that will be designed to bring you down, to keeping you in the village, if you will. It does not mean that you have to leave your friends or your family. It means that you have to acknowledge the power that all of the influence you have; your family, your environment, all of that is having an influence on you. And you know that.

You know the power of influence all of that is affecting us all the time. It does not mean that we are up against him insurmountable tsunami that is going to wipe us out. What it does mean is that we need to program ourselves consciously to overcome that.

PAUL:

My big question for you and this is something I'm very excited to ask. Steve, tell us how people can use your system to reprogram themselves. So what can we do? What can people do on their own that you would normally do if you were sitting in a private session with them in your office in savanna? What can they do on their own at home?

STEVE:

Okay, great question. Okay so what can they do? We're looking at three steps here. What can they do? Like a man of action; he is the guy who will hit the ground running. Where are you going to run? What are you going to do as you're running? But there are also subconscious steps. So glad you asked that question. There are three things you can do.

First of all you did acknowledge that the subconscious mind that we talked about is driving you. That is the biggest part of the iceberg that is really in control. Step one is you have to do something about that. Step two is to reprogram yourself. Step three is to keep at it. You've got to keep at it! What that means is maybe it's not going to work the first time.

Mike talks about you have to get comfortable with failure. You have to be comfortable with messing up, making mistakes and important things not working out, or changing course a little bit. Just because you suddenly know how to comfort the world and you are ready to go doesn't mean you're going to be successful in everything you do because a lot of your success depends on good people other people on the planet who are directly involved in your success.

Just because you want to do this and you wanted that to happen does not mean that they're going to do it. Sometimes you have to change your approach which is what I learned over time. You got to have more fitness because I'm the guy that wants to make things happen. I think if I press a button everyone's going to jump. That's not the way the world works.

The world works by people doing things the way that they want to do them. So I had to learn that over time. So that is why step three is so important because you have to make changes along the way too. So step one we already talked about. We have to acknowledge the subconscious mind. Step two is really where I make my living. Step two is reprogramming the subconscious mind. And that gets into huge territory. Luckily it's part of this program.

You have access to some recordings that are going to do that for you. So I've taken all the guesswork out. But step two is reprogramming yourself. So that doesn't mean that it is going to take the entire burden off of you and we're going to just have Steve G. Jones handle everything. There are things that you can do in your waking life that are going to help also and I'm talking about rather than just listening to my hypnosis recordings which you should do, but that's night time but you got the whole day that you can do things.

So what can you do? And step number two that's where you're going to reprogram your subconscious mind which involves hypnosis recordings which is the best way to change. But this also involves changing the way you talk. We don't realize how we talk sometimes. We don't realize we use the word "can't". We use negative terminology when it comes to our possibilities in general. We say things like "that's impossible". We say "that's impossible".

We throw the word out there, "impossible." And you say you can't do that. Or we think to ourselves, "What would my friends think if I did that or would I lose my friend? Will I ostracize myself from my group of friends?" An interesting story happened to me when I had my house in Beverly Hills and I was raising my rates from \$250 per session

to, at the time, \$2500 and now it's even more than that.

I was raising my rates and I was talking to another hypnotherapist and I told her that I was scared. I was scared to raise my rates. I might lose all these people and she told me the story that there was a hairstylist that was afraid to raise his rate because he thought he would lose all his customers but he went ahead and did it. He did lose customers but he doesn't miss any of those customers because his new customers are paying him twice the amount.

It's not saying that he didn't like the people. It's not saying that he wasn't doing it to be rude. He just started valuing his time. And so he was able to make that quantum leap. He was able to look at himself as someone who was worth twice as much. Because, really, the more popular you become, the more things you do. The more things that will be thrown at you, the more valuable your time has become so spending time with a specific individual takes you away from working with a large group of people or making a powerful program like this that's going to reach thousands of people.

So if somebody wants your time individually, that becomes worth more. You have to start valuing yourself and so you will lose some of those clients but if we take that and put that into our everyday lives and we see people who are afraid. They are afraid to

take the next step. They are afraid they're going to lose their friend. They feel that the people they hang out with are not willing to relate to them anymore if they buy a certain car or if they live in a certain neighborhood or if they're hanging out with other people or they start talking about money in a certain way.

They are afraid they're going to lose those people and that is not going to happen. Friends are friends. True friends stay with you through your lifetime and what you do is you set the standard. You tell them, "Okay, I'm up here now, come on up. You want to know how to do it here's how I did it". Paul, I think you are a great example of that because I've seen you develop over the years.

You're the influence master. Paul, you used to be a guy who was in a job and you didn't like it and you saw people like me and you saw other friends of yours and you said, "I want a piece of that. I'm that guy." You were the guy that was helping us do sales campaigns and in you I could always see that for years that spark in you. You have influence. You have always been the influence master. It was just kind of like suddenly you open up your heart to the world and said, "Here it is. I'm not scared anymore".

PAUL:

My belief is that certain people are more qualified or better qualified to teach and they have learned or required from others. While I can certainly teach people about influence or persuasion I think you're better qualified to teach people about how to take certain pieces of information and replicate or make it happen over and over again. So my question to you is how does somebody create a new identity? When does that happen? Does it happen in a moment? Does it happen over a course of time? Is it something you prepare for? How does that happen mentally?

STEVE:

Well, for me it was like your journey. Suddenly for me I'm Steve G. Jones clinical hypnotherapist. Suddenly you're called the Influence master. But, if you think about it, you have always been the influence master. It's kind of like you've been wearing a disguise of not influence master, not as if you're putting on a costume of influence master. You've been hiding it from the world and not because you didn't want to help people because you are thinking, "Maybe they won't accept it? Maybe it won't go as well as I think it

should go?" But finally you said, "What the heck and went with it." The trick is believing that it's going to work.

