

A CONVERSATION WITH JOHN ASSARAF

BILL HARRIS: Hello. This is Bill Harris, and I want to welcome you to the Masters of the Secret Series. Tonight's guest is my good friend John Assaraf, one of the stars of the hit DVD movie, *The Secret*, and one of the most successful entrepreneurs I know. John and I are going to discuss a number of subjects related to creating wealth and, really, anything else you want in life. I think you're going to find this conversation very helpful to you. John, thanks for being here.

JOHN ASSARAF: It's my absolute pleasure, Bill.

BILL HARRIS: I kind of debated whether I wanted to read your very lengthy bio...

JOHN ASSARAF: (Laughter.)

BILL HARRIS: ...or just let you tell people who you are and what you do, and since I've heard you do that a number of times, I think I'll just let you go ahead and do that. So tell people a little bit about yourself and how you got started and what you do.

JOHN ASSARAF: What I do. Well, it's probably a good idea to take them back to being in my 20's after being a challenged teenager, shall I say. I got involved with the wrong group, did the wrong things at the wrong time and subsequently paid the prices for doing that. And fortunately, when I was 19, some people saw in me more than I saw in myself and they really shared with me that I had a lot more potential than I was displaying and I was on the road to either death or jail and, really, that wasn't a good option for me. I came from a really nice family; loving, caring family. My parents were not educated so they did not have worldly ideas or views or methodologies for me to follow in.

So, you know, I learned the school of life by being on the streets in the hard knocks of life, and fortunately, I got involved when I was very young in real estate and that led me to the personal development field. Really understanding more about myself, and when I started to read and I started to go to seminars and started to learn from more mature people than I was, and people who had much more wisdom, my life started to change and I became addicted to growth. The personal development of growth, to becoming more. I've been on that path for 23 years now. Or actually it was 24 years now. I have built a few companies and am building another one now. I have been retired five out of the last 10 years. I am 44 and I've been able to do what I want to do on my own terms by applying what my mentors taught me and what books taught me and what tapes taught me and what a very wise individual has taught me in relations to my life and in relations to building companies.

BILL HARRIS: Now, when you say you built a few companies, you are being pretty modest because I happen to know that you took ReMax Real Estate Company in the Indiana region that was floundering and took that to a \$4 billion a year business, and then you also created www.bamboo.com with a few other people that eventually had revenues of \$8 million a month. So, you do know how to build companies, and I think that one of the lessons in just that piece of information is that you didn't have any silver spoon in your mouth or anything like that when you were born. You didn't know how to build a company when you started doing this, but you just kinda followed your nose and did it, and I bring that up because I think a lot of people think that people that do big things, that create big endeavors, somehow know something that other

people don't, and I know myself, starting Centerpointe and a few other things that I've done, I didn't know how to do it when I started. I just knew what I wanted to do and I just started taking whatever action I saw right in front of me and just kept thinking about the goal and I figured out how to do it as I went along. Is that pretty much what you did?

JOHN ASSARAF: Yeah. I remember something one of my mentors, Walter, said to me 20 some odd years ago, Bill. He says that for every result you want, there is very specific thinking and behavior that you must exercise in order to achieve that result.

BILL HARRIS: Well, that's almost word for word, John, what I say to people who take my courses.

JOHN ASSARAF: Really?

BILL HARRIS: For every outcome you want, there's a certain way of thinking and acting...

JOHN ASSARAF: Yep.

BILL HARRIS: ...that will get it for you. Your job is to find it and be flexible enough to adopt it.

JOHN ASSARAF: That's right. I think our ego gets in the way. That we have to do it a certain way, or this is the way I have always done it, and, you know, I've always been outcome-based, and so I learned the value of setting goals, but I learned the process of achieving goals, which is a different process all together. Then I really studied successful people and studied successful processes, so that I could just paint by number basically. I was born pretty lazy as far as wanting to do the least amount of work and get the most amount of results, and I don't know about you, but I work a lot of hours because I love what I do today, but I want to get the results in the shortest amount of time. So, I always looked for shortcuts, and when I was young, as I mentioned earlier, I did things that I'm not proud of today. I stole my way through that and sold drugs and

that was my way of getting the money that I wanted, whether it was illegal and not the right thing to do. However, that is what I thought at the age of 14, 15, 16 was the way that I could do it. So I was always looking for the shortcuts. I always wanted to get from A to B as fast as possible and I still do that today, and so, from my vantage point, if you're wanting to build a business, why figure it out? You know, I bought a book just to do some research called The Six Week Startup, and we've done, I don't know, between my partner and I, over 20 startups, but the information that's in this \$19 book, somebody could just follow day one, week one, day two, week two and really start to achieve the results that they want. And most people think that they have to go to Harvard. You know I went to grade 11. I don't know about your educational background. I went to grade 11. I was voted most likely to fail in life. I want to thank those people for saying that because I think that gave me the fuel to prove them wrong because I wasn't dumb. I just didn't have the specialized knowledge or the direction, the focus, of what I really wanted to achieve.

BILL HARRIS: Well, when I was... the second part of what I said, the first part I said was almost word for word what your mentor told you, and then I added, "Your job is to find it and to be flexible enough to adopt it." I have found that the finding it part is easy.

JOHN ASSARAF: Yeah, I do believe in that.

BILL HARRIS: There is nothing secret anymore really. If you want to know how to build a company, or do a startup, or take a company public, or anything really, there are people who have done it and they've probably written a book or you could talk to them in person, or there are articles they have written or something. There's a course they've created that that information is available. The part that I think is difficult for people is being flexible enough to adopt it.

JOHN ASSARAF: Right.

BILL HARRIS: Most people are not flexible enough to

change the way they're doing it. Somehow, people want to get the same result, or get a result, but without changing the way they think and act. They want to get a result with the same way of thinking they currently have.

JOHN ASSARAF: Well that's the definition of insanity.

BILL HARRIS: Yeah... (Laughter).

JOHN ASSARAF: In fact, if you're doing the same thing over and over again and hoping that you're going to get a different result, I can tell you in our new start up in One Coach... You know, we are making decisions and two, three, four, five days later we're changing them. Make another decision, two, three, four, five days later we're changing them. We're tweaking, tweaking, tweaking, tweaking, forever tweaking. We have no emotional attachment to the decision, but we are fully engaged and attached to the outcome we want to achieve. And so, you know, we're trying a lot of different things in the space that very few people are playing in.

BILL HARRIS: Well, I think that's what makes having, really, I'm talking about a business I guess, but any kind of a goal, is that you do on a daily basis keep getting new and better ideas as you focus on the goal, and every time you get a new realization, to me, there's a euphoria about that that really makes it fun to do this.

JOHN ASSARAF: Yeah. It's that some people are the innovators. Others are the doers. Some are the people who have got the imagination, but you've got to really assess what are your natural strengths number one.

