

Manifestation Weekend Audio 5– May 2006

By Joe Vitale

All: [Laughing]

Joe: [Laughing] I'm glad that I rounded you all up so that you can ALL just get together and talk.

All: [Chuckling]

Joe: I won't ask how you are doing.

Unknown: Why not?

Joe: I can tell. I can tell. Somebody asked me yesterday for another Dr. Len story. I wanted to tell you something that occurred to me. It was a BIG INSIGHT that came to me on the LAST weekend when I went to the training with him that I had in San Jose.

I had a STARTLING REALIZATION. In the PREVIOUS TRAINING, it taught us that you can take a pencil and use the eraser END of it to ERASE PROGRAMMING...TO GET CLEAR. I noticed that we already have

pencils here; some of YOU BROUGHT pencils. I almost NEVER USE a pencil.

So, when I came back from the FIRST training with Dr. Len, he had given me a pencil and everybody else a pencil. My book at that time was getting ready to come out, *Life's Missing Instruction Manual*. Nerissa may not have even been aware of this, but I LEFT THIS on our COUNTER and anybody who's visited would have SEEN this book on the counter. They might have thought that I was doing some SELF promotion, by being SURE that they SAW it, but it WASN'T that at ALL because I left it on the counter and I ALWAYS left a pencil there. Every time I walked by, I would TOUCH IT to ERASE ANYTHING IN THE WAY OF MAKING THIS BOOK A SUCCESS! Every day I did this! I would walk by... (it's amazing that I have the book now, as I only brought one or two so I could show you...but I brought THIS so I could SHOW YOU, *Life's Missing Instruction Manual*)....and I'm still ERASING IT! I have it here. I take a pencil with an eraser and I'm erasing it. I'm saying, "I LOVE YOU," or I'm saying nothing at all, BUT THIS is erasing ANYTHING, in ME, in the BOOK, right down... who Dr. Len says.... right down to how the book was MADE, the trees that were used, the paper that was used, the ink that was used, clearing ANYTHING!!

Now, this is stuff that I would not...I have probably NEVER have
SPOKEN ABOUT BEFORE. [Chuckling] You can only speak about it in
the RIGHT group! That's YOU guys!!

So, this book came out. It became an INSTANT number one Bestseller! It
stayed on the Bestseller list for FOUR DAYS, not dropping at all.
Woman's Day Magazine did a half page feature story on it, I think in this
month's issue. It might have been in last month, but it was very recently.
Suzanne may know.....

Suzanne: [Inaudible]

Joe: It was in May. See? She KNOWS EVERYTHING!

All: [Laughing]

Joe: [Laughing] In May. Wal-Mart has bought THOUSANDS OF COPIES as a
TEST RUN. None of my other books have been picked up by Wal-Mart
yet. But they bought THOUSANDS of copies of the book as a test run and
if it does well, they can buy HUNDREDS OF THOUSANDS OF COPIES
OF THE BOOK! So, THIS has taken on a life of its own.

I don't even spend too much time promoting it. I don't mention it to people on my list. I certainly mention it on my website. It's on Amazon. It has a LIFE of its OWN. So, every day I have been ERASING, I hit it with a pencil. This is STILL on the counter at our kitchen table and I still have the pencil on it given by Dr. Len.

Now, contrast that, my P.T. Barnum book recently came out. I did NOT do any CLEARING on it. It didn't OCCUR to me to do any CLEARING on it. I didn't set THAT book out. I didn't put a PENCIL on it. I didn't DO ANYTHING with it! I didn't consciously try to CLEAN it. I didn't try to clear it. I didn't try to "I love you," it. I totally OVERLOOKED it altogether.

Now, I STILL did MARKETING for that book. I still told my list about it. I still made up another campaign if you go to www.BarnumReturns.com, "Buy a copy of the book and you get THOUSANDS of DOLLARS worth of bonuses." ALL of that's still going on. I actually EVEN did the CANINE CONCERT. If you go to www.CanineConcert.com, you can see a minute and a half video that Suzanne was the Project Manager for. A LOT of us were involved. Craig was there. Aimee was there...a few other people. It was a GREAT event and it was done as a PUBLICITY STUNT to bring attention to the BARNUM BOOK.

So, I do ALL of that! I do all of the Earth Level things to make the Barnum book a success. I pulled the trigger on my marketing and THAT DAY my Barnum book was a DUD!!! It DOES hit the Bestseller list by BARELY SCRATCHING PAST the one hundred mark. It was the WORST PROMOTION that I've EVER DONE!!

It went to number 98 or something like that, which was okay, but it CERTAINLY isn't what I had WANTED, isn't what I had INTENDED -- it wasn't my expectation. So it went to number 98 or so and then it backed off. I was AMAZED! I was EMBARRASSED. I'm being very open and candid by telling you this whole story. I've shared this story with people like Mark Joyner, whose book, *The Great Formula*, right now is number one and has been number one for two or three days! It's doing FANTASTIC!!

It's been selling like crazy. They're doing a DANCE down in New Zealand right now, which is where he LIVES, because he's VERY, VERY happy about it.

So, I was embarrassed about this and it DID NOT DAWN ON ME until the LAST weekend when I was WITH Dr. Len. I was IN San Jose. I was doing the Ho'oponopono Further Training and INSPIRATION CAME THROUGH. I got the INSIGHT, the AWAKENING, it was like, "You just

spent night and day RACING everything concerning *Life's Missing Instruction Manual*. You NEVER DID IT ONCE for the Barnum book, NOT ONCE!”

Now, GRANTED, you can be VERY SKEPTICAL and say they are different books. This is a VERY different book from the Barnum book. But, at HEART, Barnum was a VERY SPIRITUAL person. Last night, Jon was asking me why I like Barnum so much and EVERYBODY had to STAND BACK! Because I was holding court for the next TWENTY MINUTES telling you how much I loved Barnum and why I loved Barnum so much. So my PASSION for the MAN is THERE! I have a spiritual connection with the guy and IN the book I talk about my GRAVEYARD experience with him. So, it was ALL very MOVING; that passion, that truth, that authenticity ALL of that is THERE. So, they are DIFFERENT kinds of books, but I can't help but THINK that there was something MORE at PLAY that made the Barnum campaign NOT work AS WELL.

So when I had my PRIVATE TIME with Dr. Len, one of the first things that I told him was, “I HAD AN INSIGHT THAT I WASN'T CLEANING THAT BOOK,” and I HADN'T BEEN cleaning that book. Now, of course, I AM NOW! I've got the book out. I'm erasing on the book. I'm tapping it every day. I'm doing whatever I can.

He had the IMAGE of a big...more like a PITCHER OF WATER...
like...that.... that you can SEE THROUGH IT, because it's in glass and
there's a LOT of FRUIT in it. The water we were drinking at the seminar
DID have fruit in it! It was a very unusual experience. In fact, he pointed
out that the helpers, at that hotel, at a Hilton outside of San Jose had put
FRUIT in the water. So, in other words, we had water there and there was
fruit sitting in it. We didn't know WHY they DID it.

From a Ho'oponopono standpoint, ALL of those FRUITS are CLEANING
devices and they ALL MEAN SOMETHING. Those who heard the dinner
with him heard him talk about eating strawberries and eating popcorn and
eating something because it DOES something physiologically TO YOU!
They put WATER on our table with KIWI in it and mangos in it and other
fruit in it and strawberries in it and blueberries in it. It was like, WHY did
they DO it? THEY DIDN'T EVEN KNOW!!! When you asked them, they
just said, "Well, we just got the IDEA that it might be interesting."

Audience: [Laughing]

Joe: It's like...this goes back to that whole rationalization thing I told you about
yesterday in hypnosis. When you put somebody in hypnosis and you tell
them to open the window at a certain time, but forget that we put them in a

trance...they'll go open the window. When you ask them "why," they will
MAKE UP some REASON to rationalize their behavior.

Well, the people who put the water on the table were rationalizing their
behavior. They didn't know WHY. All we could think of was that
INSPIRATION TOLD THEM TO DO IT because this is what the
Ho'oponopono folks would have liked.