It wasn't that long ago that I was hypnotizing people in high school. I got a book on it and was hypnotizing in high school. I followed it up with academic studies and actually got a degree in psychology, then a degree in education because I wanted to start helping people and educate them on how to educate others. I really wanted to teach them how to teach others but all that followed my passion. It wasn't part of a plan or anything like that. It was just that I started working with myself to get inside myself. I was a shy kid but I started working with myself. Suddenly I was not shy anymore.

I was shy as a kid. I started getting out there more and if you're shy, that's the number one thing that's going to hold you back from doing anything. You have to let go of that first. I never realized how powerful it is. I wanted to help other people do that. So for me the trick was just taking off this layer of fear. That's really all it is. So if you really want to develop into that person you need to realize it's not so much a matter of developing it, it's a matter of looking at the person you already are.

The musical group "The Americans" once said that, "Oz never gave Tin Man anything he didn't already have. He didn't give him anything he already

had. It was just a physical representation of something he already had that he was given. He already had everything he needed. We already have everything we need. We really don't need hypnosis or programs or anything like that if we just tap into ourselves but sometimes you need a reminder. That's what these programs are about, reminding you about how great you already are. So when we just opened that up and left that shine out, whether it's through a program or just realizing how wonderful we are, we just got to step out there.

When we do, it's not always going to go that well. When you step out and say, "hey world, here I am, I am influence master or I'm a hypnotherapist or I'm a mentor for people who want to be wealthier " or whatever it is that you feel you've always been, the world's not going to necessarily say, "hey welcome, here we are going to give you a bazillion dollars for your services and we are going to ask you to be everywhere". They are going to ask you: "What? Who? Who are you now? I've never heard of you. I never heard of that. Sorry". And it's going to take time. It's going to take time.

When you are going down that path you are going to have to stay and keep that excitement level up. You are going to have to be your own cheerleader. Maybe even the person you're with, the person you love, are not going to believe in what you

are doing. Maybe you're own parents aren't going to believe in what you're doing. They may say, "That's great", but not necessarily believe in what you're doing. You are going to come across that and that's going to beat you down. You are going to get to that point and it is going to beat you down.

So you believe in your wealth and in your abundance come from you sharing your gift with the world. That's where it comes from whatever you got that's where it comes from. Whether you're a marketer, you bring that out. Whether you're a therapist, you bring that out, fine. If you're the influence master, fine, you bring that out. Whatever you do you bring that out and share it with enough people you become wealthy. There it is, there is the simple formula. But along the way there are going to be many pitfalls that could happen.

The number one pitfall is that there is no applause. You walk on stage and no one is sitting in the seats. There is no applause. It's just a quiet theater with you on stage. You have to be the audience and the person who is presenting at the same time. Eventually, you will get one person to see it, then maybe two, and then five, then 2 million than 3 million and 5 million and then eventually everyone knows what you're up to but you got to believe in yourself along the way.

PAUL:

I'm glad you brought that up Steve because one of the key points that Mike talks about is the common denominator that often separates successful people from unhappy failure type people is their ability to deal with failure. The accessible people deal with it as process and just keep moving on where other people just kind of give up and what they were pursuing was just not meant to be because they keep failing at it. What would you say is a key aspect to programming your mind to be able to deal with that because sometimes that's not easy for everyone? So how can you effectively program your mind and overcome that?

STEVE:

Well the best way is to choose something that you're already passionate about because when I first started hypnotizing people, I didn't expect to get paid \$25,000 per session. I didn't expect to make a ton of money. In fact I didn't care about money. That's not what I was in it for. I was in it to help myself, first of all. That's why I sought out self-hypnosis. Once I learned that, once it started working for me, I wanted

to help other people and it was fun for me. I love hypnosis. I still do. I have been doing it for over 25 years and it's still exciting for me. It's fun to do a hypnosis session with someone.

First of all, what you're always going to fall back on is that it's your passion. Let's take a baseball player for example, one who didn't go into baseball for money but one who really loves the game. So what if they don't get picked up by a major league team right away. So what, they love the game. They may still continue to play on a foreign team. They enjoyed the game because of their enjoyment, because of their passion they may one day still get picked up by a major league team.

So, guess what? If they don't, it doesn't really matter because that is their passion. They always fall back on that. They really enjoy it. But I'm telling you if you do anything and it's your passion and you follow it the money will follow, the money's going to come. The money's going to be there. You don't have to worry about it. But let's take a person who has the passion and they do get into that and it's not working.

Maybe it works for a while and they do it year after year. Maybe they had a side job, they still have a day job but maybe work at night, or what have you, and it's just not working for them. How does that person keep going? They have the passion and they're not taking it.

They're not doing something they don't believe in. They are doing something they believe in but they're not generating the money they want to. How do they do that? That's where subconscious programming comes in. Things that I used to do and things I tell my clients to do are simple things.

Just take a Sharpie, a simple black Sharpie, and write something on your mirror, where you look at yourself in the morning, where you look at yourself in the evening. You can write on there your three current goals in terms of affirmations. Now some people don't like affirmation but affirmations are very powerful. Affirmations are what got you here now believe it or not because you are affirming every day that what my peers said about money is right, what my friends say about me about where I should be now is right. These are affirmations.

They are not stated directly and they might not be on your mirror what they are pounding away at you and they are pounding in this direction, holding you down. So you've got to put your three affirmations on the mirror.

A little trick I learned is that you can take one of those green little scrubby pads and some water and scrub them right off. It's not going to be permanent on your mirrors. You don't have to worry about them being set in stone there.

So after you reach those goals, you can write three more. Or you can write them on index cards and put them on your refrigerator or somewhere you will see them every day. You've got to remind yourself of that. That's one quick and easy step that you can do that's going to program you because the world's going to keep subtly beating you down because your friends want you to stay where you are, because your parents don't acknowledge you as to who you say you are or they acknowledge you as Junior or whatever they think of you. They think of you as the guy that should be how they were, whatever they were like.