BILL HARRIS: You know, you mentioned real estate and that real estate had kind of moved you into looking at personal growth ideas and, I don't know if you even know this, John, but I sold real estate for quite a while when I was in my late 20's and early 30's and was pretty successful at it, and it was a real turning point for me because I knew nothing about Napoleon Hill, Think and Grow Rich, all of the... I read all of the famous literature

about goal setting and success and there's a huge tradition in selling. People think of selling in a negative way a lot in this country, but the best sales people in this country are people who have very high integrity and really understand things like what you give out to the world comes back to you and they are very ethical people. I learned so much about life and about success from the things I was exposed to when I was in real estate.

JOHN ASSARAF: Yeah. I found the same thing to be true. I was 19 when I got into real estate. It was May, 1980, and I didn't have a college education, so I couldn't get a great job, so the only alternative for me working for myself was really maybe take a real estate course or become a mortgage broker. I took a course in May, I can remember it like it was yesterday. May 5th, 1980, I became a professional realtor June 1980. Five weeks later, full time study. I thought I had died and gone to heaven. I had a degree of something.

BILL HARRIS: Uh-huh.

JOHN ASSARAF: I got into real estate and my first year on a 50/50 split selling \$50,000 houses, I made \$30,000, which was \$5,000 more than my father made. I thought I'd gone to heaven, and then by studying and really learning methodologies, systems and processes and objections and the proper way to speak with people, to treat people, I made \$151,000 when I was 20 years old. Then back in 1980, it was like, it was amazing. We were living life large.

BILL HARRIS: So, I know that you have really become quite an expert in the process of setting goals and using your mind to help you achieve them. What's the first thing that you would tell somebody to do if they wanted to, let's say they are having a lot of trouble accomplishing much in their life, and you want to help them turn that around, what would be the first thing you would tell them to do?

JOHN ASSARAF: There is a different angle I'd like to suggest that I was taught, and so maybe if I could share

with you that angle. One of the gentleman that helped me quite a bit, Bob, back in the 80's. I went to a seminar and he said to the audience, he said, "What do you know about this universe of ours that has been around for 15 billion years?" and 99% of the audience's heads just looked like, "What is he talking about?" He said, "Listen, there are seven-and-a-half million species that operate simultaneously in perfect harmony and order. There is one electron that is out of place." He said, "This is our playing field. We as humans fit into this perfection." He then proceeded to ask what do we know about ourselves and our brain, and again, 99.9% of the audience didn't know anything about it. He said, "If you think about how powerful your brain is," he says, "It's more sophisticated than an F-16 fighter jet, which costs about 50 million dollars." He says, "It's just the most sophisticated piece of equipment on the planet, yet you know nothing about it and you're wondering why you are crashing and burning." So he really piqued my interest at this time and I said, "God, this guy, he is so smart. He knows so much." So I stayed for the entire day and learned more in one day about the universe and myself than I ever learned up until my 19th year, and I was fortunate. I was one of the young ones in the audience. Most of the people there were 40's and 50's. So I really began a study of quantum physics. The stuff that you can't view, but really the study of neuroscience and the brain and how it works and that's what led me to your work. That's why I love what you do so much, by the way, and I recommend it to everybody who enters our company. As you know, we don't have a commissionable agreement. I just do it because I think it's outstanding, and so, I compliment you.

But, I was researching, as I always do, I research about an hour a day. So, I just became fascinated with what causes one person to go out and streak through the stratosphere and create massive success for themselves in business and in life, and another person who is exposed to the same information and they don't do anything with it. So that just fascinated me. So when I started building my companies, I had people with PhDs. I had people with engineering backgrounds. I had people who had had a tremendous amount of experience, more than I had, who

were making a fraction of the amount of money that I was making. So I just became really fascinated with why is that happening, and so if we go back to your initial question, the first thing that we're going to get into, the first thing of what I really learned, right in front of me as I am speaking with you right now, I am reaching over to pull a book, and on this book is my goals from 1982 written out and laminated. My goal, I can read it to you now. It says, "For my long range for my career, five years from now." You have got to remember I was 21 years old then. I am 44 now. I have my goals written out, my purpose in life, my plan for achieving it, my short term goal, and so I have this done for my financial, for my career, for my mental and I am flipping the pages. The reason I tell you this is because, at the time I didn't know why that was important. I didn't know why having focus and why having clarity was important, but what we know about the quantum field, the intelligent field out there, is that when we get absolutely clear, we are starting to really apply the laws of nature. If you look at nature, there's nothing that's imperfect. It's all perfect. Working in perfect harmony, and we may not like some of the things that are happening, but it's perfect in nature. So, everything must be perfect, some things just may not be to our tastes. And so, the first thing I recommend is you have to have absolute clarity. Clarity is one of the most important things in building your company, having a wonderful home, having a great relationship is what is it that you want it to look like? To achieve when it's in full bloom, shall we say, and then when you do that, that's kind of like giving an instruction to the universe and you start to enact the will of the universe, the will of the intelligence with your own will. And so, without knowing it, you start to really think about it then you start to see things that really harmonize with that vision and that goal. Things start to appear. When you think they start to appear, what we know to be true, is that everything we need is right here right now. We just have to become aware of what's already here.

BILL HARRIS: Now. What I teach people is very, very similar to that and I talk a lot about focusing on what you want. When you focus on what you want, it gives an instruction to your brain...

JOHN ASSARAF: Right.

BILL HARRIS: ...to have the universe supply that to you in some way. Now, what happens sometimes is that people that are in my courses write back to me and say, "Well I'm not clear at all on what I want, how do I get clear?" What do you tell people like that?

JOHN ASSARAF: I just answered an email to somebody in one of our mentoring programs. A lawyer, and he says, "You know what, I'm very intelligent, I've gone to seminars, I'm just not very clear on what it is that I want to do." He said, "I think I can achieve whatever I want." I said to him, "Number one, you have got to ask what is it that you are passionate about, and if you are not passionate about anything," I go, "What is it that you are good at?" If that doesn't answer it then I say, "If you only had one year to live, what would you do if you needed to earn an income from it and you had to be happy doing it. So...

BILL HARRIS: So you are kinda assuming that people do know but...

JOHN ASSARAF: Yeah.

BILL HARRIS: ...they're not...

JOHN ASSARAF: They're not asking the right questions.

BILL HARRIS: Yeah, they're not. Of course, that's another thing that I'm very big on is that...

JOHN ASSARAF: Yep.

BILL HARRIS: ...if you want to focus your mind in a certain way or find an answer to a question, ask the question and keep asking it and the answer will come to you.

