

## **BONUS: Take This Step to Create the Best Year of Your Life – Jack Canfield with Dave Asprey – #774**

Announcer:

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Dave Asprey:

You're listening to Bulletproof Radio with Dave Asprey. Today, I am really excited to have a friend and a legend on the show, America's number one success coach and just a leader in personal development and transformation, none other than Jack Canfield, who is well known for decades of writing things like Chicken Soup for the Soul, which he's most famous for, but also a book called The Success Principles, which is an epic book about how people succeed. A lot of people don't know that he's working with some of the world's top businesspeople and other professionals on getting to new level performance that he started his whole life. Jack, with no further introduction, welcome to the show.

Jack Canfield:

Thanks, Dave. I'm just sitting here saying I'm going to come back in my next life with your voice. You have the perfect FM radio. You have that here. So, we'll start with just the acknowledging and admiring you.

Dave:

Oh, thank you. I appreciate that. Likewise, I've learned a lot from you in person at the Transformational Leadership Council, which you lead and just from your life's work. I mean, it's profound stuff. So, to be able to talk with you now and to be able to have a friendship with you has been enriching for me, I'll put it that way. Now, you've been talking on social media and just sharing with people, saying things like, "There's still time to end the year strong. This has been a sucky year, but here's what to do about it." Let's open with that. People feel unstable right now, just because it's been one thing after another. What is the thing we need to know about the year?

Jack:

Well, I'll start with the humor. My favorite meme of the year that I saw the other day said, "Nobody got it right in 2015 when they said, 'Where do you see yourself in five years?'" So, I think what I would encourage people to do is to start by looking at the fact that while you may not have accomplished everything you wanted to, while it might have been a very challenging year, some of your dreams might have disappeared in terms of what you want to accomplish, you're still here. So, we've been faced with a real, challenging health crisis. We've been challenged with an economic crisis, with a political crisis across the world and America, especially but all around the world. Black Lives Matter movement, the ecological sustainability reality, which is not so hot right now. So, it's challenging.

There's no question to that. But at the same time, I always tell people, "Look at what you do have, not what you don't have." So you can always focus on what you don't have. I do an exercise in my training, where I put up numbers on a chalkboard or a flip chart. I go, "1, 3, 5, 7, 9, 11, 13, 15, et cetera" and say, "What's missing?" Everybody goes, "All the even numbers are missing." I go, "No, nothing's missing. The numbers that are there are there. Your mind has to go in and project something that's missing." So the first thing you have to start with is that you're here, you're alive. If you're listening to this, you either have a radio a computer or you have a television or you've got a smartphone or an iPad or something. So you've made it through the year, basically. We all had challenges.

For me, in February and March, I was running a seminar March 15th to 20th, something like that, 20 people in a hotel room in Santa Barbara, where I live. It was all people who want to be bestselling authors, which I have done many times over and we'd run seminars on that. A police came in and said, "You have one hour to shut this down. The governor just passed an order. No more than 10 people allowed to gather, you have 20, or we'll come back and arrest you." I went, "Oh, wonderful." So, then we found out that every workshop we had scheduled for the rest of the year, we couldn't do. We had \$800,000 in deposits, which we would have had to return or pivot and get people to go into our online programs, which we were creating as we were talking about it.

So, we created an online coaching club, which turned out to be very successful. We created some online trainings, online mastermind groups, et cetera. Definitely, those were some scary months for us. I think everybody went through that. You've had to pivot. You have to do something different. A lot of people froze, fight, flight or freeze. Their energy went back to the amygdala in their brain, hijacked the prefrontal cortex. Nobody was thinking creative or rationally, et cetera. Fear took over. It still has for many people. So, I think what we have to do is get ourselves back into our rational mind and our spiritual mind, all of which happens in the prefrontal cortex. So, the reality there is fear is basically visualizing things you don't want to have happen.