PAUL:

So affirmations are very powerful. That makes sense. You made some good points there Steve about affirmations and about writing things down. I know I have certainly done math. It's worked for me so I can attest that it's a very effective to do that. I've also heard a lot of people say that they do it or they tried to leverage or utilize the law of attraction per se and it doesn't work for them. They write stuff down. They put stuff on an index card. They put their intentions out there but it doesn't come to them.

What's the reason for that?

STEVE:

A lot of times we have had hidden counter intentions behind everything that we are doing and I know that you and I have talked about that and it's something that Joe Vitale talks about.

Counter intentions are the hidden ideas behind what you're saying. So let's say, for example, that one of the affirmations you write on your mirror is, "I want to be making more than \$100,000 a year." It is always good to make them very specific. That's a really good dividing line because there are people who are making less than that and there are people or take making more than. So that is a rite of passage when you start making more than that. You can look at that and say "oh, I graduated to that." Or you can say, I want to set it at \$25,000, \$50,000, \$75,000, \$100,000 but having those graduated steps is always great.

So let us say that one of your intentions is that, "I want to make more than \$100,000 a year." At the same time you're saying that, you may be brushing your teeth thinking, "Steve G. Jones told me to write that I want to make more than \$100,000 a year and it isn't going to happen. I don't think so." You are not

saying that out loud but you are thinking that in the back of your mind.

That's what's really going on. In fact to go beyond that every time you see that you are actually programming yourself to not achieve it. You are reaffirming that that's not you. You are looking at that and thinking, "I really wish, but I don't think it'll happen." And then you go through your day dwelling on the idea that you're not worth more than \$100,000 a year and you actually end up programming yourself negatively with this counter intention.

So, you need to weed that out. You need to get it by the roots. The first step to weeding that out is, as I always say, acknowledging it, being honest with you. You have got to be honest with yourself and anything you do will have to acknowledge where you are. You have to acknowledge what you're really thinking and the way that you're going to get that, the root of that weed, is by listening to what comes back after you say that. You say it to yourself. What do you hear in your mind right after that? Do you hear, "okay, fine" or do you hear, "I don't think so. I'm scared. Looking at that it looks like \$100,000 is a pile of money. I'm at the bottom of that. It's like a wall or something that other people have."

Maybe you look at that and you start envisioning other people you may know who make that amount of money and you say, "That's just not

me. That's not why I do this. That's not who I am." There's this great huge thing, 20 feet wide and there's a bottomless pit with \$100,000 on one side and you're on the other. You're thinking, "I'm not going to be able to jump this and if I try I'm going to fall into this pit." So it depends on the individual and what their thoughts are. Those are just some of the thoughts I have heard from clients.

The idea there is to realize that it's the roots of the weed that you have to pull out. You have to take a step back and realize, "I'm looking at this, pounding away at this every day. By doing this I'm just reminding myself of the fact that I am in this situation and I don't feel worthy of being in that situation. This really is not working for me. I really have to take a step back and do something." So, what do you do?

Here's the simple plan. All you do is step back from that and you look at it and think, "Why do I think that? Why do I really think that? Let's get some data on that. Let's get some logical data on why I think that." And you just let the thoughts flow. Sometimes the thoughts will just come to you.

First of all, my parents didn't make that kind of money. My dad was, I don't know how much he made, but it wasn't that. And my mom, before she passed away, she was a secretary. She passed away in the early 1970s so I know she was nowhere to making

\$100,000 a year or even the equivalent to that back in those days.

My stepmom is an accountant but I know that over time she saved money but I know that she doesn't currently bring in that amount of money. So maybe it's coming from that? Maybe it's from my role models, which they didn't mean any harm by it. They didn't mean to hold me down but that's just where they were and what they did and they were happy with that.

So I start to look for pieces of the puzzle. Why am I in that situation? I've got to look deeply into myself and a lot of times meditation helps. Sometimes being quiet and listening to you helps. Once you've got that then you got your real affirmations. Then you realize your affirmations are not that "I'm worth \$100,000 a year." They become things like, "I'm different than my parents" or "what my parents said about wealth is okay but here are my thoughts".

You have to acknowledge your past and say, "those were their thoughts and here are my thoughts on that." So sometimes it gets into that territory. Those become your real affirmations. I release what my parents thought about wealth or I release what my friends think about wealth. I let go of that.

Then you build yourself up. Because one of the things that Mike Litman talks about is building momentum but building it with these small steps. So

don't say, "I want to make \$5 million a year" if you're only making say \$20,000 a year. Don't say I want to make \$5 million a year. Start small. Build yourself up, same thing with affirmations.

Pull it back to see what's really going on. Pull it back to the roots of the weeds. Start building there and eventually you will be above surface then you can start making those quantum leaps.

PAUL:

It makes sense. Let me ask you this, what about if a person doesn't really know or understand that they are programming themselves negatively? They don't realize they have a problem. I've often heard you say that one of the first steps in solving a problem is realizing that the problem exists. What are some of the most popular negative things that people say to themselves about money that maybe some viewers that are watching that until you say it they are not going to realize that they're actually doing it?

STEVE:

Okay, very well. I look at problems as challenges because it makes it so much more exciting.

If I have a challenge, if I'm looking at a marathon that I'm about to run and I look at it as the problem marathon then maybe I'm not going to be so excited about it. But, if it's the challenge marathon, then I'm going to be excited because I have a challenge.

So, first of all always look at everything as a challenge that you can engage in and that you can win a prize. But the ideas that you are going to come across, that are going to come up for you, the common ones are, "I'm not worthy." That's number one. That's the most common one. When you look in that mirror and you say "I'm going to make \$100,000 a year," that's challenge number one. That challenge when you think that you're not number one, that's the most common challenge.