Well, he told me to take a similar pitcher of water, MENTALLY of course,
and to DUNK my Barnum book in it and to IMAGINE that it was in there
and IMAGINE there was like an Alka-Seltzer and it's just fizzing, because
all of the negativity... anything concerned with how the book may have
been printed....anybody involved in the touching of the book, during the
editorial process or the production process, everybody, all the way down to
the ink, the trees -- whether the paper was recycled, ALL of that GETS
CLEANED. So, I dunked the Barnum book in it, immediately, in my
MIND of course, and it's STILL there cooking. In my MIND, I can see
that the fizzing is starting to get a little SOFTER, meaning that, to ME, that
the book is getting totally CLEAN, so WHO KNOWS where it's GOING
TO GO after that. But, this is another REMINDER of HOW THIS kind of
METHODOLOGY of being inspired and by doing the cleaning can work,
even in marketing. It can work with your emails. It can work with your
products that you're trying to distribute or that you're trying to

PROMOTE. But you want to CLEAN on EVERY SINGLE LEVEL THAT SHOWS UP. You are CLEANING ANYTHING WITHIN YOU, but it's ALL WITHIN YOU, of course. You are cleaning ALL OF THAT.

Another technique that you can do is take the pencils that are around here and touch the book, touch the product, touch your computer, touch whatever it is you are trying...your wallet, your purse, whatever and MENTALLY you are just imagining that they are being CLEANED. Crazy? Maybe, but WHAT IF it WORKED? I mean, all it is, is a pencil and an eraser and you are cleaning. Any questions? Yes sir. Oh, yeah.

Craig: I don't really have a question, but you asked if it was CRAZY. What it means to ME is it's SYMBOLIC for the MIND, if nothing else. It focuses you on CLEANING. That's a physical symbol that gives you a mental picture of...yeah, it's an eraser, of course, but your attention in your own thoughts, I think, is part of what might make that work.

Joe: I would describe it as how I articulate what I am doing, because when you hear Dr. Len and you get together with Ho'oponopono people, they WON'T RATIONALIZE it that way. You and I are rationalizing it, so that it makes sense to our Western left brain. So we feel better about doing the eraser type thing.

All: [Laughing]

Joe: Yeah. This is why we are doing it. It's a signal to our brain. They don't think that way. No.

They are erasing on a Divine level. They are going back to the white board and they are just trying to clean anything between them and the white board. They all look at it in very MYSTICAL terms and Dr. Len will speak on it in the same way. After he SPEAKS like that, he'll say, "Yeah, I know, it's crazy. You can drive me to the loony bin now and all of that." He's VERY AWARE of what he is saying. But, I'm with YOU.

One of the reasons that he likes ME to be with him in his seminars is that I will end up translating what he's saying in terms like we just DID for the AUDIENCE that NEEDS to HEAR IT. The audience that likes to hear, "Well, we need a rationalization, tell it to us in a left brain way, in case anybody see us doing this and WE have to TELL THEM!"

All: [Laughter]

Joe: THAT'S WHAT THAT is really all about. [Pause] Did you have a question?

Female: I just wanted to know if Dr....in the manual of yours that I have yet to read...if it has information about... if he has information for us to read or how to connect with him, or you're going to BRING him to us, so I don't have to worry about that?

Joe: [Inaudible] ...manual.

All: [Laughing]

Joe: Okay. There IS IN the manual, an entire article about ME and my first experience with Dr. Len. It's in the middle of the manual. I'm looking for the page, but I don't see it right off. "Twenty-two" somebody just yelled out. So, on page 22, this same article has been published in the book, that I was hoping would get here in time so that I can give everybody a copy. Craig, you may have to correct me on the title, I think its *101 Ways to Improve Yourself?*

Craig: *101 Great Ways to Improve Your Life.*

Joe: *101 Great Ways to Improve Your Life* and she's also in the book. There are a lot of other contributors to it. THIS article, "Dr. Len's Advanced Self-Improvement Method" is IN that book, but you HAVE the article right here in the MANUAL.

So, that's part of the answer. Then, on the last page in the Resources Section, with websites and the second one is www.hooponopono.org, which is WHERE you can learn about the Ho'oponopono business.

The fourth one down is www.businessbyyou.com, where you can REACH Dr. Len. If you GO THERE, you will see his picture on the right hand side of the page, with contact information. That's also where you can buy the CEEPORT pin or anything else that you might be interested in there.

Since I am ON that page, I had mentioned Vedic Astrology. The woman that I use for Vedic Astrology readings...who I ABSOLUTELY LOVE, who has done it for Suzanne, Nerissa, and maybe a few others of you...Joni -- and her website is the third one down. She's at www.GalacticCenter.org/Vedic_Astrology_Readings.htm. So, that's all there under Resources. So, there is a VALUE to peeking at this at some point. [Chuckling]

All: [Laughing]

Joe: I AM going to SEE about BRINGING him HERE! Suzanne, may not be the one who...[Inaudible]

Suzanne: I just wanted to say that its noon and it's the LAST meal of the day. Lunch is in the building over here, like it was for dinner last night.

Joe: Okay. So, we're going to break. As Suzanne just reminded us, it is time for lunch. It's straight up Noon right now. So, we are going to have lunch. You can take a break. You can check out if you haven't done it. Be back here at 1:30. Yes?

Speaker: [Inaudible]

Joe: Four o'clock, we will finish today at four o'clock. Let's break. Let's break. Grab some microphones. [Chuckling] Alright, let's go have a great lunch. We're going to take group pictures and other FUN stuff!

[Break is now over]

Female: Can I talk to you?

Joe: Well, what do you mean? I tell you...what vest? I just have this feeling like I am attracting money!

Female: [You are.]

Joe: I'm a money magnet. I'm a money magnet. I'm a money magnet. I'm a money magnet. I tell you, you guys have a life of your own. Geesh!

If Nerissa and I'd left and went to Wimberley, would you have NOTICED that we weren't here?

Speaker: [Inaudible]

Joe: Eventually, you might have noticed. Was lunch good?

Audience: Yeah.

Joe: Isn't it a great place, great food, great conversation?! I can't STOP you when it comes to the CONVERSATIONS!

Audience: [Laughter]

Joe: My LORD! Talk about getting carried away with the BUZZ of the ENERGY with INSPIRATION! I just MARVEL at it! I'm just SO EXCITED about it. Wow!

At lunch, I was asked a MOST BEAUTIFUL question and it's from this most BEAUTIFUL lady right here. As I'm eating my sausage and she

says, “So, Joe, what would YOU welcome out of the clear blue sky?” I thought, “Wow! What a GREAT question to be ASKED, even though I’d asked it of YOU, what a great question to be asked! The first words out of my mouth were, “I want that BMW Z4 I’ve been talking about!”

All: [Laughing]

Joe: [Chuckling] I don’t care what anybody says.

Craig: It’s a Z6.

Joe: It’s a Z6. Thank you very much! It’s BACK TO THE Z STATE...
[Laughing]

All: [Laughing]

Joe: ...Craig pointed out. I’m just going back to the Zone folks. That’s all it’s about. Once I played with THAT possibility.... I was just being HONEST, “Yeah I DO want that car and I want the blue. I want the Z4M and the Coupe and all of that kind of stuff.” Whether that comes about or not, is totally fine, NO attachment to it, but it was PLAYFUL to GO WITH IT.

From THERE, however, I started to talk about the ESTATE that Nerissa and I are playing with. We are VERY busy and we are not in hurry to go MOVING anywhere. We don't have any TIME to DO it. But, we started to play with, "Oh, I want a MAGIC room. I want this library. I want this office. She wants a MEDIA ROOM. We want this WINE CELLAR because I'm getting wines and tequilas coming from foreign countries. I want a place to stash them and to enjoy them. We want a BIGGER CATARIUM. We already have a big place and have a catarium for our animals. We want an even BIGGER one. We want more acreage. We want it all fenced in so the dogs can take care of themselves and not be worried, so that WE don't worry about her [Wolfie]." We just went on and on. It was a RUSH of a WONDERFUL FEELING!! I don't know that I EVER DID finish my sausage...

Audience: [Laughing]

Joe: [Chuckling] ...because I just got caught up in it and then Nerissa got caught up in it. Then, I thought, "I WONDER IF you would feel COMFORTABLE with SOME of us if not ALL of us, SHARING what you would welcome from a clear blue sky?" Because what happened at our table is that we were saying that we were going to support each other in having that happen. So, there was a LOT MORE ENERGY than just me saying, "Hey, it'd be cool to have a car. It'd be cool to move into this

place. It'd be cool to find this." Nerissa was lighting up. She was lighting up. She told us what her blue sky was. Nerissa was fine tuning hers. I was talking about mine.

So, the whole table was on FIRE. I thought, "Would you welcome doing that for a little bit...a few of you?" You DON'T have to. If you ALL WANT to that's WONDERFUL, but just think if you can just say ONE THING that you would WELCOME into your life if it fell from the clear blue sky...just showed up in your world.