Fear is going into the future and imagining bad stuff. So, you can just as easily go into the future and imagine positive stuff. I always say, even if you, Dave, were sitting in your studio and there was a rattlesnake slithering toward you, you'd have to go into the future to imagine that biting you a minute from now in order for you to experience fear. Otherwise, you just get up and casually walk away, which is what you're supposed to do when you're in front of a rattlesnake. But the reality is that for many, many people, they're still living in that fear by imagining bad things. So, start with two things, appreciate what you do have. We know from the law of attraction that all manifestation starts with gratitude for what you currently have. Most people are not doing that.

So, we will probably make a million dollars less this year than we made last year because of the pandemic, but we also have about \$800,000 less of expenses, because we're not flying my staff to hotels. We don't have all those expensive food expenses, et cetera. What I've been talking about with people is thinking about the new better rather than the new normal. Everyone says, "Well, we're going to have a new normal." Well, yeah, you can say that, but what if we say, "Let's have a new better"?

So, for us, what we've learned this year is that when we do a seminar online and we do it over the course of four months and we do two hours a week, every two weeks with some office hours and things like that, we're getting much better results than we were doing three-day workshops and five-day workshops, where people would come and have these transformational experiences, but they go home and the culture would take over again. They would slip back rather than activate all the things they learned, put them into action.

So, for us, that's the new better. The great quote from Napoleon Hill, "Every negative event has a seed of an equal or greater benefit in it." For us now, we're doing classes online with people from 47 countries. Whereas if we were doing a live workshop in L.A., people would not fly in from 47 countries. It just wouldn't happen. So, we have further reach. We're able to make it available for less money. We're having more impact. I don't have to leave home. My wife, I've not been home this long my entire adult life literally.

Dave:

Does she still like you?

Jack:

My wife loves me. She is always going like, "Why don't you retire? Why don't you stay home?" We have become ping pong aficionados. We play at least half hour a day.

Dave:

Awesome.

Jack:

We spend time. We're having more intimacy. We're watching a little more television, but there's some great miniseries on these days. We're taking walks. We're making love more, because we're at home in the same bed. So, everything's different, but there's a lot of better. Other things I miss, absolutely. Do I miss the hugs? Do I miss the standing ovations? Do I miss the laughter of 1,000 people to a joke I tell the audience? Sure, I do, but there's other things that are equally beneficial. John Demartini, who I imagine you know, John says and I agree with him, "Everything in the universe is in balance. When one thing disappears, something else shows up to balance it out, but most people are not looking."

I use the metaphor, let's say, you're in a room and there's 48 doors in the room. You've been going to door number 7 for the last 20 years. You pound on door number 7, it opens up. It gives you everything you want. The door closes. Now you go to door number 7. You're knocking, nothing happens. You're knocking, knocking, knocking, nothing happens. Some people spend the rest of the year knocking on door number 7 being upset about it. The fact is that there's door number 8, 9, 10, 11, 12, 13, 14, 15, et cetera. Most people don't go knocking on those other doors to see what door's going to open now, but there's always another door opening, but you have to look for it.

Even Napoleon Hill when he said, "The seed of every negative event is an equal or greater benefit," the point that most people don't quote after that is that you have to look for it. You have to plant that seed, and you have to water it. So, that's where you get these ideas about, "What's the new better? What's the advantage I have right now that I can take advantage of?" So, that's a long answer to your question, but I think the main thing is to start looking at, "What did happen in 2020 that we can be grateful for?" Sometimes it's just called survival. We're still here. There's a lot of other benefits that most people don't see, look for those.

And then I want to share this idea with your listeners as well. This is from our good friend Dan Sullivan, who runs the Strategic Coach. I know you know him as well. But he teaches something called The Gap And The Gain. The idea is at the end of the year to look and say, "Okay, what you have here is three lines. The line at the bottom says start, and the middle says finish, and the top says goal." So, let's say I'm at start and I'm making \$50,000 a year. My goal was to get to \$100,000 this year. So, last year, I made \$50,000. This year, my goal is \$100,000. But I only get to \$85,000 or \$75,000. Now, what most people do is they focus on the gap between the \$75,000 and \$100,000. They say, "I failed." They feel bad.