JOHN ASSARAF: Well think about this. I know this will go right up your alley. When you think about, I don't know. We're dealing with something you know a lot about, and that's the human brain. Fifty billion neurons capable of trillions of transactions and computations

per second. Not capable, they do. Ten thousand trillion computations per second. So when somebody says to me, "I really don't know what I want," they're displaying their ignorance in not understanding how powerful the tool between their ears is, and if you give it the right instructions, it will find for you the answers. What they're looking for is immediate answers, which as you know, happens at a conscious level and sometimes when you're scoping the span of the universe, it takes us just a little bit longer than that. You've just got to be patient.

BILL HARRIS: Well, and sometimes all you have to do is just keep asking yourself, "How can I find out what I really want to do? How can I find..?" And if you keep asking that question and you are seriously curious about it, so that you're not just saying the words, you're really asking it, the answer will come to you. One of the things that people write to me occasionally and say, "I have not discovered my purpose." And I say back to them, "I don't think your purpose is something you discover, so much as it's something you decide on."

JOHN ASSARAF: Yeah, you choose.

BILL HARRIS: You make a decision, you choose it. People are waiting for it to come and hit them over the head. Now sometimes, that sort of a thing happens. Monty Roberts, The Horse Whisperer guy, knew from a very early age that he wanted to train horses and race thoroughbred horses because when he was around his father, who did the same thing, he was just totally enthralled with it. Sometimes people come in contact with something and it just turns them on, but other times they don't.

JOHN ASSARAF: Well, here's the other problem, Bill, is that a lot of times when your purpose or your success shows up, it disguises itself in work clothes. Some people just say, "I don't want to do any work." They're interested in finding it. They're interested in becoming successful, but they're not committed.

BILL HARRIS: Right. This goes back to what I say a lot,

which is focusing on what you want. If you are in that situation and you are focusing on the part of it that you don't want, the price you have to pay, the work involved. If you focus, and I know this is what you have done. If you focus on the outcome you want and the rewards that will come, then the work is easy to do and in fact, the easiest way to get there will appear to you. But if you focus on the work, then you lose all of your motivation and you just don't, the whole thing falls apart.

JOHN ASSARAF: The other thing that helped me and I can share this with you—My life is an open book for anybody to use—is that my family was not very well off. My parents used to fight drastically about money. They didn't have a great relationship and so they showed me a lot of what I didn't want, so my "Why?" was very big. Why did I want to become a millionaire? Because I really didn't want to suffer like my parents did. Why did I go through two divorces? Because I wanted a great relationship and I just kept working on my skills and working on myself. Why did I want to have great health? Because at the age of 21 I had ulcerative colitis and that hospitalized me and I was taking 25 pills a day. They told me that they might have to remove my colon. So I became a student of what the causes were and then I became somebody who applied specialized knowledge. Now herein lays the problem. If it was just about knowledge, we would have libraries filled with people with line ups outside, but it's really not about knowledge. It's about having the right knowledge in the right order backed by application. That's what yields the results.

BILL HARRIS: Yeah. You definitely have to act. Now it sounds like a lot of your early experiences were negative, which very often causes people to focus on what they don't want and focus on what they want to avoid, which I think is absolute poison. I tell people that if you find yourself focusing on what you don't want, it's a clue to tell you what you do want and then you need to change your focus to what you do want. How do you change your focus from all these negative outcomes? What told you to change it to the outcomes you wanted, rather than keeping it focused on not being sick or not being poor?

JOHN ASSARAF: Right. Well, I learned a long time ago the stuff that we are talking about now and it made sense to me. Number one is does it make sense? And then number two, for you to change it takes some time. And if you are constantly focusing on negative...I've got a family member that she can only see the negative in something. I mean, she's been wired from birth through some traumatic experiences, she can only see the negative. That happens to be my mother, and so she is just wired that way. She is neurologically wired to just look at the negative first. She doesn't want to change. So the first part is to realize that if you want to go back to nature, there is something called the Law of Polarity and the Law of Polarity decrees that you can't have a positive without a negative, you can't have an up without a down, you can't have an inside without an outside, you can't have a reward without a risk. You can't have one without the other in nature. You can't have a positron without an electron. It just doesn't exist. So if it doesn't exist in nature and we're part of nature, why not live with the philosophy that the negative side, or the side that I don't like, always exists and that's just part of it, but if I focus on it, I'm more likely to attract it and to move myself in that direction. Or, I could choose the other side, which I really want to pay attention to and focus on and let me move myself in that direction. Always being aware that the two exist and not having an emotional attachment to either one.

So that's what really keeps me sane. 'Cause things go wrong in your office. Things go wrong at home. Things go wrong when you're doing stuff or things go as not the way you want them to, but they're not bad or negative, they're just not to your taste. So that's what has really helped me is that I frame things and I look at things in a way that empowers me, that gives me more fuel, while always keeping in mind that the other side of this is, here's what I want to focus on. You said, you hit the nail on the head. You focus on what it is that you want. There's a lot of neurological reasons for doing that as well, as you know and when we focus on something negative, we're actually releasing a negative chemical in the brain. Where focusing on something positive, we

are releasing a positive chemical in the brain. So my question is, if you know that's happening based on the latest neuroscience research, and you have control over it, why not take control that will help you move towards what you want as opposed to focusing on what is it that you don't want?

BILL HARRIS: Yeah. Something I'll never forget that I got from Napoleon Hill was he always used to say that the one thing that human beings have total and complete control over is how they focus their mind. And then he added, fortunately that is what controls everything else.

JOHN ASSARAF: That is exactly it. Your mind is the most powerful and potent piece of equipment on the planet and I liken it again, if you think about it. I know that you're a pilot, Bill, and one of the examples I use in my own life and in other people's lives is, if you are a fighter jet pilot, what would you have to learn? You would have to learn how every button works under every condition under every circumstance: day time, night time, hail, sleet, rain or snow. But we've never been taught anything about our own brains and you do a brilliant job teaching that. And so, if you don't know how it works and you've got all of these systems working, you know, all these buttons that you could push and all these ways that you could program the autopilot like you can in a fighter jet, and you don't know how to do that. You're not working with a full deck. You're only working with a very, very small part of your psyche that's responsible for very little in our life and in the last few years, especially the last five years, we've gotten to understand our brain even more than ever before. Ninety-eight percent of what we knew before is obsolete basically. So it's our job to really upgrade the software of our own brains, and understand how it interacts with the universe and with other humans.

BILL HARRIS: The way that I explain this to people is that everybody grows up developing what I call an internal map of reality, which is kind of the software you're talking about. And if someone grows up with really good mentoring, really loving parents, lots of support, they may develop an internal map of reality that is very resourceful, and they may create a lot of great things in

their life. They may create a lot of pleasant feelings for themselves and a lot of good outcomes. Somebody that has a lot of trauma, no mentoring, a lot of, a terrible upbringing, they may reach adulthood with a map of reality that's very unresourceful and they may create a lot of things they don't want. In both cases though, the person is kind of running on autopilot. It's just that one autopilot is a pretty functional one, the other one is pretty dysfunctional. So the next step above that would be for someone to actually become consciously aware of the internal processes that they're doing all the time that create their reality and once you can do that, you can literally create anything you want. And I consider myself to be an example of that and I think you are too. I mean, don't you have that feeling about yourself?