People look at that and they will at some level think they don't deserve it. Now that has a bunch of factors going into it. It could be your parents or friends or something that happened to them. They could've gone through a divorce or they could have gotten cleaned out or just fear. Sometimes people have just been wealthy and thought that it isolated them from their friends because of the way they went about it or they saw that they got sued for a lot of money or they saw that they were getting all this attention they did want or whatever it may be.

Letting go of the fear, sometimes we hear, we hypnotherapists hear things in the office such as "I'm

not worthy" or "I'm afraid" or they state that they will have a number of things happen to them because of their fear. Sometimes they envision things happening to them, that's what keeps people from doing almost anything.

For example, they're single and they want to have a date and they could have an attractive person they are interested in and they think? They think that they're going to get shot down. They envision that and go through the whole routine, "I'm going to get shot down." You have to have sort of a "so what" attitude when it comes to things like that. You have to go for it anyway.

Look what Oprah Winfrey does. She sold herself. Not in a negative way but she had to sell herself to the world and say, "I'm Oprah, and I am worthy of being listened to" and so on and so forth. You are going to deal with that. You are going to deal with all of the "no" and "oh" answers before we get to the "yeses". So that's one of the most common things, people thinking that they're not worthy and they are afraid. Those two things will shut almost anything down that you tried to do if you don't overcome them.

PAUL:

It makes sense. Another thing that Mike mentions is the difference between the person who wins the lottery and winds up broke in two years versus the person who becomes a self-made millionaire, loses it all and is able to regain it again in two years. There's something different going on there. So what's the difference? So what is the difference between those two people?

STEVE:

The difference is really summed up while in the movie *Limitless*, the movie with Robert De Niro. In that movie we have a guy that becomes wealthy because he takes a drug and he becomes a multi-millionaire in a couple of weeks and Robert De Niro plays the older, wiser business person that has built his wealth over a long period of time.

The difference is that people who have done it over a period of time, the person who has built wealth versus the person who won wealth is really similar to the character in that movie. He just won his wealth because he just takes a drug to become super intelligent to make a lot of money. The difference is that the person who built their wealth over time

knows all the pathways. They know how to deal with people. That's what Robert De Niro does in this great scene in this movie.

He says something to the effect of, "listen, you came out of nowhere. You kind of came out of nowhere. You built this overnight. I know how to do it because I know how to get down in the trenches. I have fought the battles. I know how to do it". So he could make it happen again whereas someone else who is just a splash in the pan, they win the lottery for example, they don't relate to that.

In fact they don't even respect it because it came so easy for them. So they start living these fantasies and start buying all these things. The next thing you know it's gone because they don't value it. Also, once they lose it they don't know how to do it again. They don't really have a pathway to do it again because what really was the path that they took?

In the movie the guy took drugs so he could just take the drug again. In winning the lottery the person had a one in bazillion chance in winning so they could do that again but it could very well take more than their lifetime looking at the probability if they're going to win it again that way. So they really don't have a clear pathway to it.

This person who's built their wealth over time, which is Mike and I want everyone to do, has the ability to navigate through all of those systems to

fight their demons, to move forward, to persist, to understand the wealth game and how it's played. It's all a mental game. And they can get there again. So that's the big difference.

PAUL:

So now you talk about time. I completely agree with everything you just said. So how much time do you think we are talking about? One year? Six months? Five years? 10 years? How long does this usually take? Is it different for everyone? I mean, how does this work?

STEVE:

It is different for everyone and it doesn't have to take a lifetime. In reference to the character in the movie *Limitless*, he took a long time to build his wealth but his wealth was substantial. It was not as if he went from zero, zero, zero, zero, for four years and then suddenly hit it big because he kept trying and kept working at it. The trick is to get over those barriers as soon as possible. People who build wealth over time a lot of times don't take advantage of

programs like this. They are not dealing with their subconscious mind.

Over time they persist but some are just plain stubborn and they stick with sayings and it works out because the person who sticks around is going to be successful. But it can take a matter of weeks. It can take a matter of months. Or it can take a matter of years. It's really all up to the individual.

What Mike and I want from everybody using this program is for them to cut that time down as much as possible. To have both worlds merge. To have the ability to navigate through everything, to fight your demons, to know how to get from point A to point B, just like the character that Robert De Niro played in the movie.

But the other character who took the quick route had certain advantages also, which is that he didn't have to wait. So the person using this program doesn't want to wait 40 years but they also don't want the quick fix that is going to fall away because castles made of sand don't last long. So we want to merge those two. I would say that I doing that, by using this program, you are going to have access to that within a matter of months.

You should expect your results to happen in a matter of months. If you do what Mike and I tell you to do and that is always a big "if." But if you are willing to reprogram yourself, if you're willing to stick

with it, if you're willing to use the information that's available as part of this program, if you're willing to listen to the recording to reprogram yourself every night, if you're willing to stick with it, then that's the time period we are looking at.

PAUL:

That's great Steve. I am really excited at this point because now I want you to tell us and the viewers exactly what we need to do. What is it? What are the steps we need to take over the next 30, 60, 90-days that if we follow through on them and listen to everything you have to say, when should we start to see results? What are they? What is step one?

STEVE:

Step one is getting rid of those negative emotions. You need to change them to positive emotion. You have to realize that your emotional world is what's feeding everything. Keep in mind that, as Mike says, you don't have to get it right you just have to get it going. We're not looking for perfection starting on day one. Realize that things are going to be a little different for you.

When you start out on something new it's not going to feel too easy. It's going to be like putting on shoes that don't seem to quite fit at first and eventually they are going to fit in this case. So realize that emotions are very important. They talk about this in the law of attraction a lot and I've written a book with Frank Mangano about the law of attraction. But there are so many laws of attraction that people, like Joe Vitale, John Ashcroft, etc. and they talk about the idea of the motion driving everything and so many people overlook that. And they are just thinking, "okay, I'm going to do is program myself like I'm a computer and that's it."