What Dan teaches and I agree with him and I teach all my students is focus on the gain from \$50,000 to \$85,000. You made \$35,000 more this year than you did last year. Even though you didn't make \$100,000, focus on the gain. When you do that, you get better self-esteem. You feel more motivated to continue. You have more momentum going into the new year. If you focus on the gap, you get low self-esteem, low self-confidence. You feel like you failed. It's demotivating. So, just that little bit of a change can actually change how you feel about the year, really important.

Dave:

When I was 16, I read Think and Grow Rich for the first time, this is great. I put up, "I'm going to have \$1 million by the time I'm 23." Okay, and I had it on my mirror. My girlfriend made fun of me at the time.

I'm like, "No, I'd look at it every morning, just like it says in the book." I like to joke and say, "Well, it didn't work, because I made \$6 million when I was 26." That mindset of continuous improvement and continuing to work, I was moving in the right direction. So my speed, my acceleration, we always see things linear, but you do get sometimes things that are a bit more exponential. So little change, little change, little change and all sudden, a doubling from there. Wow. So that mindset of even if this wasn't the best year ever, that it's not necessarily a failure either.

Jack:

Well, look at all that we've learned this year. I mean, I've learned how to use Zoom, bit on Zencast, all kinds of Google Apps. I did a training for Bacardi, the people who make rum. I was supposed to go to the Bermuda, where their headquarters are, for 400 managers for a morning. We had to cancel that, but we kept the event. I just couldn't go because they weren't letting anyone travel. So, they said, "Well, Jack, we've got 4,000 employees. They're all sequestering at home. Why don't we just make it for all 4,000 people instead of 400?"

Dave:

Wow.

Jack:

"We'll pay you your same fee." So, I didn't have to fly to Bermuda. I walked down from my bedroom to my office, which is where I am now. I didn't have to fly home the next day. I got to impact 4,400 lives instead of 400 and sold a lot more books. They want me to come back and do a live one again sometime. So, that's in the future for their real managers. So, that's the new better. I had to learn a whole bunch of new technology. I learned how to break people into small groups in Zoom when we do live things. How do we engage people? How do we get people as engaged on Zoom? Matt Weinstein, who teach us Playfair games, games you can do online that are just as fun as when you do them in person. But you have to learn that, so I learned that.

So, it's been a major year of learning for me and social media and working with time zones. How do we do stuff that works in India? At the same time, I'm doing stuff in United States. We record it. Then we do live Q&A and all kinds of things. I'm better off. I don't want to travel as much as I used to. I can still have as much impact. I will travel again, but not as much. I've learned a lot about my relationship with my grandson. I spend more time with him on FaceTime than I ever have in my life. I'm writing some books that I wouldn't have been writing otherwise.

Dave:

Wow. This is an interesting time, because events are expensive to put on. They're also expensive to attend. So, I did something similar. We did the Virtual Biohacking Conference for the first time because we couldn't do it. Like you said, we had people from all over the world attending who never would have flown to L.A. I'm finding that the accessibility of leaders, the people with the most wisdom and knowledge at all, now, they're putting on focused quality online programs, where before even with me, it was always a focus of, "How do I show up on stage in person?"

Because yeah, hugs are great and because there's a connection there, but everyone saves money. Everyone saves stress. You're getting an equivalent experience and sometimes more, because you can chat and you can drink whatever you want to drink during it. There's a bit of flexibility. So, I think we might actually end up in a situation where we're better off, because way more people have

access to leaders to learn. So, this can accelerate our learning. We can then be very selective about when we want to go somewhere in person.

Jack:

Right. Also, you and I can call up a guy like Simon Sinek and get him for a half hour, where he wouldn't be willing to fly for a day and spend a night in a hotel. He'll just get on Zoom and do it for you easily.

Dave:

Some of the speaker fees, you can spend \$100,000 to get someone on stage. A lot of people don't know this, but if you want to get a really big name, it's hard. I'm always doing budgets for events saying, "How do I get these people in here?" Fortunately, oftentimes people will just come and do it for free, because I come to their stage and I can swap, similar situation, right? Now, though, anyone will do an hour on Zoom. I feel like my reach is better.