Suzanne's all set here. She's already put her hand up. I haven't even said that, "I'm ready for you, yet." The REST of us, just nod our heads, say "YES" or something to that effect like, "You have our support. We are manifesting that WITH YOU." You are ALL READY in this synergistic powerful place that if we ALL DO IT together, for whoever speaks up, this can be INCREDIBLY POWERFUL and ACCELERATE the process.

Suzanne: One of the things that I've been doing all weekend is that I've been ALLOWING myself to believe that this is MY property. This is MY land. I look out the window and that's MY backyard. So, I'm ALREADY NEVILLIZING this whole experience, because I'm ready for my greenhouse and this is very much what I always thought of it to BE.

Joe: Yeah. [Inaudible]

Female: I'd take it! [Laughing]

All: [Laughing]

Joe: I LOVE THAT. I love that honesty about it. You would accept it?

Suzanne: I would.

Joe: We are going to be meeting in a question and answer place later when this is all over and accept as a group. [Inaudible]

All: [Laughing]

Joe: So you know that...[Inaudible]. You never know. So, do we all support her in that?

All: YES! Yeah!

Joe: Absolutely!

All: [Clapping]

Joe: Somebody else. Anybody else? I've got a couple of eager beavers. Okay.

Speaker: If it fell out of the clear blue sky, I would LOVE to have a blue Corvette convertible. I have ALWAYS wanted one my WHOLE LIFE. When I read *The Attractor Factor*, you said that people... if they don't know what they want, they are full of crap, basically. So, I was like, "Okay. So I can't use that line any more. So, REALLY, what do I want?" It just JUMPED into my head. When I was four, I saw a green Stingray and I have never got it out of my head, but now I want a blue Corvette Convertible. I DON'T LIKE the '06 models...

All: [Laughing]

Speaker: ...so I would like it to be like a 2004, that has very low mileage on it.

Joe: [Inaudible]

Audience: Yes! [Clapping]

Female: I want the farm next door, but with a BRAND NEW KITCHEN!

Joe: [Inaudible]

Female: Yes. Where the....

Joe: [Inaudible]

Female: Right.

Joe: Got it. You can HAVE IT! Somebody else? Somebody want to say? You were right.

Male: Two words...Jennifer Aniston.

Audience: [Laughing]

Joe: That's IT?

Male: No! [Laughing]

Joe: [Inaudible]

Male: Yes! No, if it came out of the clear blue sky, what I would welcome into my life is absolute fulfillment in everything that I do...ABSOLUTE FULFILLMENT IN EVERYTHING THAT I DO.

Female: If it fell out of the clear blue sky, what I'd welcome is a Team...a Team.

Joe: [Inaudible]

Female: People on the same wavelength to play with instead of having to play by myself.

Joe: [Inaudible]

Female: Yes.

Joe: [Inaudible]

Unknown: Were they clear blue skies?

Female: They were blue skies.

Male: I'd like them too.

Audience: [Inaudible] [Laughing]

Speaker: [Inaudible]...white board contact. That's good, too.

Female: I like the white board, too.

Joe: [Inaudible]

Rita: Joe is talking about how the thought came about the Manifestation Weekend and it took him three days of that because of not wanting to DO it.

I have something that's been with me for ten years and it has not gone away. I played with it, but it needs more help than I could do myself. I was stuck on the HOW. I was discussing this with Craig the first night that I was stuck on the HOW, because this is a web business and I am so non-geeky. You have NO IDEA!!

All: [Laughing]

Rita: I can barely do.... I do not know how to do blogs, but I can do email!
[Laughing] So, it's a web business. I have LOTS of contacts and resources in China and Asia and other parts of Asia. My dream... or this thing that wouldn't go away... that kept kicking me over the head, is to IMPORT from the areas in Asia that I am familiar with, China to start with. I thought of having a Tea website. It's like a store, a web store, right? But it will also

give a DVD of the Tea Plantation of how the women pick the green leaves and process.... It's an educational process as well. The benefits of tea and so on, on this web store.

The other one that I thought of is to have the IMPORT from the artisans from the villages, mostly women who have been FORCED now to work in like...factories at minimum wages, in inhumane conditions. I think crafts are DYING in China. So, if I go to the villages, SHOP for those things FOR them, give them the internet access...which I DON'T KNOW HOW TO DO...but give THEM the internet access to sell on the web and whatever I have part of it, at least ten percent of their profits will go back to the villages to start a micro-credit. I've READ it somewhere. It was done in India. I want to start that in China and have the women be able to have a little entrepreneurial business of THEIR OWN! But TO PROVIDE THEM WITH THE INTERNET!!!

All: [Clapping]

Female: But to PROVIDE THEM WITH THE INTERNET, so they don't have to DROWN the girl babies, because girls CAN MAKE MONEY, TOO!
Then, I was stuck on the HOW, of course. I don't know HOW TO DO IT!

Joe: [Inaudible]...you don't need to know how.

Female: Yeah. NOW I DO! I have no need to know NOW, I am in THE BUSINESS!!

All: [Laughing]

Joe: [Chuckling] Beautiful! We ALL support her in that! Yes? I'll get that.

All: [Clapping]

Male: I also wanted to start a Yahoo! Group. The cool thing about that is that it could do MULTIPLE threads within the group, like topics. So we could have anything that we are into. We could participate as they come up.

As far as my vision, for ME, it's always been the same. I'm not sure where, but our good sized... like 5,000 square foot house Mediterranean style over-looking the ocean and, why not...I'll throw in a Porsche Carrera and Porsche Cayenne in the garage!

Audience: [some laughing and clapping]

Joe: By the way, Jon mumbled it a little while ago, I don't know if you all heard him that he had more than one thing.

Unknown: [Inaudible]

Joe: Yeah, absolutely.

Speaker: It's in BOTH worlds, you can have it ALL. I have a really great house that I LOVE and I'm in the middle of a divorce. I've been very much holding onto the fact of keeping my house. This week, maybe it was part of coming here, I don't know why the idea came to me that I should let that go and if that's what is meant to be it will happen, if not, I could find or create a BETTER ONE. Being a renovator and a designer, I thought, "Oh, I could find a really great house that I could get and completely design from the ground up with a LOT of the ideas that YOU were talking about: the pool, the Jacuzzi, the movie room, and ALL the stuff that I like." So, that's what I would like.

Female: One year ago, I was told that I was going to be on the *Good Morning America Weekend Edition* to promote ergonomics and do a little ergonomic demonstration and show them how to sit so they don't get hurt, carpal tunnel, backaches, neckaches, increase productivity and it DIDN'T get BOOKED! So, I thought it was going to be in June. It didn't get booked, but it's something that I've wanted to do for years and years and years. Now my ebook is just about done and I just have to get it online,

I've got a number of other little projects, but I don't care. It doesn't have to be *Good Morning America*, it could be *CBS Good Morning*, or it could be *Oprah* or it could be *NBC* or it could be somewhere else, but I just want to be on NATIONAL TV, where MILLIONS OF PEOPLE ARE WATCHING ME, so I can teach the world about how NOT to get hurt at work.

Audience: [Clapping]

Joe: [Inaudible]

Woman: Well, ten years ago my partner died. I've been on my own more or less for the last ten years recovering from the stress of that. I am NOW READY to find my SOUL MATE again and that's what I'd like.

Audience: Wow! [Clapping]

Female: That's weird! Yeah! Cool! Feel all warm!

Audience: [Laughing]

Female: Rita, check out www.BarbaraSher.com. She's done a program with women and I forget the village, but she's done what you've done, but in other

countries. I think it's called "Hands on Hips." These women make textiles and beautiful things. She's taught them how to do internet, among other things.

Out of the clear blue sky, I WELCOME a property for a Sanctuary environment, a place where I can develop a sanctuary: beautiful, five star where really, beautiful, famous, spiritual people come to teach and share THEIR information and ALL OF YOU will speak there maybe some day...

Joe: Wow!

Audience: Yeah!

Female: ...on the WEST COAST... [Chuckling]

All: [Laughter]

Female: ...by the ocean, in the trees!

Joe: That was AWESOME! You got it! Somebody else? Is there somebody else? Nerissa, did you want to?

Audience: [Laughing]

Nerissa: Well, I'm...

Joe: Notice her t-shirt by the way, "I am the Power of Intention".

Female: Great! [Clapping]

Nerissa: Yep. It's for sale at www.cafepress.com/drjoevitale/.