They do this not realizing that their emotional life plays such an important role. And here is such a good example, you get up in the morning and you think "okay I have this mindset that I'm going to be wealthy" and then something happens. Someone passes away or something unfortunate happens. If you look for it, there is always going to be something negative that will happen. I have some friends that call me and whenever there's any big world event that happens it just ruins their day. They're just sad about it and you have got to push past that and you have to realize how important your emotions are.

It's not a matter of being selfish. I really want people to get this because it's really not a matter of being selfish. You are not saying that you don't care

about world events. You are not saying that you don't care about somebody passing away. You are not saying that you don't care about the negative things that are going on in the world. What you are saying is that I am very important because I have a responsibility of helping thousands, millions of people. I have got to keep this intact. I've got to keep this as pure as possible.

So I hear these things going on and I'm like a horse in a race. I've got blinders on. Now I'm not going to block out everything. I'm not going to lose my compassion for the world. It's not exactly like having complete blinders on but you have to set up barriers in your life.

You have to block out those things that are going to try and drag you down. Whether you like it or not, your friends are sometimes the biggest culprits. Our friends tend to bring us down because they will call us and say, "Guess what happened to me today? I had the worst day". Sometimes that's an entire conversation with friends.

I have friends that text me and that's all they ever want to talk about, something that went wrong. They look at me as the hypnotherapist so they think it's okay. They think it's okay so that's all they ever talk about, the terrible day they had or some accidents or something happened to them. I do care. I do want to know when some things are going on with them. But

I also have training, training that I've put myself through mentally.

I have these impermeable barriers that are not going to make their emotions my emotions. I'm not going to allow them to become part of me. I'm going to acknowledge that. I'm going to sympathize with them. If they are sad, I can even cry with them. I can be upset with them with all of my emotions intact. But guess what? I realize what it's not. I realize what's going on with them. So I'm not going to make that part of me. I am sympathetic but I am also in the same moment. I'm powerful for them and I'm powerful for the world.

So step number one is to get your emotions under control. And you may not be the kind of person who cries at movies. You may never cry. You may think that your emotions are not a problem and that you have that under control. You may not realize how you are being affected every day by these little things, by things in the news, by things your friends say, things that are going on. You may not realize how you are internalizing all of that and how it's really making you think negatively.

So here you want to be a wealthy person but you are being dragged down by everything else that's going on. Like somebody lost their jobs or the economy is going down, or what have you. All of that, at a certain level, starts to drag you down, starts

to pull you down, and starts to take you from where you want to go just like that little plant that's coming up above the surface and something squashes it back down and you don't even realize that. A lot of it is driven by emotions.

PAUL:

Great first point there Steve, I can't tell you how true it is that people sometimes have no idea how their emotions are controlling them. Definitely some powerful information. What's step two?

STEVE:

Well step two is taking accountability. You have to take accountability. Now we've already talked about taking accountability for our emotions. But we have to expand that. We have to take that power and the energy we have of taking accountability for our own emotional life and taking on everyone else's emotions. We have to expand that into taking accountability for our financial success or lack of success because everybody gets caught up at a certain point in the blame game.

My parents didn't give me a running start. I didn't have the opportunity that the other kids had.

Maybe people look at themselves as not as intelligent as the other people or not living in the right place. Not having whatever it is they think they need. At one point I had my office in Beverly Hills, 90210 in the Roxbury Medical Building. It was just a bunch of plastic surgeons and me in that building. I thought that going in that building, that was going to show me as the king of the world. How could it be any better than a medical building in Beverly Hills? So I thought that it was going to establish me as a hypnotherapist. Then I moved to Georgia.

Guess what happened when I moved to Georgia? Things got better. More people started coming to me. They didn't care about the building. They didn't care about anything. All they cared about was, were they getting the results from me? So I had to take accountability for the fact that I was looking for an external representation of my power, of my passion, of my energy. Once I realized that, once I took responsibility for that, for feeling incomplete somehow, for needing the external representation of what I already had, acknowledging that Oz never did anything to the tin man that he didn't already have.

Once I accepted responsibility for that, I was able to make changes. But it goes beyond that. We have to accept the fact that wherever we are, is because of ourselves. We put ourselves there. When you wake in the morning, whatever you see around

you in your home is your responsibility. It's either to your credit or it's your fault. However you want to look at that. You created all of that. Whatever you see in your life, whatever your friends are doing, whatever friends you have, where you go every day, what you do. You may hate it, but guess what? You created it, you created everything in your life.

You created the car you drive. You created the friends you have. You didn't physically create them but you brought them into your life. You allowed them to stay there. You created the place where you live. You created what you do and what you wear and everything. We have to take responsibility for all of that.

That is such a powerful step and sometimes people don't take that step because they are afraid to admit that everything is their responsibility. They don't want to look at the fact that everything is their fault. That's kind of a negative way to look at it, but that's a real way to look at it. If you blame anyone, blame yourself.

PAUL:

Well, that's actually a great point, Steve, because one of the key aspects of becoming successful is to have control. Many times people don't

realize that when they blame external sources they actually relinquish control. Therefore, making them vulnerable to external circumstances. And they lose control and that's part of the reason why they can't seem to get ahead and they don't even realize it. Definitely a key point there, what's step number 3?

STEVE:

Step number 3 is planning. You've got to plan effectively. I see so many people get this wrong. I see so many people make plans that really aren't effective and they think they are. The way to avoid that trap is to get data.

Are you making the money you want to make? If you do this step, is it producing money or is it producing a network of friends who will help you make money? Is it producing some sort of result? Some people will do the same thing over and over again and we all know the cliché for people about what you get when you do the same thing over and over and it isn't working. But some people will do the same thing over and over.