I've been able to help more people. So, for people listening, you can look at it like, "I can't travel," but also you can learn at a speed you couldn't learn, because no one would do it online for you, because they want you at their events. I'm stoked. You're doing a new thing, this 16-week coaching club that you've got going on. What's a club? What does that look like in a world of pandemics and staying at home?

Jack:

Well, what we did, we took the idea of our Breakthrough To Success training. We said, "What if we divide this up into 16 sessions and we put it online? We can have people come." I think we had about 470 people in the first time we did it, which was last fall. We're starting it again on January 6th. What's valuable about it is we start by getting people clear... Well, we start with a guy named Jim Bunch, who you might know he runs something called The Ultimate Game. His basic thing he does is the nine environments of you.

We all have nine environments we live in. Like right now, I'm looking at your physical environment behind you. You have your body, which is an environment. You have your finances, which is your financial environment. You have your relationships environment. You have your memes that you believe in. That's another environment you live in and so forth. So, how do we clean up all those environments that support you? Because we're all impacted by our environments. If I walk into a nightclub, I'm in a very different environment than if I walk into a monastery. So, instantly, my energy shifts.

So, how do we create an environment that inspires you rather than expires you? Did you ever walk into a really cluttered environment and you just, "Ugh"? Or you walk into a really cheap hotel, and it's like, "I don't really like to be here," as opposed to walking into a nice environment. So, how do you create your environment to support your success by cleaning up the clutter, creating the systems you need, completing the things that are incomplete? Because that's another environment is all your incompletes are always there tugging at you.

And then we look at the seven areas of your life, which are finances; job and career; relationships; health and fitness; fun and recreation personal, which includes possessions you'd like to own, things you'd like to do, growth you'd like to experience; and finally, contribution and say, "On a scale of 1 to 10, how would you score yourself in satisfaction in each of those areas?" Then we pick an area where you want to grow it this next four months. And then we work with you to set a goal or several mini goals along the way to achieve. We've had people double their income in four months.

I had an art dealer who'd never sold a painting for more than \$300,000, always wanted to do a million dollar sale, who actually achieved it during these four months, because he had a mindset shift we helped him make. Now, he's on track before the end of the year to sell a \$10 million Matisse. Yes, Matisse. Yeah. So, what happens is all of these successes people are having, it's part of that new better, because we're able to work with them throughout over the four months to look at, "What shows up as their limiting beliefs? What shows up as their fear?"

We provide accountability. We have a Facebook group, but we also have a program like an Excel spreadsheet where they put in their goals for each of the four months one of the times. And then they turn it green if they achieve it. It's yellow if it's almost there, red if they're not doing it. Then we literally call them up and say, "Come on, dude. What's going on?"

Dave:

Wow.

Jack:

Let's get on it. People are supporting each other. The breakthroughs, I swear, Dave, I was saying to Patti Aubrey, my partner, the other day, "The people look 5 to 10 years younger." People have gotten virtual assistants for the first time where they're delegating. Or this one woman, she was complaining that... Because we do these office hours and she was saying, "I think I have a time management problem. My mother moved in, because she's got dementia. I can't take care of her." I said, "Well, where's your husband?" Because she was spending so much time with her mother. Well, he's retired. Was he willing to help? Yeah. I say, "You don't have a time management problem. You have a husband management problem. You need to sit down with him and work out a schedule." It never occurred to her.

So, she literally worked out a schedule where she would be working. And then he would be taking care of her and then she would take care of. It changed her total life. So, it's little breakthroughs like that that totally shifted, because you're so locked into your consciousness of what you're doing habitually, habitual thoughts, habitual behaviors.

So, people are having major breakthroughs. People that have been planning to get divorced for four years and never did it did it. People that wanted to ask someone out did it. People who wanted to get a Facebook going did it, did their first Facebook Live, started websites, online courses. I mean, major, major, major breakthrough. So, that's what we're there to do. What we're finding... Someone asked me today, "Where do I see the human potential movement going in the next year?" You know Kute Blackson, I was interviewed by him.