All: [Laughter]

Nerissa: Let's see, Joe's already mentioned the dream house parts and so, besides those items and the house, I can think of one thing that's motivating me right now, which is *The Video Code Maker* at www.videocodemaker.com, and the thing that scares me to do that... and I'm going to do that on Monday, is send out the press releases.

What I would like to have from the clear blue sky is \$30,000 in sales by the end of the month and have that press release multiply by itself, effortlessly, to other media channels, that it just kind of gets picked up and has a viral capacity all of its own.

All: Yeah! [Clapping]

Joe: \$30,000 OR BETTER!! There is an “Or better”. Somebody else? Did you want to go?

Audience: [Laughing]

Joe: Yeah. Alright, alright. Go for it!

Jon Benson: Stand up for THIS one. I have a product called *M-Power: Mind Meals Muscle Motion* (www.mpowerseries.com). Joe knows all about it. It IS the only product of its kind that combines the mind, the spirit, and the body all in one. We have a great membership. Brooke sales markets our release. We are doing something MASSIVE in July. What I would like to have out of the clear blue sky, if I could have anything, is over 100,000 members in M-Power and ALL of you to GLORIOUSLY help me PROMOTE IT and to help bring people in, because it changes peoples lives and it's a WONDERFUL, wonderful team. So, that's what I wanted to give you as a report.

Joe: Who's their generic website right now? Is it M-Power?

Jon: [Inaudible]

Joe: www.mpowerseries.com. Yeah. So, I'm glad that you brought it up. Yeah,
Craig, didn't you want to say one?

Craig: I've always wanted to write a screen play or a movie. It's one of those deals where I don't exactly know HOW, but Aimee and I have come up with... when one of us has a new idea, that we write it down. So, I don't exactly know HOW or when that will happen, but I'd like to have a POWERFUL movie come out of one of those ideas and be seen around the WORLD.

Joe: Wow! Great! Great! Somebody else? I was waiting for you! You started the WHOLE thing!

Female: I dream of this house overlooking the water and I have this UNBELIEVABLE bedroom, with stain glass windows and sliding glass doors that go to a deck... but the MOST important part of it is that house is a home for foster girls who have no one who are thinking of them or about them going to college. I want to be a mentor of young women.

Audience: [Clapping]

Male: Out of a clear blue sky, I would like an environmentally friendly home in Costa Rica overlooking the Pacific Ocean with a Jacuzzi built into the deck and where I do most of my business from the patio, various internet businesses that I do and speaking engagements on Prosperity Consciousness.

All: [Clapping]

Joe: These are ALL fantastic! These are ALL so incredible!! They raise the ENERGY of the room. I can visualize everybody receiving these things or something even better. I'm EXCITED for you! Is there one FINAL one that wants to go ahead and jump in with what you would welcome from the clear blue sky? [Pause] I KNEW it was going to be YOU!

Female: [Inaudible]

Joe: Yes!

Female: I love it! Well, I've told a few people, my EYES are bigger than my stomach, so it isn't really just ONE thing. I would like to go home and REALLY get my writing in gear and have the success that I'd like to have. I DO have an estate planned with some really special rooms. I want a studio for my art. I would like to have a room for my trading. I do

commodities trading. I would like to write some screenplays. I have some things that I have been working on, so I'd like to see that. I'm a very...I'd like to probably... to synthesize all that I would like to REALLY give myself permission to be -- the multi-kind of being that I AM, instead of just sort of ONE THING, to REALLY KNOW that I can move from project to project with EASE and JOY. I think that's one of the reasons that I CAME here to see Joe, because I feel like he's certainly on that path and does that well. So, that's really great.

Audience: [Clapping]

Joe: She and I were talking earlier during one of the earlier breaks. She was commenting on all of the projects that I have been INVOLVED in. I confess that the month of MAY has been INCREDIBLY taxed for Nerissa and I and Suzanne's well aware of this, too, with travels, with speaking engagements, with seminars that I am attending like last week, with seminars that I am doing like this week, with book contracts that I have, and books that are due to be turned in like next WEEK...

So, there's a CONSTANT amount of projects going on, as well as things that we are doing around the house, things that...there's a list! One of the things that I have realized is that we are ending the end of May. It was the month that I was FEARFUL about, because BEFORE this I thought, "Oh

my God, how am I going to get through May? May has got ALL of these things going on!” What’s turning out is that I just take EACH DAY, ONE DAY AT A TIME like they say in AA, “You just have to get through today...and tomorrow, you just have to get through tomorrow.”

So as I stand here, man, it’s almost STRESS FREE and I’m doing the Workshop Weekend. You REALLY HAVEN’T needed me at ALL! I mean LITERALLY, you haven’t really needed me! I’ve GUIDED a little bit. I put it together a little bit, but I’m just kind of WATCHING it ALL HAPPEN, but there’s no real STRESS involved with that. Tomorrow, when I get up, there’ll be a chance for me to go through the email that’s NO DOUBT piled UP. Suzanne helps me with that so it’ll be an easier process.

Whatever is in the MOMENT IS WHAT I HANDLE IN THE MOMENT! Because I handle it in the MOMENT, it ALL gets DONE! Even to the extent that the outside world looks at it and says, “Oh my God! WHEN does he EVER SLEEP? How does he get all of this DONE?”

So, what I’m looking at is: I get up in the morning. I do what needs to be done for that day. If I DON’T get it all done, well there’ll be some spill over for the next day, but I handle it ONE DAY AT A TIME!!

It REALLY goes back to much of the recurrent theme here is about
“BEING IN THIS MOMENT. THE POINT OF POWER IS NOW!! THIS
IS ALL THAT MATTERS and FROM this moment, you can send out a
SIGNAL hopefully that’s going STRAIGHT UP to the Divine, to the white
board that is hearing our request, our petitions and will LEAD US into
those situations that’s going to be the NEXT MOMENT and make those
next moments even MORE wonderful for us.” So, THAT ALL CAME
FROM OUR CONVERSATIONS a little bit earlier.

There are a couple of processes that I want to DO with you that are going
to be VERY EXHILARATING. These are the kinds of things that are
going to STAY WITH YOU. They will ANCHOR YOU in an almost
HYPNOTIC WAY.

But before GOING to those, I would LIKE to introduce another speaker,
somebody who is a DEAR FRIEND of mine, somebody who has
INSPIRED ME by his own TREK, his own TRANSFORMATION, and
his own ADVENTURE. I’m talking about Pat O’Bryan, who is sitting
back there with Betsy. Pat has been recording all of this and just doing a
wonderful deed by doing that for me. Thank you again, Pat, and for ALL
of us.

Pat is a WELL KNOWN BLUES MUSICIAN. He tours Europe quite a bit. He has five or six CDs, I've lost count so forgive me if I don't have it...six apparently and I have ALL of THEM. I LOVE THEM ALL!! When I first met him, it was through a mutual friend, we're all in a mastermind group together with Bill Hibbler.

Pat came to me, first of all, to give me a guitar lesson. There we were doing some swapping. He wanted some internet advice. One of the FIRST things that he TOLD me when he CAME to the HOUSE that I was sitting on the front porch of... I'll never forget it because [chuckling] he was RED-FACED, he was ANGRY at the WORLD, and he said he just wanted to learn how to PAY his blankety blank RENT! That's ALL he WANTED to LEARN!!

Well, this man has TOTALLY TRANSFORMED himself from the INSIDE OUT!! Not only does he pay the rent now [chuckling], but he does everything else that you can think of! He's come out with forty-some products within a year, I think. It may be more. It may be a little less, but forty-something is pretty STAGGERING!

He's gone from ZERO to being an internet guru in his own right, with his own following! When he announced his own seminar a month or so ago, which was just held a couple of WEEKS ago, he SOLD IT OUT within

SIX HOURS!!! Pretty impressive! I've always marveled at Pat's transformation. The guy's so tough, all of this information... and he TAKES ACTION. He's really living and breathing the "money likes speed" mantra that I've given out.

But, I've also been curious about what was really going on WITHIN HIM, that if he can even articulate it himself, that CAUSED this transformation. There are STILL a WHOLE LOT OF STRUGGLING Blues Musicians that are out there in Austin and who are...they COULD buy an internet book and they MAY have bought an internet book, but they are STILL STRUGGLING.

So, what kicked in, in HIM?! What did he need? What did he do? What was the thought process? This is what I've ALWAYS wanted him to talk about. I FINALLY got him to AGREE to do it, today, for YOU! But, please give a big warm welcome to PAT O'BRYAN!!

All: [Clapping]

Pat: Well, THANK YOU, Joe! Well, are you CURIOUS? How does a guy making thirty-five or forty bucks a night, playing the guitar in the honky-tonks...?