JOHN ASSARAF: Without question.

BILL HARRIS: There is nothing that you could decide to do. I mean, I'm never going to play center for the Lakers because that...

JOHN ASSARAF: I would agree with that Bill... (laughter).

BILL HARRIS: they don't want any 5'8", but ya know what?

JOHN ASSARAF: You could be a great coach though.

BILL HARRIS: If I set my mind to it, I bet I could figure out a way to play center for the Lakers for a minute in an NBA game. I bet I could, just to say that I did that, but, there are certain things that I'm not going to do. But in terms of setting a goal... I mean, if I wanted to be a big real estate developer like Donald Trump, I would go and find the Donald Trumps of the world and I would find out how they think, what they did and I would learn how to do it and I would accomplish it. And that's all you really have to do, is find out how people think and act that do what you want to learn how to do and that is at least a good starting point. Usually, you can refine that.

JOHN ASSARAF: Right. And part of the challenge we get

into, even with dialogues, if I remember when I was younger, people would say, “Well, you are capable of doing this and you are capable of doing that.” The challenge that I remember I had, and I would imagine people listening would have, I came up with all of my own excuses why I couldn’t, and I realize why today, but I didn’t understand then. You know, I said, “I don’t have a college degree. I’m only 21, how can I make a million dollars a year? I don’t speak English very well. I speak French better than I do English.” I came up with all the excuses and I started doing what I was taught later was called rationalize. I started to tell myself rational lies as to why I couldn’t do those things, and that really caught my curiosity as to how to overcome them. How to really retrain my brain and how to understand more, and after 20 years of reconditioning my own brain and understanding a little bit more about the universe of the brain and building companies, it makes it a lot easier now to show people, here’s what you’re feeling, here’s what is causing your doubt and your fear and your anxiety. Here’s what is happening and here’s why it’s happening and here’s what you can do about it. You and I weren’t fortunate enough to have the science behind all the books we read back then. They just said, you know what, positive mental attitude, it works well. You can do it. You’ve got great potential. Well, when your brain is firing off neurotransmitters saying no you can’t. You’re dumb. You’re ugly. You’re young. You’re old. You’re this or you’re that. You succumb to that fairly quickly. But today we can actually change that and again, Holosync® is one

way to do it that I love but really helping people understand what is happening. I’m really into this space in my life of showing people why when we tell them, why when I tell you that you are capable of achieving anything, we can back it up with scientific evidence to show them that anybody could do it.

BILL HARRIS: The interesting thing is that, you know, if you, you know there is an old saying that if you argue for your limitations, they’re yours. If you start, even if you and I right now sat down and made a list of all the drawbacks in our lives to accomplishing whatever the next thing is, the next thing your brain does is it takes each one of those statements you have made to yourself and it locates what looks like real evidence that it’s true. And as soon as you start saying these things to yourself, you actually start finding the evidence to convince yourself that they’re true, and then it really looks like it’s true to you.

JOHN ASSARAF: Yeah. Well that’s part of the way your brain works.

BILL HARRIS: Exactly.

JOHN ASSARAF: Whatever you focus on, it will go and find. It’ll make reality. They say that the key to understand is that it’s not even that it will make reality, if we look past, if we look at life as there’s the out there and there’s an in here. And there really is no out there and in here, it’s all just one. So whatever we focus on is what appears and we’re getting a little bit into quantum physics but it’s worthwhile investigating... You know,

“ If you don’t know what to do, find somebody who does and get their advice and make sound judgements and move on. Go as far as you can go and when you get there, you’ll see further. That’s really the key for any entrepreneur is, if you’re going to wait until you got all the blueprints ready and you have all the tools, and the bolts and the nuts ready, you are never gonna build anything.”

one of the things that I know that I've trained myself to do and so have you, is to see reality, or to look for reality based on what we want. Not to look for reality based on what we don't want. And so, we might have three, four, five, ten percent success more than the average person on maybe a weekly basis, but you get three, four, five, ten percent more success on a weekly basis over a year, two years, three years, five years, that's where you start to separate yourself from the competition. And that's where you start to look like you're different. You're not different. You've just done the right things over a period of time and it just accentuates this. It becomes exponential after 10 or 20 years.

BILL HARRIS: Yeah. And anybody could do these things. It really... I remember going to my 10-year high school reunion and there were a few people at that reunion that were really considered kind of losers and dorks in high school and several of them came in and they were running multimillion dollar companies they'd started. And a lot of the people that were the real successful types in high school were slumming around hardly accomplishing anything. It really doesn't matter. I always say, no matter what your past or present circumstances, anyone can be happy, peaceful and successful.

JOHN ASSARAF: Absolutely.

BILL HARRIS: And I firmly believe that that's true as long as you just focus your mind.

JOHN ASSARAF: I think rich also. Financially rich.

BILL HARRIS: Oh certainly. You know, in one way, another way to look at being rich is you've got to find out how you can solve a problem that other people have for them. Help them solve that problem. And if you can do that, it is like Zig Ziglar said, "You can get anything you want in life by helping other people get what they want."

JOHN ASSARAF: Absolutely. That's the business though.

BILL HARRIS: Well, John, what are some of the other

principles that have been important to you in, not only in making money, we've talked a lot about being successful in that way, but I also know you are very successful in your personal life. You're very fulfilled and happy. What do you think is responsible for that?

JOHN ASSARAF: Being very unfulfilled and unhappy. (Laughter.) When I was younger, Bill, I really just went after the money. I think I went after the money because of the insecurity I felt as I was growing up, so I wanted to make sure that I never felt that. You know, the screams and the anger that was in my household, but then I ended up, as I mentioned with ulcerative colitis when I was 21. I ended up getting my first divorce late in my 20's and my second divorce in my mid 30's. And I said, "Geez, what am I doing wrong?" and I really wasn't doing anything wrong, I just wasn't applying some of the principles that I was learning. And so, I think the key for me, and you know when I wrote my book to *The Street Kid's Guide to Having It All*, I really focused on is it possible to have a healthy balanced life? Is it possible not to work 18 hours a day, but to work effectively maybe 8 or 10 or 12? Is it possible to stay in good shape mentally and physically? And the answer is yes. And what I realized is that it was my beliefs that were driving my behaviors and so I believed before that in order for me to be successful, in order for me to do well and to fulfill one of my values, which was to be a great father to my children, I'd have to work really hard to make a lot of money. And the answer was, yeah you have to work hard, but if I worked smart and was really efficient when I was working, I wouldn't have to put in the long hours I thought were needed in order to get the results.