Dave:

Yeah. He's great.

Jack:

He asked me this question. I said, "I see it going a couple of ways." You got the big Tony Robbins, 20,000-people kind of events. We're going to do one of those in May. You've got those individual coaches that are out there and working one-on-one with people. But what's really starting to show up during a pandemic is accountability and community. People need community to support them to be part of a tribe. It's all moving together, positive people that are goal oriented and into service and so forth. You need accountability, because most people listening to podcasts like this are solo entrepreneurs or they're the head of a small company. There's no one managing them. There's no one forcing them to do the uncomfortable thing.

So, most of us design our lives around avoiding discomfort. This comfort is where we grow. So, basically, that's what the course is about. We have four expert calls. We had Lisa Nichols, John Assaraf, who you know probably, and Jim Bunch who I mentioned, and a woman named Cheryl Fraser, who wrote a book called Buddha's Bedroom. She's an expert in relationships. I have applied five things from her one hour to my wife, Inga. Our relationship is taking off.

Dave:

You have the curiosity of a young person. You've done so much study of success and productivity that a lot of people, I think, just don't know about, because you're so famous for the Chicken Soup and the secret side of things. I'm always intrigued, because you're saying, "I just did this thing last week." People are looking and going, "Well, this guy's a master here." How do you keep that youthful energy and enthusiasm about this stuff? What's driving that?

Jack:

I think you said it. It's curiosity. You know the passion test that Janet Attwood put together with Chris Attwood. When they interviewed me to find out what my passions were to put it in their book, my No. 1 passion was learning about myself, learning from others, gathering with like-minded people, and then teaching what I learned.

Dave:

No wonder, we like to hang out, I think we'd have some similar archetypes there. That makes sense.

Jack:

Yeah, when I'm hanging out with people-

Dave:

Just who you are.

Jack:

... that talk about things that matter and want to make a difference, I'm happy. I remember you and I sitting around with John Gray when we were talking about his wife, Bonnie, and cancer. Nothing makes me happier than that kind of conversation where people are sharing information. So, I watch three to five TED Talks a week. TEDx Talk. I'm just curious to learn and apply it. My mentor was W. Clement Stone, and he said, "The secret to success was awareness, acceptance, assimilation, activation." In other words, you have to become aware of something. You have to learn it. You have to assimilate it, so it becomes part of you. And then you have to take action. To me, everything I learned, I apply it and see if it works. If it works, I use it and I teach it. It is, and I do feel young. Yeah.

Dave:

That algorithm has helped millions of people. So, I think it's working for you. I have a question about the coaching program that you're putting together or the coaching club, I should say. I mean, who's it designed for? Is this for people who are already meaningfully successful, or is this a young first time entrepreneur? What's a good fit?

Jack:

It's for everybody, really. I know that always sounds strange to say that, but we've had people in our last class that we're just becoming aware of this kind of work. We had people that were CEOs of companies, doctors in charge of large medical practices, lawyers. I mentioned the art dealer who was very successful now and was before. We had nurses. We had entrepreneurs. We had coaches. We had authors. We had trainers like you and me. Here's what I always say to people, you can plant an acorn in the ground. The next year, you're going to get a little oak tree that might be a foot high by the end of this fall. All it can do is throw out one more leaf. And then you have an oak tree that's been around for 20 years.

All it can do at the end of its branches is draw one more bud, one more leaf. So, it doesn't matter where you are. This program helps anyone take their next step, helps them figure out, "What is it that they want to create?" Because I've seen a lot of successful businesspeople whose relationships are not in good shape, whose health is not in good shape or who want to take their business to the next level, or people that are just starting out. We have social media influencers. We had people that are internet marketers. It's pretty much anyone who wants to get better and produce more and have more fun and have a better life.