I think my FIRST year in internet marketing was a good... probably five figures. Last year was an ALARMING six figures! This year, we are just going to try to take money off of the table. We are NOT to WORRY about MONEY any more!! So, HOW DID I do that?

Well, back before I met Joe, I read a book called *Atlas Shrugged*. Are all of you familiar with Ayn Rand? Before that, I was a hippy. I'm still kind of a hippy, but...what I mean by that is that I still have conspicuous consumption issues sometimes. It didn't stop me from buying a new car, though!

But I read that book and I realized that everything that I thought that I knew about money was WRONG...JUST WRONG! You know, if you are trading VALUE for MONEY it doesn't make you half the littlest pig. You know? It's okay to do that. It's a good thing.

So, I asked myself, what else do you think that you might be WRONG ABOUT? Guess what the answer was? [Chuckling] EVERYTHING!!!

All: [Chuckling]

Unknown: [Inaudible]

Pat: Right! Late forties...Um. Then I met Joe and he gave me a copy of *Spiritual Marketing*. I took it on tour with me and that, of course, changed EVERYTHING!!

But, another writer I read...does anybody know about Douglas Adams' *Hitchhiker's Guide to the Galaxy*? I LIVED THERE! [Chuckling] There's this ONE scene, in mostly harmless, in one of the books where the protagonist is talking to a Sage, you know, a guru. The guru tells him, "You CAN'T KNOW what I KNOW, because YOU KNOW what YOU KNOW and there's NO ROOM for what I KNOW." [Pause] How about that?

There's another scene in an EARLIER book where he's learning how to fly. He discovers that the key to fly is to not know what you are doing. He had no clue! I'm telling you these things, pretty much the way they occurred to me, because they happened randomly.

There WAS no GREAT PLAN in MY LIFE to become a rich, internet marketing guru. BUT there was DEFINITELY a plan to STOP DOING the things that I WAS DOING because they weren't working.

Any QUESTIONS SO far? [Chuckling]

All: [Laughing]

Pat: So, our story up until now, you have a guy in his late forties [sigh] who realizes that everything that he knows is wrong and everything that he's doing isn't working! Then I went to Joe's seminar. It cost a thousand dollars to GET IN, but Joe snuck me in the back door!! I think it was Terri Levine that gave the talk about, "What's working...what's not working?" That you should DO the things that WORK and stop doing the things that DON'T work! I would say if I have any ONE trick, any one SECRET, it would be a BRUTAL application of that period. If something is not working, it goes!!

It's been a HIGHLY CONFUSING process for Betsy and for a lot of our friends, because once I decided to delete everything that wasn't working, there wasn't anything LEFT! So, WHO WAS PAT O'BRYAN? Who IS this guy? In Betsy's case, "Who is this guy that's living in my house?" Because I went through some changes VERY, VERY QUICKLY, because I was trying to find things that would WORK! [Sigh] As you can tell, I haven't really PREPARED anything.

All: [Laughing]

Pat: YEAH! But, I'm sitting here in REAL time, while I'm looking at you going, now how DID this all happen? HOW DID this all happen?

Basically it started out and that was really the big thing, "Nothing I am doing is working and I don't know anything." So Joe and I are in a mastermind group together along with Craig and Joe brings in books. At just about every mastermind meeting, Joe walked in with seven or eight copies of these books. I started reading those! There are some stuff in those that worked. What was the book about winners do this and losers do that? It's Steve Siebold's book?

Joe: [Inaudible]

Pat: Yeah! One hundred and one.... Wait a minute! Let's get this on tape!

Joe: It's by Steve Siebold. I BELIEVE the title is *177 Mental Toughness Secrets of the World Class*. I believe that's the title. I absolutely LOVE the book. I think it's absolutely GENIUS. What's in there is PURE WISDOM! It is NOT a book that you read like a NOVEL!! You have to read it ONE page a day or maybe a week and go chew on it, digest it, absorb it. I actually went through an entire six month teleseminar series WITH Steve Siebold and a few other people where ALL WE DID was analyze THAT book for six months. It was a LIFE CHANGING BOOK and a LIFE

CHANGING experience. I had FORGOTTEN that I had given it to the mastermind group.

Pat: I've got a WHOLE bookshelf in my office of books that Joe's given me. A LOT of them say, "By Joe Vitale."

All: [Laughing]

Pat: But that was like Phase II. It was like, okay, now I've got this big EMPTY space in my head. I've taken out all of the stuff that doesn't work, which is pretty tough to do!! That's gone. I had to delete some people!! You know? A lot of musicians...I call it, "The beautiful losers syndrome." It is like it is SO NOBLE to be broke and drunk and evicted and not have gas to get to the gig and to have your bar tab EXCEED what you made from the gig. [Chuckling] So I HAD TO EVICT from my life, a lot of my peer group.

The mastermind was VERY good for that. It ALSO helps to surround your self with INSPIRING people. Again, the mastermind's been good for that. Joe walks in and is talking about what HE did that week. [Chuckling] You've GOT to realize that this guy's walking in on TWO LEGS just like I did, but his legs are kind of getting a little thinner. You realize that he's HUMAN. He has gifts, graces, talents, pretty unique, but what he's doing is he's UTILIZING his gifts, his graces, HIS talents in a way that I didn't

realize was POSSIBLE. Now EVERYBODY in our mastermind group is just...WHEW! I think it's a MUTUAL INSPIRATION factor. [Pause]
Would you LIKE to KNOW how I built my internet business?

Audience: [Inaudible]

Pat: Um...should I tell the secret?

Joe: [Inaudible]

Audience: [Laughing]

Pat: Was THAT Hypnotic?

Joe: [Inaudible]

Pat: Well, like Bob Dillon said, "When you've got nothing, you've got nothing to lose." I had no reputation. I had no self-esteem. I had nothing to lose. I couldn't lose my career, because I didn't have one, you know...playing guitar in bars. That's not a career...that's an excuse to get drunk!

So, working with Joe, he gave me Napoleon Hill's *Think and Grow Rich*. I read it and I read it AGAIN. I said, "This book is WACK!" It's got some

GREAT information in it, but it was written in the thirty's. It's noisy. So, I went through and I made a Workbook. To make a long story short, that's where my list got started. I now have a NICE list. It all started from making that workbook, putting it online, GIVING it away, which was Joe's idea. I wanted to SELL it, "Let's make money."

"No! Let's GIVE IT AWAY!"

"But I NEED MONEY!"

"Let's GIVE IT AWAY!"

"Okay." So, gave it away. Suddenly I have a LIST! I'd rather have a list than money! So, that's where the list started. At which point, I was an EXPERT on writing ebooks. So I wrote an ebook called *Effortless eBooks*, which I then GAVE away, which BUILT my list. Um...what happened next?

We got into the binaural beat stuff early on. We did a bunch of meditation based audio products, which...I don't know how to put this. When you go from making say \$800 a month to having a \$50,000 week, maybe it took more than a week, but our promotion in December...Whew! Because you end up making friends with people and those friends tell their friends, and

the next thing that you know, your friends with huge lists are telling their friends.

I'm going to stop right there, because I feel like I'm kind of getting kind of [whistle from high pitch to low pitch]. Any questions? Can you all help me straighten this out?

Craig: There is something that you said, probably about a year ago or so, ABOUT your understanding of reframing. Remember that? Loose musician to.... I think that that would be very useful for people that HAVE skills that perhaps THEY could REFRAME them.

Pat: THANK YOU! Joe was here [inaudible].

All: [Laughing]

Pat: Yeah! I was framing things through the eyes of a blues guitar player. That's a VERY small frame. So, what I did was I just said, "Whoa! That's not working!" [Mouth pop] Then I did an assets inventory. What assets do I have? Well, I have the ability to write music and record it. I can write. Then, it's more like un-framing than re-framing, because we take ALL the frames off. All of the limitations off and look at, what...in an INFINITE

Universe, kind of like the one that you LIVE IN, could YOU DO with this list of assets?

That's how it's SO easy to create the product. Without any frames, you hear about the problem. You go, okay with my list of assets, what SOLUTION can I have for that problem? Then I write an ebook about it or talk about it or then go interview somebody about it. I make a video about it and SELL IT to people. Did that go by too fast?

Did you understand what I meant about re-framing and un-framing?

Unknown: [Inaudible]

Pat: Yeah, PLEASE!!

Speaker: [Inaudible]

Pat: That's really weird!