And so I had to change my belief system about what was possible to achieve in a day, in a week, in a month and I had to change my belief on whether having it all was possible. And with that, I would like to suggest just one thing, when I talk about balance I don't talk about being equal, because sometimes having balance means you have got to bust your butt for two or three or four weeks to ramp things up, and then you can take some time off. It doesn't have to be, ya know, you can take care of your

health, your wealth and all that stuff in one day, but if you keep yourself in check, then you can create that balance over a period of time. Maybe over a quarter as opposed to a day, then I think you'd stay in really good health. I think that you could have a great relationship. You can take the time to learn. You can have wonderful spiritual experiences by connecting with whatever your source of God is. Cause I think it is really important so that you know that "I can have the balance in my life, now, how can I?" And putting together a plan, which you can then execute and then follow a path.

BILL HARRIS: I know that, you have a course, and I haven't attended, but you sent me the CDs of the entire thing and I've heard the whole thing and it's fantastic. And I know that in there, you tell the people in the course that you have a daily regimen you go through in terms of feeding your mind. Can you give people an idea of what it is you do on a day to day basis in terms of focusing your mind and being clear about your goals and planning and so on?

JOHN ASSARAF: First of all, I start every year with something called a binding agreement with me, myself and I. So I sign it and say that I am going to pay the price necessary to reach my life's dreams and destiny without being dishonest or deceitful. And I do that so that I don't feel short changed in my life. I've looked at my life, and when have I been the most productive, the happiest and then I created a winning daily program, and the first thing every day is I take action. Next thing is meditation. I try to get an hour's worth of exercise in every day. It's usually about five days a week. I visualize and I review my goals for about 15 to 20 minutes. I spend 30 minutes to one hour every day studying, and the reason I suggest that is if you think about this, if you study one hour a day, at the end of one year, you have given yourself the equivalent of nine, 40-hour weeks. You could become an expert in two or three years with nine, 40-hour weeks each year studying something. So me, I happen to study the brain, the universe and goal achieving and building companies. So I will study for one hour a day usually, now it's about two to three hours a day. The other part is eating healthy, fresh foods and

then appreciate love, be grateful and have fun. And so me, that's the formula that has worked for me and I didn't even know you were going to ask me that question Bill, and I have this laminated right here on my desk along with my goals and my binding agreement and my vision and the pictures of my physique and my exercise plan and program. So I don't just talk about it, I live it. I do the work that's necessary for me to keep the focus that I need to have in order to achieve the goals that I want to achieve.

BILL HARRIS: Well, it sounds like you are big believer in writing down what you want to do and I know that you talked about clarity earlier because the only way you can really... If you write things down, you have to be clear about them.

JOHN ASSARAF: Yeah. Well, when you write it down, it gives you a chance to flush out ideas from your head by yourself onto your computer or piece of paper, and then you can see it so you are invoking a couple more senses. Hmm... does that look right? Does that feel right? I like to tweak. I like to have brevity, and clarity is really very, very important for me.

BILL HARRIS: Well I know that when I write down a list of goals, which, besides having some very long term goals, one of the first things I do every morning when I sit down at my desk is I write down what I am going to accomplish that day.

JOHN ASSARAF: Yeah. I have the six top things to do today.

BILL HARRIS: And I can't even get started on that list hardly without thinking of all kinds of other things that I want to do maybe the next day, or the next week or the next month, and as soon as I put that pen to the paper, ideas that I had not consciously thought of start coming to me.

JOHN ASSARAF: Yep.

BILL HARRIS: I mean, it just sort of opens the flood gates.

So that's another really good reason for sitting down and writing down what you're going to do. Also, once I see it down there, I see seven or eight things written down, it is much easier... Before I write them down, it's all kind of swimming around in my head and sometimes it feels a little chaotic and I am not sure exactly what to do next, but as soon as I write it down, it becomes very clear to me which one of those is the highest priority and then I know what to do. And sometimes, I don't always do the highest priority item. Every once in awhile, there are items that take a few minutes to do and I know they'll never be the highest priority item, but they need to be done, so I'll carve out a few minutes here and there to do those smaller items.

JOHN ASSARAF: Right, I wrote a little quote yesterday that appeared in our One Coach report it says that, "There are only two times in a business person's day, the time that you make your company money and the time that you're costing your company money." And so you evaluate your activities based on, is it costing my company money or is it making my company money? One of the things that we do here as an office is that we have got everybody's top four or six goals that they're going to achieve that day and if it's our executive assistant, I don't care if the phone doesn't get answered, I want those four or five things done by the end of that day. So we focus on what is each individual's highest income producing activity and then what are you going to do today to make sure that you are providing to your company and to your shareholders, if we have any, the highest return on investment. And when you can get people to understand that if you take care of the big stuff, all the little stuff will fit in. It works out well. But what most people think, is let's just get the little tedious stuff out of the way and then I'll have time to take care of the really big stuff. The little tedious stuff never, ever, ever stops. And so a small twist in the equation is just one of the big rocks. You remember the story of the big rocks, don't you?

BILL HARRIS: I'm not sure what that is.

JOHN ASSARAF: If I had a bowl, and there was a whole

bunch of big rocks, some sand and some water next to the rocks. Okay? In order for me to get everything into the bowl, I would have to put the big rocks in first. Then if I put the sand over the big rocks, I would be able to shake it around so the sand would find its place. That's the only way that I would have room to put the water in. If I put the water in first, followed by the sand, there would be no room for the big rocks. So the answer is, always do the big rocks first. You'll have more than enough time to get the little rocks in.

BILL HARRIS: Absolutely. I remember when I first started writing down goals and then sitting down each day to make a to do list based on achieving those goals, there was a fairly strong pull at first, I got over this fairly quickly because I saw that it didn't work, but there's a fairly strong pull to do a lot of playing office sorts of things, which I realized was because I was afraid. I was afraid to get on the phone and make cold calls in real estate for instance. Something like that. So if there were things on my list that were high priority and I was afraid of doing them, I sometimes could think of other things to do that weren't very productive, and I think a lot of people do that. They get afraid. You know, as I'm telling you this, I am trying to think what did I do to get over that and I think the answer to it is, the more I focused on the outcome I wanted instead of the work or the price to pay or what could go wrong. For instance, if I was afraid of failing when I made these calls, then it takes away all of my motivation to do it. But if I thought about the sales that I was going to make, then I was motivated to do it. So I guess that's, well I don't know, is that how you would answer it?

JOHN ASSARAF: Yeah, right now in one of our companies, we have 1,500 sales people, and when people tell me "I hate cold calling." I say, "No you don't. You hate how shitty you feel when people reject you. That's what you hate." So we don't hate doing the activities, we hate the feeling that we may experience if we don't get the positive outcome that we're looking for. And so, when I started to sell when I was 19, I'll never forget this. A gentleman by the name of Allen Brown, thanks Allen.