Dave:

It's broad spectrum. I wanted to share this with people, by the way, [JackCanfield.com/DaveAsprey](http://JackCanfield.com/DaveAsprey) and he'll give you a discount on a bunch of other freebie stuff. But the idea that people could get access to you and your teachings in a way they couldn't before, I think, is revolutionary, because I've learned a lot. I've really benefited from our friendship and being able to just sit down and chat with you. That's not something that most people get to do, because there's millions of people who'd love to meet you and just have 15 minutes a time. I get the same. Can I just pick your brain? No, I'm full.

But the fact that you've moved so much of the coaching online, that is really new. I think it's an opportunity for everyone, including people who care about Bulletproof stuff to get access to one of the masters who spent his life studying it. I think it's fantastic. It's one of the benefits of the whole COVID pandemic is you couldn't get Jack and now you can get Jack. That's neat.

Jack:

Yeah, no, it's interesting. I was just thinking about this Saturday. One of the things I did this year, which I had not done for a long time, is to start to do a little bit of individual coaching, but I charge \$25,000 a day for coaching, which means that you can get eight hours of coaching from me. You can divide it up one hour today and one hour a week for now or four hours today and four hours, however you want to do it. But that averages out to about \$3,000 an hour to work with me. For a lot of people, that seems like a lot of money. For some people, it truly is. But I always say if you pay me \$25,000 but I help you make \$500,000 additional, is that a good investment? Yes, it is.

So, now in the coaching club, for less than \$1,000, I think \$997 is the registration fee, you can spend time with me, ask questions. Usually, what we do is we go from 10:00 in the morning until 12:00 on our calls or Zoom calls with people. And then we stay on for Q&A. I've stayed on sometimes for an hour and a half just doing Q&A with people, because I got nothing better to do after that. I mean, I do have better things to do, but I'm so engaged with it. I don't want to go away. So, people do get individual access, ask about anything they want. It's really cool.

Dave:

One of the things that drives what I do is making this wisdom just broadly accessible from you and from hundreds of other people who've been on the show and just learning constantly myself, but I feel like this is just a quantum change and availability of time like that. It's a real amount of money, but it just



probably 100 or 1,000X the number of people who can reasonably access your teachings and actually interactions with you, which is first time ever that that's happened. It's directly as hey, thanks Coronavirus. It made it real.

Jack:

That's a good title for a book, at least a blog. Hey, thanks Coronavirus.

Dave:

Yeah, and like you said, gratitude. You can either say, "Oh, it's all horrible and all," but everything I've learned from neurofeedback and all the spiritual masters I've worked with, it said, "You have to find gratitude." You can still say this sucks, but I'm grateful for. It's the grateful for that has the neurological effect. So, I'm happy to say I'm grateful that Coronavirus caused you to make your learning way more available than it was.

Jack:

Yeah, that's true.

Dave:

We mentioned it before. If you're listening to this, there's a bonus episode, I just want you guys to know, [JackCanfield.com/DaveAsprey](http://JackCanfield.com/DaveAsprey). There's all kinds of cool stuff in there that comes from Jack. You know because I've interviewed Jack several times about language, about trying. In fact, Episode 551, we talked about the word 'try' and how toxic that word is. I'm going to try to improve in 2021. Tell me a little bit about what is holding people back in their language around 2020?

Jack:

That's a good question. I'm not sure I have a quick answer for you. Well, I just think saying something sucks like you were talking about or it's a terrible year. Then you're going to focus on everything bad about it. I'm working with some bestselling authors. There's this book here that someone just sent me that's going to be in my seminar starting tomorrow called *The Best of Those Small Things*. She wrote a blog for years called *No Small Things*. It's all about gratitude. She said, "There are no small things."

One of the things she was talking about is look back over your life and all the things you thought really sucked and then ask yourself, "Did it lead to something better?" I did that for about 10 minutes when I was reading that. So, I'm going to do the exercise. I started thinking about my divorce I went through, which really sucked. My wife walked off with most of the money, left me and my company, but it forced me to be more creative. I was starting to get a little bit comfortable. All of a sudden, that's what made me write the *Success Principles*. It revector'd me in a new direction, which changed everything.