All: [Loud Laughter]

Pat: [Chuckling] I'm up here thinking this is the LEAST organized or LEAST articulate thing I've ever done in my life. You're going to have to....
Yeah?

Female: It sounds like you went from reading or eliminating and then really reading and getting to understand from within strengths or whatever, but then you just started cranking out products. What...was it reading books on how to do that? Did you just get over the HOW TO and just STARTING DOING THIS?

Pat: Well, it looks fast from the outside, but on the inside it was baby steps to be honest. Who the hell am I to write an ebook? That's what people like Joe Vitale do. I did it anyway! Because, how many of you ARE ON MY LIST ALREADY?

Did you read the posting I did about "Your Comfort Zone"? Yeah, it's the most dangerous place in the world. If you are in your comfort zone, you are in the WRONG place.

Unknown: [Inaudible]

Pat: Well, but basically I'm chicken shit. I did it a little bit. Oh, I wrote an ebook. But, nothing bad happened, right? Oh, no, not that! So I wrote an ebook about doing ebooks! Oooh! Got to LIVE WITH THAT ONE!

Audience: [Laughing]

Pat: Then, "Well, I'll do these audios about binaural beats," which I'd JUST learned about two weeks ago. But, I did a BUNCH of research and I found a friend who knew something about them and I can ALWAYS write music! It's like I'll put them out there. Nothing bad happened. As a matter of fact, we sold a whole BUNCH of them.

It's just been little plateaus, little plateaus, and like I say on my blog, the THINGS I AM SCARED OF, are a LOT MORE INTERESTING NOW than the things that I USED to be scared of. I mean, I used to be scared of really MUNDANE STUFF. Well, I just kind of... just basically kind of... started a video production company and started a business that's going to be putting on a series of seminars, even BEFORE this year. We are videoing the seminars. We have another business that teaches other people how to do what I do. [Sigh]

Joe, says if it scares you, DO IT. It doesn't mean that you're NOT going to be scared. [Chuckling] I can assure you! For some reason it's easier for me

to talk at my OWN seminar, because everybody there knew me, they were ALL on my list. It scares me to stand in front of you, right now. Most of you have NO CLUE who I am.

But anyway, YOU ASKED about CREATING PRODUCTS. Every problem is a product! Once I learned to start framing it THAT way.... I hang out like on newbie forums and I've got my own forums. I've got mentoring clients and I LISTEN. What problems are they having? That's my NEXT EBOOK or my NEXT INTERVIEW, because you KNOW there's a DEMAND for it. Yo!

Craig: Level Forty-two center, wish I can try balance in.

Okay, question. How did you start from when you wrote something like... you wrote a synopsis of *Think and Grow Rich Workbook*, right? How did you go to GIVE that away when there's NO TRAFFIC to your site? What was the link between putting something out there for free and getting a lot of people to actually KNOW that it's out there for free?

Pat: Well, Datelink is what I hear. Joe told HIS list. Again, Joe kind of directed me. He's the one that HANDED me the book. It was MY IDEA to do the workbook, but when I came back and said, "What do we do now? I want to sell this."

He says, “No. Let’s give it away.” He had HIS LIST.

So, my list BEGAN from HIS LIST. But, *Think and Grow Rich* is a REALLY HOT SEARCH TERM and WORD got OUT! Other people and other marketers who had used the concepts from that book found out about it.

It’s been my BONUS for some book giveaways, too. Some books, like the Mark Joyner promotion. I didn’t use it on THIS one, but that’s a GREAT WAY to GET TRAFFIC. Yeah, we could just hijack this thing and go south on how to drive traffic to you freely, but it’s such an easy sell.

What I tell my mentoring clients, is find out WHO is ALREADY SELLING TO YOUR CUSTOMER. Create a freebie [Sigh] and then just go tell those people, “Hey! You can make your list VERY HAPPY by GIVING THEM this free article, ebook, interview, whatever it is,” and it’s an EASY SELL because the LIST OWNER gets to make his subscribers happy! The subscribers get something for FREE! You get to cream his list. Does that answer the question?

Speaker: [Inaudible]

Pat: But it.... What was the question...did Joe....? [Laughing]

Joe: [Inaudible]

Male: That REALLY is my QUESTION, because I'm KIND of in that DILEMMA of looking for a product...I'm not a blues musician...but I know kind of what that residual stuff is that you gather around. Looking for a business on the internet obviously is PRODUCT driven in which you have a product, then you don't have to look around and try to learn or try to find a way to get it on the net. So, you were FORTUNATE that Joe was your benefactor, but you had a product. You STILL HAD a VIABLE PRODUCT!

Joe: [Inaudible]

Pat: I ACTUALLY have a rebuttal to that. You'd be AMAZED with how many people he does JVs with in the course of a YEAR! Some of them he likes to help. Some of the people he does JVs with...off they go. Some of them go, "Doink { voice tone up }...doink { voice tone down }." So, I MUST ADMIT that I owe it ALL to Joe at THAT LEVEL. But MY TRICK, MY SECRET is I KEPT GOING. You know?

THANK YOU for starting my list. THANK YOU for being my partner.

THANK YOU for being my JV. But, if I had just done that one thing and then stopped, the business would have been over.

In the internet marketing community, PEOPLE are BEAUTIFUL! They'll give you a shot! It HAS to make sense. I'd gone to Joe and say, "Joe! I had this GREAT FREEBIE about automobile mechanics, 'Send your list my ebook on *How to Tune Your Porsche*.'"

He might have said, "Forget it! I don't like it!" But no...if you come up with a VIABLE PRODUCT, a VIABLE FREEBIE.... Again, I've been TEACHING this for the last year. It's the same things with my mentoring clients. Some of them GRAB what I say and go do it. NOW, they're marketing to ME! I am watching... They move on, drop out of the program. They've got businesses. Of course, I subscribe to all of their lists. They were doing all the promotions, "Hey, {first name...Pat} check out this new promotion for this new product that I just created about such and such." THAT'S the WAY TO GO!

A lot of my mentoring clients, sign on...a week later I hear from them. A month later I hear from them. [Mouth pop] They DON'T TAKE ACTION. [Pause] Did YOU have a question?

Female: I actually just wanted to know, now, WHERE and HOW does your MUSIC fit into your life now that you have sort of gone past the money issues, so to speak. Have you reframed that?

Pat: Well, there are two answers for that. First of all, if you go to my blog and look at the videos, I do the sound tracks. I've got a VERY NICE recording studio. I get to make music. But, I actually was talking to Amy the first night we were here, about the fact that I used to be an artist and used to be a musician. She asked me, "Was your HEART really in it? Is that where your HEART is?" I had to really stop and think about it and realize I don't really KNOW WHERE my PASSION is about music. I was FAKING it to be honest.

I heard an interview with YoYoMA where he talks about sitting ALONE, in his apartment, with his cello and these are the moments that he LIVES FOR MUSICALLY. Himself...by himself...with this multi-million dollar cello playing it. THAT MAN...THAT man, THAT is a MUSICIAN!!

I go on tour. I come home. The guitar is in the road cases in the corner. For the last few years, they don't come out until I go on tour again. So, I'm developing a curiosity NOW. [Chuckling] I wonder what I am going to do next! So, THAT'S where the music is right now. It's a USEFUL tool. It's a

lot of FUN. I LIKE to write music, but DO I LIVE for it? Does it SPIN me? Does it LIGHT ME UP like it used to when I was sixteen? No.

Joe: One other thing that I've noticed about Pat... and that's one thing that we can ALL DO... and that's he USED HIS PASSION and he USED HIS SKILLS TO CREATE those INITIAL PRODUCTS!!

When he read *Think and Grow Rich* book and realized that this is TOO MUCH for the average person today, he had the INSIGHT from his own curiosity, from his own intellect, his own passion, to create a possible WORKBOOK out of it. I always thought it was brilliant. It was one of those things that I slapped my own forehead like, "Why didn't I think of that?" A workbook is so easy to write because it's, "What did you learn from Chapter One? Fill in the blank. What did you learn from Chapter Two?" [Chuckling] It's not quite THAT simple, but it's along those lines. But what he created, and again, that came from his own curiosity. That came from his LIFE. That came from what was going on in the MOMENT. He didn't learn that from somebody else. It's just like an AHA that came to HIM. That MIGHT have come from the clear blue sky. I don't know.

