Marinna: Hello everybody, this is your host Marinna Rose. Welcome back to Activate Your Power Within Educational Series, where you will find freedom from your addictive behavior. Before I get started, if you are on the phone and you are listening and you’d like to find us online, you can go to [activateyourpowerwithin.com/webcast](http://www.activateyourpowerwithin.com/webcast).

I am very excited today. I am bringing you John Assaraf to the call. But before I would like to introduce him, let me tell you a little bit about John. John is an entrepreneur, researcher, an explorer of consciousness and human behavior. His love and passion for discovering and teaching people how to relate to mental blockages that holds them back from achieving their fullest potential, is what drives him and gives him life’s purpose and meaning.

In the last 25 years, he has built 5 multi-million dollar companies and written two New York Times bestselling books, ‘Having It All’ and ‘The Answer.’

John’s Company, Praxis Now, is a Research and Development Company, that creates some of the most powerful evidence based, brain training tools and programs in the world. Thousands of companies, entrepreneurs and individuals worldwide, are currently using Praxis Now programs to develop unstoppable confidence and certainly in achieving their vision, business goals and personal best.

John’s expertise for achieving the psychology for success has landed him on Larry King Live, Anderson Cooper 360, The Donny Deutsch Show and The Ellen DeGeneres Show. He was featured in the blockbuster movie ‘The Secret’ and was also featured in the special documentary, ‘Quest for Success’ with Dalai Lama and Sir Richard Branson.

Today, John lectures extensively around the world on The Neuroscience of Success and achieving Peak Performance and maximizing personal results. I have actually been following John’s work for a few years now. His tools and methods have made a tremendous impact on getting me where I am today.

So, I had the honor of meeting John briefly, at an event I was at in LA a few months back, which I have to say, he was in my opinion, one of the most impactful speakers of the entire event that we had for the weekend. So now, I am very blessed and honored to be able to share his message with all of you tonight. So please welcome John to the call.

Thank you so much John for joining us.

John: Hey there. It’s great to be on with you and thank you for those wonderful compliments?

Marinna: Yeah, of course. Well, we are very happy to have you here.

John: Thank you.

Marinna: So, if you don’t mind starting off, maybe just a little bit of background on what brought you to where you are today and made you so passionate about helping others.

John: It’s probably because I was a mess when I was in my teens and I had some just wonderful mentors, who saw more potential in me than I saw in myself. They guided me and taught me the importance of becoming more and learning how to shift my awareness about what’s possible in my life. They taught me how to develop higher levels of confidence, and certainty and self esteem, which then gave me I guess, the personal power to be able to go out and create some pretty neat things in my life. Now, I am able to help others create magical experiences and a magical life for themselves. So, it really stemmed from people just being kind and giving and loving towards me.

Marinna: Okay. Thank you for starting out with that. Now, I think that we can so easily get ourselves in a place--in a box. Where we are only so smart, we’ve reached our limit in our jobs and our money and our life. I know I have heard you say that, it’s not the smartest people that achieve the most. It’s the ones that maybe have the best processes in place. So I know a lot of people on the call are thinking that they would love to know what you mean by that.

John: I think a couple of things. Number one is, regardless of what you’ve achieved in the past, regardless of whether you are stuck right now, or in trouble, or you just don’t feel like you are making progress fast enough, your past doesn’t equal your future. What you have done or haven’t done, could really be used as a guiding post to get you to the next level. Every one of us has got more genius and more capability within us, than we are using. That’s why so many people feel like they are standing right on the edge of their potential, but they are really not moving forward, and something is keeping them stack.

When you really research why people achieve the results they are achieving, why aren’t they really achieving more? Why aren’t they really achieving more compared to what their dreams are? Usually, what you’ll find is that it has nothing to do with their intelligence, but it really has to do with what they are focusing on during their day, during their week, during their month.

There is a lot of research done around behavior. There is people that actually think about success and think about achieving great things, and then there is people who actually just go and do it. So, there is a gentleman by the name of [inaudible 0:05:41] Pareto, who analyzed wealth patterns. He analyzed a lot of different patterns around wealthy people. What he realized was the wealthiest individuals, whether they were land owners, owners of stock or income earners, they were focusing 80% of their time, on the 20% of the things that made the biggest impact or biggest difference in let’s say, their income or investment portfolios which means that 80% of the things that people do, for the most part, are low income or low priority, medial or menial tasks.

One of the things that you find in all high achievers, is they somehow have either learned from training, or if they were lucky enough to have a genetic predispositions, they know what they should be doing and they do it, which will give them the highest yield on their time and in some cases, investing on their money.