So, she talks about how this boyfriend that she broke up with her and she was really hurt by it. But then she said, "I decided to write 100 things I loved about him and put each one on a three-by-five card, put them in a big envelope and sent them to him. It was just so I can begin to realize, there was a lot of great things that came out of that relationship, even though it didn't end well," from her perspective, but then she realized later, she met the love of her life, which was someone that she wouldn't have met if she was still in a relationship with this guy that wasn't treating her the best way ever.

So, I love that song by... What's his name? Country Western singer. It was called *Thank God for Unanswered Prayers*, Garth Brooks. He said, "Thank God for unanswered prayers," because he wanted

this girl in high school he was totally in love with. She wouldn't give him the time of day. He goes to his reunion. She's overweight. She's drunk. She's an alcoholic, and she's miserable. He said, "Thank God for unanswered prayers." So, I really believe that everything that happens is for us, not to us. I really believe that, you have to look for it. It's not immediately apparent. But if you live from that perspective and then you look to see what it is and it may not show up until a month later or something like that.

But I look back over my life, everything I thought was terrible. I got fired from a teaching job. But if I'd still been in that job, I wouldn't have been able to... Not because I was incompetent, because I was too radical. I was teaching African American history to African American students in Chicago before that was fashionable. Anyway, they thought I was a communist or something. It was really funny. But I ended up getting a job for twice the income about two months later that I wouldn't have gotten otherwise.

And then I met W. Clement Stone and became my mentor as a result of it. That's where I learned all the success principles. That went on to do amazing things in my life. So, if you look back over the turning points in your life, a lot of might have felt like, "Wow, that's really stressful, painful rejection, whatever, but it turned out to be something great."

Dave:

I admire your mindset. I admire the way you've just relentlessly curated the stuff that works for personal development in a way that it's impressive, where you know the people who did the work. You've read all their work. You've boiled it down. You've assimilated it. You've got it all in your head at the same time. So, you're a fountain of knowledge. The passion behind it shows a lot. I would just encourage, if you're listening to this, if you haven't read any of Jack's books, you can hear the last two interviews on Bulletproof Radio. The Success Principles is a game changer, where it's a summation of knowledge from many places, many people that comes down to this is what works.

I've gotten a lot out of that book and just a lot out of your teaching. I'm just so impressed that you've made it not a \$25,000 option for people, which is really cool, because you're up on a pedestal, Jack. I think you know that. People are like, "How would I ever get a chance to talk to Jack?" But then all of a sudden, wait, it's now possible. That's awesome. I want one final big piece of advice for people to kick off 2021 in a major way. I mean, other than signing up for the program, which is clearly starts January 6th. But just a big piece of it, number one thing.

Jack:

I would say start with the assumption that you can create the best year of your life. And then I would say make sure you sit down, take a good 15, 20 minutes max and minimum, and ask yourself, "What do I want every part of next year to look like?" Just trust it as possible, like a genie comes down and says, "You can have anything you want." And then let me end with this, this is something I learned from John Assaraf about a month ago. I've been teaching nonstop since I learned it because it's the coolest thing ever. So, we all know about affirmations and visualization. We all know if we have a goal, we should create an affirmation. If our goal is to make \$300,000 a year, we create an affirmation that says, "I'm so happy and grateful that I'm currently earning \$300,000 a year," whatever.

Then I close my eyes and I visualize what my life would look like if I was earning \$300,000, see what would be happening and how would I be acting if I did that. So, John shared this story that I just think is so cool. Imagine you're sitting at lunch today and you're looking across through the restaurant. All of a sudden, you realize that's Steven Spielberg and Tom Hanks sitting over there. You go, "Oh my God. That's Steven Spielberg and Tom Hanks." You notice every time you go to look at them, because whenever we're around celebrities, we keep looking.

They're looking back at you, and they look away. And then you look at them and they look away. And then you're there. And then you start looking at them, and they look away again. You realize they're looking at you. So, after about a half hour, lunch is getting closer, and they stand up and they walk over to you. They've got this big sheaf of papers.