I, myself, have done that. I, myself, at one point didn't have anyone to promote. It was just me. I didn't have anyone to promote me. I didn't have anyone to market Me.; it was just Steve G. Jones. If I

tell someone about me they know about me and if I don't they don't know anything. Now, as you know, there's this tremendous marketing team. And there's this global recognition. But that wasn't always the case. So you have got to make sure that the steps that you're taking are effective steps. The way you can look at that and analyze that properly is get some kind of numbers on it. Get some kind of data.

If you go into the emergency room, they're not just going to say, "Well, we think your iron count might be a little low or we're pretty sure about that, just by looking at you we think it might be a little low." That's not the way they do things, they get data. They would get sued if they did things that way. They will draw your blood. They will measure it and they will find out what your levels are. They will give you an exact number. So if it ever came to a court room, they could say hey, well, we did what the data told us to do. The iron was low and we took action or the iron wasn't low that's why we didn't take action. They don't play a guessing game.

People get caught up in a guessing game with their wealth. They think maybe I'm doing the right thing. All you have to do is look at your bank account. All you have to do is look at the numbers. Take an honest look. Is it \$10, is it \$20, or is it a million dollars? What's that number? And is that even good enough? You then have to say, is the

number increasing over time or do I get some money and have to pay a bunch of money? Is it going up and down? It's not really going anywhere. I had that happen when I had my office in Beverly Hills. I was really doing well financially but I was paying a lot of money too.

I was making probably, back then about \$80,000 a year. And I was paying about \$60,000 a year. I was making \$20,000 a year. And I thought I was making \$80,000. I wasn't looking at reality. Once I did, I changed things. I changed the way I was doing things. Making \$20,000 a year was unacceptable. I could've gotten a job almost anywhere making that amount of money. So people get caught in that. Sometime they look at the gross amount of money and they don't look at the net amount of money. They think they have all this money coming in.

Look at me I have all these checks. Where's the check? There's one check, two checks, three checks. Oh then I have to pay taxes, or I have to pay rent on my office or I have to pay this and that. I have to pay my car payment. You have to look at what the left over is. That's what you have to look at. It not what you make, it's what you keep. That's very important. You have to get data. Once you have data, then you can make some changes. And making changes is what this program is all about. You've got to step out

of that comfort zone as Mike talks about. You've got to stretch yourself as Mike says.

PAUL:

Great point there, Steve. So what's step 4?

STEVE:

Step 4 is to have the ability to influence others. And we have to take it beyond ourselves. We've talked so much about how we have to work on ourselves and block all the negativity out and so forth. But at a certain point you have to expand that outward. You must have a powerful influence on your environment. And, you as the influence master know this. You have to be able to influence others.

It doesn't mean that people are going to be robots or marionettes and do everything you tell them to do. I've learned over time that people do things sometimes when they get around to it. I'm the kind of guy that wants things done tomorrow, but it doesn't always work that way. So influencing others doesn't mean that they are going to do everything you say to do when you tell them to do it. But you've got to work on your powers of persuasion.

It doesn't really come down to using a bag of tricks. It doesn't really come down to using your linguistic programming on people to make them do things. What it comes down to, at its core essence, is you being a powerful example. If I want somebody to do something and I'm not doing it, I'm just telling them to do it. I'm not being a powerful example. If I'm telling someone to live their dreams and I'm not living my dreams, I'm not being a powerful example. If I want someone to be wealthy and I'm not wealthy, I'm not being a powerful example.

You've got to always realize that part of your success, a huge part of it, is going to be other people. Nobody accomplishes anything in a vacuum. You don't just go it alone. You're driving down roads that other people built. You're flying on planes that other people built, other people pilot it. I'll be flying to France tomorrow. I'm going to fly in a plane that somebody else built and that somebody else is flying and I'm taking an overnight flight, so I'm going to sleep. I'm not going to be awake during the majority of the trip. I'm letting somebody else handle it.

You've got to realize that other people are responsible, even more responsible, for your wealth than you are. But you've got to influence them. You've got to make them interested in what you're doing. When it comes to travel, you get them interested by the fact that you are purchasing a ticket.

You're contributing to the money they get for doing their job. That takes care of itself, but what about the example of you being in a business and you want people to do certain things for you.

I'm involved in the world of internet marketing and you are as well. And many times we want people to do things for us. We want people to send out an e-mail for us to let people know about the great program we have. This program is no exception. We want people to tell the world about it. So they always look at why? Why should I do it? And so that's where it comes down to influence.

Sometimes it comes down to reciprocity. You want them to do something. Well, what have you done for them lately? Maybe they've got something wonderful, a gift they want to share with the world. You tell the people on your email list about that and they tell the people on their email list what you've got. So it comes down to that. You've got to have a way in every situation to have some sort of influence. But guess what?

Sometimes you don't have any currency especially starting out. You don't have any way to help them. Maybe you don't have an email list or even a lot of money. And that's where a lot of people are. A lot of people using this program, that's where they are. Whatever business or whatever venture they're starting. They don't have that currency to

trade. Sometimes it comes down to just calling in personal favorites. Sometimes you just say, hey, you're a friend of mine. Help me out with this. Maybe you need an office and you need to lease an office. Maybe a friend of yours knows somebody who owns an office building and they can give you a break on the rent. Or they can look around for you. They can find a way to do it. Sometimes influence comes down to just to calling favorites.

Sometimes influence comes down to just being the best you that you can be. People see that and they want to help you. That worked great for me when I was starting out. I was just sending out newsletters about the products I had and people saw that and some people took it and sent out to their list. My list was very small at the time and they sent out to their list just out the goodness of their heart. They just saw a product, maybe they saw it on eBay and they just started sending it out.

Suddenly more money is coming in for me. I didn't ask this person to do it. I was just being a powerful example. That's all I was doing. I believed in myself, as we talked about. I was being a powerful example. That had the power of influence. So you must master step 4. You must master influence over others.