But also, when he created the FIRST AUDIO products, which were the subliminal tapes, our version of it, we partnered on this and some of the

earlier ones like *Spiritual Marketing Automatically* now called *Attract Wealth Automatically*, I don't remember the exact titles but we used subliminals. We used subliminal statements from MY OWN WORK, but he wrote original music! SO, he was USING HIS SKILLS, what was already existent -- that he knew that he was good at, in creating new products based on it. That's another thing that I've always admired. That this skill came from him; it came from his own BEING, from his own LIFE, from his own INTERESTS, from his own CURIOSITY, his own LIFESTYLE.

THAT'S WHERE I think ALL of US NEED to be LOOKING. I think that the ideas WILL come to us from the white board, from the clear blue sky, IF we are being true to OURSELVES. I LOVE WHAT you've been saying, Pat.

Yeah! I ABSOLUTELY love it. He looks surprised, again. [Chuckling]
People like this? No...I'm....

Audience: [Laughing]

Joe: I'm ABSOLUTELY FASCINATED when he describes how he BASICALLY did a BRAIN DUMP, you know he realized that I'm going to pull out everything that doesn't work...what a MAJOR, heroic thing to

do! How many of us can do that at any one point? Stand there and say,
“Okay, I’m just going to turn my head this way and dump out everything
that’s not working and then realize, ‘Well, now it’s pretty empty!’ Then,
look at: I’m going to put in there what DOES work and starting to read the
books and consider them and so forth.”

Why is he leaving???

All: [Loud laughing]

Joe: [Loud Laughing] I’m not taking over. I just wanted to comment!!

Pat: You’re on.

Joe: Yeah. Well, I mentioned Richard Branson’s book yesterday, the new one
that’s out called *Screw It, Let’s Do It*. He says in there that his rule of
thumb is, “Do what’s fun for you and the money will follow.”

I think that even though this might have been new territory for him...and I
don’t know that he would have used the word ‘FUN’ -- I think that there
was a degree of fun in pursuing this little new ADVENTURE of leaving or
not even totally leaving being a musician, but going into internet
marketing. I think there was a sense of adventure, much like a SCOUT

who was saying, “I might as well as go up that mountain and nobody else has done it before, but I know it will be scary, but I KNOW I can do it. I’m going to go up there and LEARN HOW TO DO AS I DO IT.”

So, I think he was LEARNING how to do it AS he did it, but STILL DRAWING FROM his own existing skills, like the music. So, when he says that he’s actually not on tour, he may not pull out the guitar every now and then...he DID pull out the guitar...we had a birthday party for ME on one December. He was there with a group playing music. He pulled out the guitar and played for me. In fact, I GAVE him his guitar, his FIRST ONE, and all of THOSE WONDERFUL things. ALL OF THIS is STILL COMING FROM his passion.

So, again, I just wanted to redirect it INTO YOURSELF and NOT FORGET that where we want to come from is the white board. We want to be passionate. We want to come from OUR OWN INTERESTS, our OWN STRENGTHS, and ALLOW OURSELVES to be SURPRISED BY THE DIVINE! Be surprised by what descends ON it.

Just like he has been surprising me and probably himself, forty products in a YEAR or so! That’s pretty darn marvelous! That means that the ideas were just coming and he was ACTING on them, not knowing that they would work, but ACTING ON IT.

Pat: Okay. There's a couple of ways that we can go. Do you all want to talk about products? Do you want to talk about changing your mind? Do you want to talk about...? A question...where?

Suzanne: What YEAR was it that you came out with forty products and how many of them worked, that YOU would consider to be a success?

Pat: I can tell you MY definition of a success. FIRST of all, all but ONE of them were financially profitable. A couple of them...and they are all STILL selling, which gives me the freedom to create, like going into the event promotion business and video productions and stuff. But, they were ALL successes in that they were a step I had to take to get to the next step.

The inside of ME...it's remarkably ballsy to say, "I'm going to put on a seminar." Some people go pay Armand Morin a bunch of money to learn how to put on a seminar. I PUT ON a seminar to learn how to put on a seminar. Was it a success? Well, YEAH! It was a GREAT SUCCESS on a LOT OF LEVELS, because we can talk about making products here!! The actual people showing up at the event, I made money from that. I audio and video recorded it, I make money from that. Then, I'll pull a Joe. I'll write a BOOK about how I did it and then I'll make money from that! Those are all products!

Suzanne: Are you applying....? What's your thought process when you come out with a product? Are you dropping the eraser on your product? Are you setting an intention? Are you visualizing? Because you seem to be a real shoot-from-the-hip..."I've got an idea and I'm going to act on it and then I'm going to move onto the next thing...." You don't really worry that much. [Chuckling]

Audience: [Laughing]

Speaker: [Inaudible]

All: [Laughing]

Joe: [Inaudible]

All: [Pat's wife, Betsy, stands up to grab the mic and speaks on her husband's behalf...Loud Laughing & Clapping]

Betsy: No, let me say, "I've WATCHED the process INTIMATELY."
EXACTLY THAT: we are talking; he gets an idea; that's what I'm going to do; and he LITERALLY just starts doing it.

He says, “Okay, what do I need to do? You know what would be cool is if THAT seminar is videotaped. Well, okay, who could we hire to...no, you know what? Well, we’re going to do other seminars, why don’t I just learn what it means to videotape? Then we need someone to edit the videos, well...no, I’ll edit the videos.” He’s talking. “I’ll edit the videos and then I’ll learn what that’s about.” He didn’t know ANY of that. It was, “What do we need? I’ll learn how to do it. I’ll do it.”

I am NOT KIDDING YOU, he DOES NOT WASTE TIME WONDERING about the QUALITY, what is somebody going to THINK about it? He gets an idea and he lays it out and does it with the materials that he has at hand, and THAT’S ENOUGH. That’s enough. That’s HUGE!!!! Because I’m going, “But, but, but ...well, but...but look at the quality here. You’re video of Austin, Texas you’re driving the car and you’ve got the little bitty camera over here and you’re going like this. The video is like THIS and the window was closed and you can’t see some of those buildings.” That’s the MOST POPULAR video he’s done on his site.

[Pause] Okay. I’m done.

Audience: [Clapping]

Speaker: [Inaudible]

All: [Laughing]

Male: This is a question for both. [Laughing]

All: [Laughing]

Male: Did he do the same when he decided to change his life?

Pat: [Long Pause]

Betsy: Did you work so quickly? Did it happen just like that when you decided to change your life when you began reframing, did you just go, “Oh, I’ve got to reframe. I’ve got to think differently and do it.” No. No. It was from the outside, watching it was MONTHS of HARD THINKING, questioning, and trying to get information and process it and figure it out. It took time.

Pat: [Pause] Any other questions for Betsy?

All: [Laughing]

Pat: From MY POINT or my perspective it is the thing that took the MOST TIME was doing the INNER WORK. You know just pulling, it was almost physically, pulling out all these HORRIBLE BELIEFS that I had about

money and spirituality and my own self-worth. Then, there's the narcissistic part of being a performer that is the reason that most people ARE performers. It's VERY UNHEALTHY. You're living to see your name on the marquee and your picture in the window. You're living a shallow life. Well, that was me. But, once I did the WORK of pulling all of that out of my head and making room, and then with Joe's help, putting better things IN MY HEAD. From then on, it's been [snap, snap, snap, snap] REALLY FAST.

Suzanne: I'm not trying to harass you, I'm really not. [Chuckling] I AM trying to get somewhere here. The overall feeling that I get from you is that...

All: [Laughing]

Suzanne: [Laughing] ...I'm wondering if the secret to your success is detachment and I'm wondering if I'm reading that right or not....

Are you coming up with an idea, acting on it, and then just letting it go and just moving on to the next idea?

Are you SO ENTHRALLED with what you are doing, that the reason that you are so successful is because you are NOT WORRIED about the outcome. Is that what you do?

Pat: [Nonverbal affirmative response]

Suzanne: So, there's a Pat O'Bryan secret then! [Pause] It worked!

Speakers: [Inaudible]

Male: [Inaudible]

Craig: I don't have a question. [Laughing]

I just wanted to point out a couple of things that I've watched about Pat's process and since the questions are addressing it, what I really HOPE that you take away from what he is saying is the SPECIFIC PROCESS.

At FIRST he FOUND A MENTOR, someone that he identified with who could give him guidance or at least a role model. It doesn't have to be somebody that you know in person, either, though it certainly DOES HELP. But he also, really what he has done is he has SOLVED REAL PROBLEMS and is AWARE that other people HAVE the problem and therein becomes the product. You REALLY DON'T want to just create a product and then just go try to figure out how to sell it. You really, really,

really don't want to do that, because it's a crap shoot as to whether anybody else actually SHARES your vision of that problem.