He gave me a sheet of paper with a hundred boxes in it, and each box had \$15 on it. And he says every time you speak to someone when you are prospecting and they say no to you, you just made fifteen bucks. Can you live with that? And at that time minimum wage was I think, four bucks. So I said, hell yeah, I will be on the phone from morning until night. So I started to associate making calls, rejection or no rejection, with fifteen bucks a call. And then if I found a lead that could turn into a sale, that would be worth about a thousand dollars. The equation that I learned was for me to make a thousand dollars, I would have to reach one hundred people, and so I became very proficient at linking my brain up with making the calls. I don't care what you say on the other end, as long as I am prepared, I know you're not rejecting me, you're rejecting my product, service or offering. And so I learned how, very early on, to frame things in a way that I didn't take it personally. And so, if I believe in the product, if I believe in the service, it's my duty to help you see, you know, what I see. And if it then doesn't work for you, that's okay, you're entitled to that decision and I'm okay with that.

BILL HARRIS: Well, and you know, besides the fact that it's a numbers game and that if for instance you had to talk to 100 people to make a thousand dollars, that makes every person you talk to really worth \$10, because you don't know where in that 100 that the person that is going to make you that thousand is...

JOHN ASSARAF: It was actually \$15,000 out of the equation because we were selling about \$60,000 homes, \$50-\$60,000 homes at three percent commission.

BILL HARRIS: Right, so, but the other thing that happens is that every person you talk to who rejects you, if you're focused on learning something from it, you learn something from it. You learn something from you saying, "Hmm... Why did that guy hang up on me?" Now sometimes he hung up because sometimes he just wasn't interested in the product, but sometimes he hung up because you called him at the wrong time of day or...

JOHN ASSARAF: You said the wrong thing.

BILL HARRIS: Yeah. The opening line you used didn't motivate him to listen to the next line, or something. And I have, just like you, I know that most of the actions I have taken, the percentage has gotten way, way higher since I've gotten older and more experienced, but especially in the beginning, most of the actions I took didn't give me the outcome that I was hoping for. But they taught me what I needed to know to increase that percentage, and now almost every action I take gives me exactly the outcome I wanted or something even better than I anticipated and it's just because I was willing to make those mistakes and learn from them. It's like Napoleon Hill saying, "Every adversity carries with it the seed of an equivalent or greater benefit."

JOHN ASSARAF: Absolutely. It goes back to the Law of Polarity in nature. And so, you're 100% right. What happens is you either learn through the school of hard knocks and you figure it out yourself, or you come to people who've already figured it out and you just follow paint by number.

BILL HARRIS: Yeah. I was just going to say that, because certainly you could learn by experience, by making mistakes and then re-evaluating, okay, what did I do? But the fast way to do it is to find somebody who's already done it and begin at least, by copying what they did.

JOHN ASSARAF: I'll give you an example. Just this morning we had our office meeting with our staff and we were discussing internet emails and how some of the words now when you send an email goes directly into spam filters and spam checks and we were wondering what percentages of our emails aren't getting through to our clients. And so we were racking our brains for probably about an hour-and-a-half and then all of a sudden Murray says, "Why are we even asking ourselves this question? Let's just ask Jack. That's his expertise." So we fired off an email to Jack at 10:30 this morning, by 11:15 we have three or four paragraphs about how to overcome that challenge.

BILL HARRIS: You're talking about Jack Canfield?

JOHN ASSARAF: No, Jack Rueth. The guy we just hired to

help us with our direct response marketing.

BILL HARRIS: Oh, I see, I see.

JOHN ASSARAF: So we went to specialized knowledge and it goes back to information in the right order that's applied will yield the results that you want.

BILL HARRIS: Right. And so it's actually pretty darn easy to find almost any information about anything if you start off and look for it.

JOHN ASSARAF: It's so cheap to find information. The amount that you sell your product for, or our product. You know, I have spent \$500,000 of my own money hiring consultants and speakers of my companies and going through my own trainings and flying and the accumulated knowledge that I bring in and our staff members and partners bring in, is just mind boggling and the same with you. You're not dealing with just somebody having to spend tens of thousands of dollars to find the solution, you are dealing in 100, 200, 500 thousand dollars. You've got just about anything you want on any topic from experts.

BILL HARRIS: Right. The hard part, as I said earlier, is getting yourself to actually take action on the information you find. That certainly isn't hard for me now, but it was in the beginning and it is difficult for a lot of people. And what I tell them is that really all you have to do to get yourself to take action is to focus on the outcome you want. Focus on the results you want. That is extremely motivating. It's really learning how to focus your mind and keep it focused on what you want that makes the difference.

JOHN ASSARAF: Right. And I think there's another part to this that I'd like to discuss and that is, there's a place in our brain that gathers information. And we both know people who've got double PhDs, but they're not doing anything with them. They're focusing on the topic a lot and they're not doing anything with them. So the question is, how come? How's that possible? And it goes

back to, you know, the non-conscious side of our brain is what takes care of long term perceptions and behaviors and that's really the part of our psyche that we want to get involved. The spiritual side of our being. The non-conscious side of our being is what takes the information and when it's impressed in the non-conscious and when you start to perceive and behave automatically and that's really the key. Unfortunately for you and I, Bill, and for people our age in their late 30's, 40's and 50's, that we have to change our mind. Our younger generation, we just have to help them make theirs. So if we instill in the younger generation, in their non-conscious mind, a program for taking action, they will. For example, with my kids, I don't do anything for them that they can do on their own. So I get them used to, you have the information, make a decision, take action. You've got the information, make a decision, take action. And what happens, we dumb ourselves down. We've dumbed ourselves down. We're all geniuses and we've dumbed ourselves down. Not by choice, but because we didn't have the right information and so we have to change our minds in our adulthood and rewire our brains so that we take action automatically. Just, right now we're taking action automatically, but some of the actions we're taking are just not yielding the results we want, and so we have to change at a neurological level if we want to have more.

BILL HARRIS: A lot of people come to me and tell me, "Well I can't manifest things in the world." And I tell them, "You are manifesting everything that's happening in your life already."

JOHN ASSARAF: That's right. That's exactly right.

BILL HARRIS: It's just that the part of you that is driving the manifestation, which is how you focus your mind is, you're doing it unconsciously. It's happening on autopilot. All you have to do is to learn how to consciously and intentionally focus your mind instead of allowing it to just focus automatically, and then you're so powerfully creating what you're focusing on right now, and you could create anything else that you focused on.

It is just that your focuser is just unconscious. That's the only problem.