Steven Spielberg says, "Hi, you probably noticed, we've been looking at you. You look like a character that we'd love to cast for this next movie. You have the mannerisms, the body, the age, your voice tone. Everything about you, the way you move, the way you talk is perfect. We have a deal for you. We have the script right here. If you take this script and you memorize your part and show up a year from now when we're filming, we'll give you a million dollars now, just upfront. You go there. You learn the script, memorize it, become the character.

I mean, you know what the motivations are. We'll give you voice coaches. We'll give you acting coaches. We'll give you historical researchers if you want to research the period of character, whatever. You've got it, we'll pay for it. When you finish shooting, we'll give you another \$4 million." So, there's a \$5 million offer. All you got to do is memorize the script. Would you do it?

Dave:

Of course, yeah.

Jack:

Now, they give you the script, you go home. What do you do with it?

Dave:

Well, you probably start reading it.

Jack:

Yeah. Assuming you're willing to keep going, what would you do then?

Dave:

You probably try reading it out loud.

Jack:

So now all I'm asking you to do is do that. You got a script that says, "Here's what your ideal life looks like one year from now, everything you want in every area of your life." All you have to do every day is memorize a script. How do you do that? You go inside. You say your affirmation for your goals. You might have 21 goals that would fulfill all of those areas of your life. You visualize it as if it's already complete, because that's the person you'd be living the life you want, your ideal life, how you would be, what you'd be doing.

All the equipment you'd have behind you in your case, whatever, all the research you'd want to do, all the people coming to your seminars, all of them doing fasting, all the things you teach would all be happening. But you have to rehearse it to have that life come true. That's all visualization and affirmation is. It works like that. Because as soon as you do that, you start becoming that part. It's so phenomenal. And then what you start to get are inspired ideas of things to do that normally wouldn't have occurred to you.

You've had inspirations all along and you acted on them. That's why you're as successful as you are. You had some vision and it keeps evolving itself. You keep taking the actions. You keep getting

inspirations. So, I love that idea, because people normally don't do the discipline that's required to create the life they want. So, once you get the inspirations, then you have to act. You have to respond to the feedback. You have to keep yourself in flow and all that good stuff. But that's the core essence of the work, the inner work that we all need to do to be successful in a nutshell.

Dave:

I love that explanation. You're good storyteller. So, I'm hoping if you're listening to the show that you actually went in and said, "What would you do to absorb the script?" That is a similar exercise to the stuff that I've done for what I'm doing. I sat down, went to an altered state, in my case with electrodes on my head to guide me into the right state. You visualize the future that you want. You write it down ahead of time. You use positive language, not negative language. Magically, via mechanisms that we do not have fully determined, it generally seems to happen. It's a real thing. So, I don't know nearly as well as you do, how to teach that, but it's a real thing in my life.

So, many of the really successful people that I've been blessed to know all did something like that. They didn't just say it. They rocked it. They incorporated it. They did something like that. That exercise is actually really powerful. I can see that happening when you said it. Thank you, Jack, for sharing that and all the stuff you share on the show and all the stuff you shared with the world. Thank you for making it a little bit more accessible for people to hear from you directly like that, which I am really impressed with and I wish I'd had access to that when I was 25. It would have been life changing.

Jack:

Yeah, me too.

Dave:

Well, a lot of what I do is I'm writing it for myself when I was 19. If someone had just told me all this, imagine all this suffering I would have avoided. So, it sounds like you've got a similar motivation behind what you do.

Jack:

Yeah, absolutely.

Dave:

Yeah. Okay. Well, I appreciate you on many different levels. Guys, if you liked this episode, if you want to connect with Jack, it's [JackCanfield.com/DaveAsprey](http://JackCanfield.com/DaveAsprey). He'll give you discounts and bonuses and stuff like that. But mostly, I just want you guys to get a sense of who Jack is if you haven't heard the other episodes and to understand the depth of study that he's done around personal development and around making stuff happen in your world that isn't really what you might even believe as possible today. So, I think he's one of the top masters in the world alive today about making this happen. This is just a great opportunity. So, thank you coronavirus, and thank you, Jack.

Jack:

Thank you, Dave. My pleasure.