So, what he's done is very elegant and very clear. He just SOLVES the next problem and then packages it and sells it. He's been himself. He's been totally CANDID with his list about the process and built a following by using his talents. He REFRAMED his interest in audio. Now, he is just PASSIONATE about SOLVING PROBLEMS and guess what? He's STILL doing what he's passionate about, but he's taking it STEP-BY-STEP.

So if you want to PARTNER with people, if you want to have a product, just START SOLVING some of YOUR OWN PROBLEMS that other people have. Like he says, he just doesn't come out of his own head. He's looking in forums and places like that where other people just like him are hanging out. He has frankly just taken the NO-FEAR APPROACH or at least, DO IT ANYWAY, even if he IS afraid and just GOES FOR IT.

But, if you do that, you can FIND partners... you can find all of the things that we're talking about, because it's organic to the market. They're telling you that they want it. It IS a real problem and you solving it are just.... I think that REALLY one of the things that Pat has shown here is that HE

JUST KEPT IT SIMPLE! I have a tendency to over-complicate things. Pat just keeps it SIMPLE!

I think that that's one of the things that you can take away from that is: added a mentor, started solving problems, and just did it and kept it SIMPLE without over-analyzing it. So, that's my take on it. But, definitely, have the problem and solve it. Don't come up with a product and hope to sell it somewhere. Start with a problem and then solve it.

Pat: Questions?

Female: So, my question is, "Are you looking for problems and how are you ascertaining these?" Is it kind of like you have a loved one and you want to get a sense of what they might get as a gift, you just hear in your normal conversation or something, "Lance, what I really want or I really need is or what I really struggle with is...." Put this in your file and you chew on this a little bit.

How is that process of HEARING THE PROBLEM, FINDING THE PROBLEMS, AND THEN MATCHING YOUR PASSION OR SKILLS OR WHATEVER YOUR LANGUAGE WOULD BE TO SOLVE THOSE PROBLEMS IN A WAY THAT YOU WOULD ENJOY?

Pat: I'm very selfish. I solve the next problem that I NEED to solve. I needed to learn how to write ebooks. So, I wrote one. Okay, so here's how you write it. Here's how you convert it to .PDF. Here's how you get it online, etc. Okay...so I solved a problem for myself and wrote an ebook, *Effortless eBooks*. Then the next problem was building a list. I need to do that. So I researched it and how do you do that? I wrote another ebook about List Building. I wrote one about how to do Joint Ventures, because I had to learn how to do it. So, you just solve the problems in the ORDER that THEY OCCUR.

Speaker: [Inaudible]

Pat: Absolutely!

Speaker: [Inaudible]

Pat: Well, I was perfect laboratory because I knew nothing! So I'm like, "Well, what would someone else who knows as LITTLE as I do need to know," which I think gave me a pretty platform and a pretty good vocabulary because I could speak as a newbie to a newbie.

Its like, "Hey, I just learned this thing and I'd JUST learned it and I started where YOU are." So, initially...there came a time where I'd solved all the

problems up to that point and I needed more products. So, I would lurk in forums and eventually started my own forum, just so I could research what problems other people are having.

These days, I'm tending to look at BIGGER things, like, "How do you put on a seminar?" Because up until then it was like "what problem can I solve in the next 48 hours?" and now I'm looking at bigger chunks of time.

Then, "How do you do a video production for the web?" I had Nerissa to DRAW from, but I still had to learn; what camera do you need; how do you set it up; how do you....? These are tending to be much bigger CHUNKS, which are creating MANY more products. I got thirty hours of video to edit out of a seminar. These are all products.

Female: I would imagine that as you GROW more and make bigger chunks that you are also creating more problems that you then have to solve.

Joe: [Inaudible]

Audience: [Laughing]

Pat: It's kind of neat, because the definition of an expert, right, is somebody who started right before YOU did. Well, then you turn around and go, "I'm the expert to everybody that starts after you."

Speaker: Pat, you said that you had to get rid of your beliefs. Did you write an ebook on that...on HOW you did that? Because...that's a BIGGIE!!

Pat: UMmmm.

Male: [Inaudible]

Pat: She says I should write an ebook on how I was able to change my...get rid of the bad....

Joe: [Chuckling] I TOTALLY AGREE with what you just said.

One of my favorite examples of where you're at or what about Pat or changing beliefs is when he was considering getting a new car. He saw that I had gotten a new car. I had taught a class how to attract a new car. A lot of people were getting new cars. JUST LISTEN to the audios on www.AttractANewCar.com. He came into the mastermind one day, and he was driving a really old beat up pick-up truck that he looked just RIGHT in

and he was at HOME in. He LIKED it because he felt INVINCIBLE in it, nobody DARED hit it or if they did, who cared?

He had this pick-up truck. At this mastermind as I remember it, he started DISMISSING NEW CARS. He was saying the new cars they make today are crap. They don't last long. They aren't very safe. He was spouting all of these beliefs and we LISTENED to him for awhile. I know that I for ONE, who have some BMWs, was pointing out, "No, these cars are built better than ever before!" Nerissa was pointing out that cars are being built better than ever before.

He was taking it ALL IN. He WASN'T RESISTING it. The average person at that point would have defended their beliefs, but he was LISTENING to these counter beliefs and saying, "Well, maybe there's some TRUTH to that." Then he MOVED to... and it was in the VERY SAME MEETING... he moved from resisting getting a new car at all to... I don't know what kind of new car I would get.

So, we were watching the walls of the beliefs fall down, moving from, "I don't want one," to, "Well, I want one but I don't know what KIND of one." We LEFT HIM with the thought about, "Why don't you just go and make a list of all the things you would like to HAVE in a new car?" He went online...I should just let YOU tell the story. [Chuckling]

Pat: You're doing GREAT!

Audience: [Laughing]

Joe: [Chuckling] He went online and basically Googled it. He had typed in the stuff that he was looking for. He ended up getting a particular vehicle that he was in LOVE WITH and drove for the LONGEST TIME. I forget the exact....was it a Scion, which he said looked like Batman's Golf Cart.

Audience: [Chuckling]

Joe: He drove it for the longest time until when he was in Atlanta it was STOLEN! Even THEN, I STILL MARVELED at his relaxed detached approach to it!

He would have to say if there were any beliefs that he had to wrestle with at THAT point, but I saw him go from: not wanting a new car, to getting a new car, to losing a new car, and then deciding on he was going to get ANOTHER NEW CAR and getting the new, NEW car, which is parked out there, probably right outside that door. He even upped what he had before by getting one that's a little bit more expensive, a little bit more luxurious.

But I saw the man TUMBLE DOWN THE BELIEFS before my eyes! So, I would say that I AGREE with her, that THAT is something else that you would WRITE ABOUT, telling your story how you did it and if there are any clues that you can give out. It may just be as simple as using the eraser, saying, "I love you." But whatever was unique for YOU. You don't have to ANSWER that, I'm just saying, "I'd LIKE that book."

Speaker: [Inaudible]

Pat: Yep. That's right.

Female: I have a request for you on that book -- that you at LEAST write one of them, specifically to MEN, who are not sure that they have negative beliefs or want to change them, but should they decide to come conscious and read it, I could give one to my.... [Chuckling]

Audience: [Chuckling]

Woman: Will you tell us what you are clearing right now with that eraser?

All: [Chuckling]

Pat: [Tap, tap, tap] FEAR of public speaking.

Audience: [Chuckling]

Pat: You understand about the fear of public speaking, right? It's like MORE PREVALENT that the FEAR OF DEATH?

I want to try something. Would you all help me create a product real quick? Okay.

Everybody take your clearing instrument, piece of paper and write down.... Well, FIRST of all, visualize your life and all of the people in it, just kind of big, macro, get up in the air, look DOWN on yourself in your life...now write down three things that are NOT WORKING. It could be a person. It could be a career. It could be a belief. It could be anything.

[Pause]

Just kind of, look up when you are through. Okay...just about everybody's got it.

Now, raise your hand IF you can immediately delete those things from your life. Did everybody understand? These things that are NOT WORKING, if you can take them out of your life RIGHT NOW, raise

your hand. That's not [chuckling] very many hands. You can. What was that...two or three hands?

Okay. You've identified that it's not working.

So, who wants to tell me WHY they want to REMAIN ATTACHED to something that's NOT working? Still no hands! [Pause]

Male: My number one item is not making enough money. So if I throw it out, does that mean that I'm making enough money or does that leave the opportunity open TO make enough money? I'm asking the expert.

Pat: What do YOU think?

[Audio ended]