PAUL:

Absolutely, and that's obviously a topic that's near and dear to me. I always tell people that you could graduate from Harvard Law and know everything there is to know about case law. But if you can't convince a judge or jury or at the very least your clients that you know what you're talking about, you will often become very unsuccessful no matter how much knowledge you have on the topic. And Oprah Winfrey, who you mentioned earlier, is another great example of a status symbol of influence.

Every year thousands of companies send in their products hoping that Oprah will give it just a 30-second endorsement because they know the power of an endorsement from someone like Oprah Winfrey. And Oprah doesn't even necessarily have to be an expert in that respective field. Just the fact that she's associated with that product will make it sell because she, as you said before, stands for something that people can relate to. That's definitely a great point.

STEVE:

Well, thanks, Paul. Oprah is wonderful. If she says buy it, people buy it. Oprah speaks people take action.

PAUL:

Let's move on to step 5.

STEVE:

Step 5 is recognizing opportunities. So many times opportunities will show up and people will fail to realize it's an opportunity. I get invited to a lot of places and I could just say, "No, I won't go there." In a week I'll be in Malaysia hanging out with some people I do business with. About a year ago I was in Costa Rica hanging out with people I do business with but having a good time at the same time. A year ago I did and in a week I will. So, you've got to look at the opportunities that are being presented to you.

These opportunities didn't have writing on them that said "you will make a lot of money if you do this." All it looked like was a trip and having fun. Out of that, came, a year ago so many opportunities I don't even know how to number them all. But they didn't come from this check list of, would you like this opportunity, ok, would you like that opportunity, ok. It came from me just realizing that that was a pathway to opportunity.

So opportunities are not going to show up and say, hey, sign here if you want a million dollars. Or sign here if you want to have unlimited travel for the rest of your life that's paid for by somebody else. Or sign here if you want to be known throughout the world. It's not going to show up like that. It's going to be more disguised and so I go back to the movie that I saw, it was called *Yes Man*. Have you seen that?

PAUL:

No I haven't actually.

STEVE:

You've got to check that out. I don't make any money off the movie, but I do recommend it. In the movie, they kind of make fun of cults. There's a guy who gets up there and the deal when you join that, it's not really a cult, but they imply that it is. He says something and you have to say yes. And everything that presents itself in your environment, you have to say yes to. So they get carried away and at the end of the movie, they have everyone take their clothes off because he said to. They poke fun at the idea of going too far with that. So you can become too much

of a yes man or a yes woman. A certain amount of that is really powerful and a certain amount of that will get everyone out of their rut.

What I run across all the time are clients who want to go from point A to point B. I tell them the things that they can do and those things don't make any sense to them. I say you've got to start hanging out with people who are wealthy. I say you've got to start going places where wealthy people hang out. I say you've got to stop doing certain things that are disempowering you. You've got to stop talking certain ways and they hear those things but those things aren't part of their reality so they don't do them. They're not yes people.

If someone who was wealthier than you tells you to do something to make money, you should do it. If someone who plays tennis better than tells you to do something to improve your game, you should do it. Whatever it is that you want to do if someone is already doing it you should do what they tell you to do. But people don't always think like that. That's where hypnosis comes in. In case you run across that situation.

We have hypnosis programming to help you get to the root of that. So if you just recognize opportunities when they show up and realize that they're not going to show up with a sign that says, this is your million dollar ticket or this is your new job or

this is the key to never having to work a day in your life again if you don't want to and you just start saying yes to things that look fun.

I'm not saying to say yes to crazy things. I'm not saying to say yes to things you know are not good for and not helpful to you. I'm saying say yes to going to a group meeting that you think that none of these people are worth my time. People look at that all the time and they get invited to events and they think, no matter who they are, and they look at that and they think, I don't want to hang out with those people. It's an email invite and they delete.

Why wouldn't they show up? It's a half hour drive and they hang out for an hour and maybe have a few drinks and they go home. Maybe nothing happens from it or maybe they'll meet their sole mate or maybe they'll meet the person who is going to meet the person who will put them on the path to success. Maybe they'll go there and hand out business and hand out business cards in that room and maybe someone will call them a month later. How would you like to make \$10,000? It happens all the time. But guess what? It doesn't happen if you don't take opportunities.

PAUL:

Absolutely, great point. That's a big take-away for me right there. Let's move on to step 6.

STEVE:

Step 6 is vision. You've got to have vision. You've got to have direction. And vision doesn't mean you are going to look at a point on map and arrive at it and have it happen picture-perfectly the way you want it to go. When you think about someone flying an airplane, I, myself, have flown airplanes. I've been the pilot and many times you're off course because you've got to go around clouds, especially in smaller planes. You don't go through clouds you go around clouds. Ok you think "I'm going the wrong way. I'm going out of my way. I'm not heading toward the Bahamas right now, I'm heading toward Cuba. I'm not going the right way." But, you actually are.

You're used to navigating around a cloud. You're going the way you need to go or you're going over it. But the vision remains stable the whole time. It's not as if you've completely changed your flight plan, it's not as if you've changed your mind as to where you're going. You still hold that vision.

Anytime you're going on a road trip, let's say you're driving across the United States, which I've done. I've driven from Florida to California. I stopped at a lot of cool places on the way. I saw a lot of great things. I saw the Grand Canyon, I saw the OK Corral, and I saw San Antonio, TX where they have the water ways. All kinds of fun stuff. At any given point, it may have looked like I was going the wrong way. I was suddenly going the wrong way. I was suddenly heading this way or that way or I was going off course, but I wasn't.

It was all part of the vision. The vision was first of all get to California and second of all to have a lot of fun on the way and see a lot of cool stuff. That was the overall vision. So we take that idea and we look at in a wealth context and we realize that it's not going look everyday like were getting wealthy. Sometimes were going to be in situations that look like were doing worse than we were when we weren't attempting to be wealthy when we weren't working toward being wealthy because you have to take a little step backward.