JOHN ASSARAF: Right. You are well aware of this, I am stepping into your field you know very, very well and I will just expose it to the people who are listening, but the latest discovery that is really getting scientists enthusiastic about humanity's potential is the frontal lobe and that it now represents 35-40% of the human brain. And that's really where, that's our CEO, the orchestra leader that can really make all of the things happen in our life, but for most people, it's really asleep. They're working on autopilot at different parts of their brain and they're not lighting up the frontal lobe, which is really what we need to light up and Holosync does that, meditation does that and focusing does that. We can really get, we have lost the art of observation and focus. Most individuals will lose their focus an average of six to ten times per minute and focus is what we need in order to interact with the universe that's full of everything that we want.

BILL HARRIS: Well, John, what are you doing now that people listening to this could take advantage of?

JOHN ASSARAF: We're teaching a whole bunch of different things. What I did is because of my love of building companies and because of my love for personal development, I partnered up with one of my best friends of 25 years, Murray Smith, who has built about 20-odd companies, the last one was the Indian Motorcycle Company. We basically merged our intellectual property, launched a company just in the last few months called One Coach, where we really help people build their businesses while they live a balanced life. So we take everything from the best business practice that we've learned in building companies, tactic, skills and strategies and we combine them with helping people understand more about the universe. Helping people understand more about their brain and how to really create a goal-achieving plan as opposed to a goal-setting plan. So we've merged the best of both worlds. We call it a business development or

business growing company with a personal development twist.

BILL HARRIS: So it sounds like you are kind of taking a lot of the same kinds of things that I teach people and you're showing how it all can be applied to the business world...

JOHN ASSARAF: To the business world.

BILL HARRIS: ...So in a way, if somebody is looking for a model, they want to model success in this area, you just sort of laid it all out on a silver platter for them.

JOHN ASSARAF: We've got 101 different modules we've created in sales, marketing and management and we teach people either week by week or, we've got several different programs that they can get into. So just depending on what level they're at in their business. We just want to apply the personal development stuff as it relates specifically to the business of making money as opposed to just the personal development side that's really applicable. It has been applicable in my life and in Murray's. We just decided there is a niche there of helping business owners and entrepreneurs and solopreneurs, and that's really where the fun is. To merge my love of personal development and building companies and his love of building companies and having a one stop shop for them.

Bill Harris: So, how can people find out more about this?

JOHN ASSARAF: The easiest thing to do is to go to onecoach.com.

BILL HARRIS: Cloning of success?

JOHN ASSARAF: Yep. And there's a whole bunch of links that they'll be able to go to and that's going to be switched over in the next, depending on when you're going to release this, it will have a new website August 15th, but that will

be www.onecoach.com or www.onecoach.com.

BILL HARRIS: Okay. And is this all done online or is there some in person stuff or by telephone or...?

JOHN ASSARAF: We do webinars. We do conference calls every week with an expert. We have live events. We do two business conferences a year. The first two days we work on the universe of the mind and goal achieving and the next two days is business building practices only that involve marketing, sales and management. We do that two times a year. They are four days each and there's one other program in the middle of the year that we do that really just deals with goal achieving and the mind and the universe. And then we have our DVDs or CDs that we offer as well.

BILL HARRIS: Now, you know, it sounds, I can see how it could sound as to someone could hear this and say, "Well, boy, I've never had a business. I don't know exactly what I am doing. Maybe this is too advanced for me." Is this good for somebody who is relatively new to all this stuff?

JOHN ASSARAF: It's good for somebody who's wanting to start a business or has a one person show, a solopreneur. Whether you are selling or an MLM. It is great for them if you have one employee or two or three. If you haven't really figured out what you want yet, yes, we are too advanced. You're not the person who would come to the business part of this program.

BILL HARRIS: You need to figure out what business you want to have first.

JOHN ASSARAF: Yeah. If you said to me, "You know, John, I've got an idea. I got this widget that I want to sell locally first and then internationally." Absolutely, we'll save you tens of thousands of dollars if not hundreds of thousands. If you've already got a business between \$50,000, or \$100,000, or \$150,000 and you want to go to \$500,000 it is definitely for you. We are focusing on businesses that are doing less than

a million dollars and there isn't another company in the country right now that's focusing on that niche, helping small business owners and solopreneurs really with everything that they need to get to the \$250,000, \$500,000, \$1 million mark.

BILL HARRIS: And does someone have to have the money in hand to finance their business in order to take advantage of what you do? Or do you help people to figure out how to get the money too?

JOHN ASSARAF: We help them figure out whatever they need. You know, it just depends on each individual. Some people have got more money to invest than others. What we've got to realize is there's going to be a strategic plan and a strategy that they have, a tactical plan that they're going to have to create and then they're going to have to see which part of it can they create first. And that will depend on how much money they have or how much money they can raise or borrow. And that doesn't depend on us, that depends on them. Some people will start off small and just grow fast, and other people will just take their time.

BILL HARRIS: Well, I'll tell you that I started Centerpointe with almost no money and I just kept plowing things back into it, and pretty soon it started making enough money that I could take some money out and now it makes tons and tons of money. But I'll tell you that if I was going to start a business today, and I was completely broke and I didn't have any money and, I mean right now lots of people know me, so if I walked up to you tomorrow and said, "I am broke, John. Finance me in running a business." You'd probably do it because you know I can create one. But even if nobody knew me, I would find someone that wanted to partner with me who had some money and I'd say I've got the idea and I'll do the work. You give me the money. Even if you don't have any money, there's a way to do this is the point that I am really making.

JOHN ASSARAF: There's always a way. Most people don't ever have the money because they never make the

decision. Once you make the decision the how appears. And most people want the how first. They have got the equation wrong. You have got to make a decision. This is what I want. Then the universe starts to bring to you everything that resonates with that want.

BILL HARRIS: That's a really key point.

JOHN ASSARAF: And you've got to remember, you've got to bring your seed to the market, not your need. That's Jim Rome's classic line. I am borrowing it from Jim. Bring your seed. What are you going to bring to the market place as opposed to a need? What's the seed not the need?

BILL HARRIS: A lot of people think that people that create something, people that do something, they know in advance how to do it and that is really not true.

JOHN ASSARAF: Oh God no.

BILL HARRIS: Maybe the second time you do it or the third time you do it. But you know, even if you go out today, all the companies you started, if you go out to start a new company today, you don't know how to start that company. You know a lot in general about starting companies, but plenty of it you have to learn as you go along.

JOHN ASSARAF: We're doing that right now. We're doing that right now. We've made mistakes that would make most people sick, but guess what we do? "So great. What was the mistake? What did we learn? Great. We won't do it again. Let's move on." Pick up and go.

Bill Harris: Yeah. We went to school, that was the tuition.

JOHN ASSARAF: Yeah. We've already paid for that error. No need to worry about it.

BILL HARRIS: You know, when I was, I don't know, I was in my late 20's and I inherited \$7,500 or something like

that, and I invested it in something and I lost every cent of it. And at the time that was a huge amount of money to me and I was absolutely sick about it. Well now I have a huge investment portfolio and what I learned in that, which I won't go into specifically, but what I learned in losing that money, now that I'm dealing with millions of dollars, I'm glad that happened to me...

JOHN ASSARAF: Absolutely.

BILL HARRIS: ...because I wouldn't want to be learning it now because the stakes are a lot higher. So a lot of times these things that happen when you're getting started that seem like a tragedy are really a blessing in disguise because it's something that you really, you may have learned it really cheaply.

JOHN ASSARAF: Yeah. John DeMartini says, "The universe doesn't give you more money to manage until you manage the money that it's given you well."

BILL HARRIS: Uh-huh, that's exactly right. But I really want to make this really clear to everybody that's listening to this is that if there's something you want to do, start doing it. Don't wait till you know all the details about how to do it, because the details of how to do it will appear as fast as you can implement them. They will, they will... I don't think I've ever spent a minute sitting at my desk saying, "Gosh, I don't know what to do next." Because things always appeared.

JOHN ASSARAF: If you don't know what to do, find somebody who does and get their advice and make sound judgements and move on. Go as far as you can go and when you get there, you'll see further. That's really the key for any entrepreneur is, if you're going to wait until you got all the blueprints ready and you have all the tools, and the bolts and the nuts ready, you're never gonna build anything. You're going to sit there and analyze it and you're going to get paralyzed. You know, Microsoft is brilliantly known for sending their products out at about 85 to 90 percent, if that, ready. And they let everybody else fix the mistakes and they got a better

product every single month.

Bill Harris: Yeah. That's for sure. Well, let me switch gears here before we end this, because we are really running out of time now but, I'll ask you a really broad, open-ended question. What's life all about John?

JOHN ASSARAF: For me, life is all about love. It just boils down to love. Loving yourself, loving those around you. Being appreciative of what this miraculous, incredible journey is really all about. We have but a handful of sand in our hand and everyday little bits of it go by. We don't know when the final breath is going to be and so for me life is about enjoying, experiencing, loving, being kind, sharing, giving, learning, growing, becoming, being appreciative and being grateful and the thing that keeps me focused on that is I know from my research that every one of us is connected. Every one of us is connected. So I can't have a thought positive or negative without affecting you and you can't have one without affecting me. I can't create a good deed without it affecting humanity and it affecting me or a bad deed. And so, that to me is really, this is a very small little planet and we're here for a very, very brief time, and so for me it's all about love. It's all about cherishing the moment. Every moment just really playing full out. I've got a wonderful poem in my home about just being thoroughly used up when we die. You know, this body is going to go back to what it was. You know, hydrogen, oxygen, nitrogen, carbon. You know, we're just little carbon units and so I just love, I just love and love, and love, and love.

BILL HARRIS: So instead of saying ashes to ashes and dust to dust, you say oxygen, carbon, nitrogen...

JOHN ASSARAF: It is called HONC, hydrogen, oxygen, nitrogen, carbon. You HONC a lot. You have HONC a lot.

BILL HARRIS: (Laughter.)

JOHN ASSARAF: That's all we are. Made of the same thing that the stars are made up of and the ocean.

BILL HARRIS: Well those are wise words, John, and

before we sign off, www.onecoach.com after August 15th and probably people will be listening to this after August 15th.

JOHN ASSARAF: Great, go to www.onecoach.com.

BILL HARRIS: www.onecoach.com and then is the www.thestreetkid.com a place that people can go for a...

JOHN ASSARAF: We have a couple different websites—www.thestreetkid.com is another one. We set that one up when I wrote *The Street Kid's Guide to Having It All*. The New York Times and Wall Street Journal best-seller list.

BILL HARRIS: So people could go to a book store or Amazon.com and buy your book too, *The Street Kid's Guide to Having It All*.

JOHN ASSARAF: We actually took the book rights back from the publisher because they were doing such a lousy job so they can get it off of our site.

BILL HARRIS: So at www.thestreetkid.com. I've read your book. It's a great book and I hope that people realize in listening to this conversation that this really gives them the opportunity to get inside the mind of someone who did not start in very good circumstances.

JOHN ASSARAF: Nope.

BILL HARRIS: But learned how to control his mind and learned how to control his behavior and now you're reaping the rewards of that. And not only that, you're spreading those rewards to as many people who are receptive to learn from you.

JOHN ASSARAF: Well you know what I find is that it's one of my purposes in life, Bill. And I was given almost like the keys to the kingdom by my mentors. They pointed me in the right direction. They were kind and loving and gentle and they were also strict at keeping me steadfast to a plan and I owe it to other people who are

serious. I don't have room in my life for people who are just wasting time. Their time or mine, but for anybody who's serious, then I am willing to open my arms and my heart and any knowledge that I have and impart that so they can better themselves and the world because we're helping each other. I know you feel the same way.

BILL HARRIS: Well I certainly would encourage anyone who wants a business expert to help them to look into what you do because I know that you're definitely an expert in this. The expert's expert.

JOHN ASSARAF: The expert's expert. Well thank you Bill.

BILL HARRIS: Well John, thank you so much. This has been really great and I know I'm going to be seeing you tomorrow night. So I look forward to that.

JOHN ASSARAF: Tomorrow night in Aspen.

BILL HARRIS: In Aspen.

JOHN ASSARAF: For our mastermind session, that's right.

BILL HARRIS: That's right. So, because John and I are in a mastermind group together along with a lot of other wonderful people. So thank you so much for doing this, John, and...

JOHN ASSARAF: It was my pleasure.

BILL HARRIS: And I look forward to seeing you and I look forward to talking to all the people who are listening the next time we do this. So, take care. Bye bye.

JOHN ASSARAF: Thanks a lot Bill. Have a great one. Bye bye.

BILL HARRIS: Thank you so much for listening to this conversation with another of the Masters of the Secret. I know this information will help you to master The Secret yourself—the fact that what you focus on is created in reality. To thank you for listening, I have a very special free gift for you. As I've worked to master The Secret and implement it in my life, one of the most powerful tools I've used is Holosync audio technology, which, when listened to using stereo headphones places the listener in deep states of meditation, literally at the touch of a button. In addition to many mental, emotional, and spiritual benefits, Holosync creates an ability to focus your mind so powerfully that manifesting what you want becomes easy. I'd like to send you a free Holosync CD so you can try it yourself, along with a free Special Report explaining how it works and all the amazing benefits it has created for the nearly 300,000 people who have used it in 173 countries. To get your free Holosync CD, just go to:

<http://www.centerpointe.com/freecd>

Thanks again for listening, and I look forward to being with you again next time.