Sometimes maybe it means letting go of the high rent office and just doing something from your home. Maybe switching your in-person situation such as I had in Beverly Hills and move to Georgia. Which sounds like, maybe I won't get as much respect as I had and it actually worked out better. I

felt I was taking a step backward, but I was holding this vision of prosperity and of helping more people and I realized that if I'm paying out all this money it's really not helping help others. It's not really helping me get my message out there. It's keeping me running in circles.

So our vision becomes very important, but what also becomes important is realizing that it's not going to look pretty every day. It's not going to look like you're wealthy every day. Along the way, you're going to have days where it looks like you're way, way off course. Where it feels like you're off course. But that vision is what anchors you to the future. So you must have vision.

PAUL:

Absolutely, couldn't agree more.

STEVE:

So your comfort zone actually becomes the enemy, if you are working on becoming wealthy and you're comfortable every day. Guess what?

You're not working on being wealthy; you're working on staying the way you've always stayed.

You've got to feel uncomfortable, and so that feeling of being uncomfortable is your indicator that you're doing things differently.

Now when you feel uncomfortable it doesn't always mean you're doing something right. If you're going to rob a bank you're going to feel uncomfortable, it doesn't mean you're on the right track.

If you feel uncomfortable doing something that in your heart you know is going to move you forward and is the right thing to do, it's moral and ethical. It's going to help you, it's going to help others, it's going to help your family and you feel uncomfortable doing that, you're on the right track.

I want everyone to have that feeling every day, in fact if you wake up and you don't have something uncomfortable planned on your planner on your calendar or whatever it is then you need to put something on there that's uncomfortable or do something that's uncomfortable.

Ernest Hemmingway said something to the effect of write the most honest thing that you can, that was his advice for writers, something to that effect. Write the most honest thing that you can. What he meant by that and Ernest Hemmingway had a great way of writing, he just told it the way it was. He just laid it out, he would cuss, he would say things that were offensive but he was just being honest.

He was just telling his truth, you have got tap into that energy. I'm not saying that you should offend people. I'm not saying that you should look for ways to hurt people or anything like that. But you should look for the difficult things, what's the most difficult thing that you can do? That you've been putting off. What's going to really make you uncomfortable? What have you been putting off that you know would be a powerful step? You don't know if it would work out or not but you know it would be a powerful step if it does workout.

You know if it doesn't work out at least you'll have done it, you can check it off, and it won't be nagging at you anymore. It won't be pulling you back anymore it won't be holding you back. And sometimes it comes down to being in a room with people.

Sometimes you'll be in a room with people and you'll think that that lady over there I know she's very influential in my world in my market. I know if I talk to her and she becomes interested in what I have to say and the value that I can bring to the world. I can take the next step up. But I'm really scared, I'm looking at her and I'm thinking she's up here I'm down here. I don't think I want to approach her.

This is where people make a mistake because maybe they're not in the same room but maybe that other person is out there and if they would just talk to

them, if they would just reach out to that person it might work out or it might not but at least they can check that off.

It's uncomfortable for them to even think of doing that sometimes so they don't do it or they start to do it then they change their mind or they go over and they talk to that person and they're about to say something about how they would like to work with them but they don't. They pull back and they say how are you doing? Are you enjoying the party? Have a nice day. They make it very generic and they don't get anywhere.

You've got to force your self to step out of your comfort zone. Stop doing those things every day that are relaxing for you, that are comfortable for you and you've got to step into this other world where you're going to be uneasy. Because if you do that enough or when you do that enough you're going to arrive at a level that's very comfortable.

It's going to be like floating on a cloud but you don't get up to that cloud without feeling uncomfortable, you've got to be comfortable with being uncomfortable.

PAUL:

Absolutely, and the truth of the matter is that I find that every time that you overcome a challenge or something that made you uncomfortable you now gain a sense of empowerment and you almost want to do it again. You almost want to do it more because you realize it wasn't as bad as you thought it was, you notice that?

STEVE:

If you take that step you realize it may work out it may not but at least you did it. You become comfortable sometimes with failure because you realize you don't have to win every battle or you have a success and you become comfortable with that.

Either way you become comfortable with taking that action and guess what? If you take action enough, if you approach enough people, in our example then someone is going to say yes somewhere along the line. If you become comfortable with just the action were not talking about success in every situation but with just the action you become comfortable with that, you almost get thirsty for it.

You almost want more of that because you realize hey my life didn't end, I'm still healthy, they

didn't chew my head off, I'm still intact. Everything's fine, I wasn't embarrassed in front of a large crowd, nothing negative happened. It's just either it worked out or it didn't, that's what happened, and so you realize that it's a numbers game, everything's a numbers game.

You realize that if you want to make sales you've got to make calls, you've got to get in there. You've got to get up to bat. If you don't get up to bat you'll never hit the ball. If you don't make the calls you'll never make the sale so you've got to get use to that.

And yes it becomes fun, it really does, it becomes exciting because you're not invested in the outcome anymore. You've got what I call the Siddhartha approach. *Siddhartha*, if you read the book by Hermann Hesse it's a great book. Siddhartha is successful in business because he is detached from the results, so you take that approach.

He's very successful because he is not invested in the results he's just doing the things that he knows will work and he doesn't care about the little battles because he's focused on the vision. So it does become fun it does become almost a game and if you haven't read that book *Siddhartha*, read it because he makes it into a game and it becomes something you actually look forward to, you look forward to the risk no matter what's going to happen.

PAUL:

Wow, that's some truly amazing stuff you shared with us today Steve. Right here you have it, the seven steps to become a money magnet. What you need to do mentally in terms of your state of mind to actually attract money and I really think that you gave us some powerful stuff that not a lot of people have heard before, this is some real exclusive information that you've shared with us today, I'm real glad that you did. Steve, thank you for joining us today.

STEVE:

Paul my pleasure, thank you.

PAUL:

This is Paul Mascetta and Steve G Jones, wishing you a great day.