So, the first key is to really create a foundation for working on what I call the highest income producing activities. If what you want is to do is make more money, and the highest impact producing activities. So, if you are looking to create some critical gains in your results, whether it’s health, wealth, relationships, career or business. Most people don’t think in terms of you know, we all have a certain amount of time and what is it that we are doing in that time? There is no such thing as time management. We can’t manage time. Time is a continuum. All you can manage is what you do in the time.

Since most of us are creatures of habits, if you are in your 30s or 40s or 50s or 60s, regardless of what you think you should do or what you would like to do, most of us are conditioned to a certain thought pattern and behavioral pattern, and that is what is going to dictate our result. So part of the key is a) knowing what you should be doing, then b) learning how to develop the discipline to do those things, instead of the things you’ve become accustomed to doing. That’s really a lot of the work that I do. It’s teach people how to do that.

Marinna: So, that sounds like a pretty tough thing to change John. At least for some people, is it?

John: Well, it’s tough to change if you don’t know how to do it.

Marinna: Okay.

John: So think about this. Is it tough to climb Mount Kilimanjaro? Well, the answer is yes. But if you decide that you want to climb Kilimanjaro, then the best thing to do is equip yourself with the best strategies and tactics of how to do it. So, what I am not saying is that change is easy, because it’s not. A lot of the research we do is around researching the brain. What is the brain looking to do?

There is three things the brain consistently looks to do. Number one is to avoid any kind of discomfort, pain, irritation or fear. Now, change is an uncomfortable situation and so the brain doesn’t lie to change. But that doesn’t mean that change is impossible, it just means the brain doesn’t like it.

When the brain doesn’t like something, it will first start with a process of rationalization. What does that mean? Let’s say you decide to lose weight. Let’s say you decide to get a new job. Let’s say you decide to grow your business. Let’s say you want to make more money. You say, “Okay, tomorrow I am going to start.” You use your willpower and persistence to start and you are doing a good job for tomorrow, the next day and the day after that. Then your brain says, “Hey, this is taking a lot of effort here. This is really putting me to task and I don’t like to do it.” “Why?” “I am uncomfortable and I am expending too much energy.”

The brain is wired to move you away from anything that you are uncomfortable doing; anything that is going to cause you any potential fear or pain, and it’s going to move you away from all that because it’s taking up energy and your brain is an energy conservation machine. So it wants to do the least amount of work for the biggest return. So guess what we mostly do? What we know how to do because it’s easy for our brains. But when you know how to not trick the brain, but to get the brain to be comfortable in change, and not to trigger all of the neurological things that happen; which the first one is rationalization. It’s where you start to tell yourself rational lies.

So you say things like, “You know what? I really don’t need to be working this hard. You know what? I was comfortable the way I was before. I really do not need a bigger car, a nicer house or more money. I really know what I’ve got here right now so why do I really want to change?”

You start to come up with all of the excuses why staying the same is better. This happens at lightening speeds underneath your level of conscious awareness. It happens at an unconscious level. But at the conscious level, you are saying, “You know, I want more of the good life. I want to achieve my goals.” But nobody has really taught you or I in school, how do you manage the neurological implications of change? How do you recognize when you are in your un-comfort zone? We know when we are in our comfort zone, but how do you recognize when you are in your un-comfort zone. Then how do you override the brain’s natural propensity to want you to go back to what you were thinking and doing before?

If you think about New Year’s resolutions, everybody starts New Year’s resolutions with great intentions, great intensity and great passion. But a day, a week, two weeks, three weeks, four weeks later, 85-90% of the people who started New Year’s resolutions have already given up on them. Not because they don’t want the result, it’s because they don’t understand how to override what is natural for the brain to do. So, it’s just a matter of learning a new skill and anyone can use or learn a new skill. Then if you apply that skill, then your results will change.

Marinna: I was talking to my husband last night about doing this educational series was a very large undertaking for me. I said to him last night, you know, it just reminds me of your connection with climbing Mount Everest. If I had thought about the entire process, I would have never…

John: You would never do it.

Marinna: I said that to him last night. I said, “You know, the only way that I got here was by taking one chance, one step at a time.” Because every time I thought about it before that, I kept stopping myself because it was too big. Myself talk that you were just talking about that “No, that’s too much. You can’t do that. It’s so overwhelming.” So, is that how you would describe giving somebody some advice on switching that thought process?

John: Yeah. One of the things that is very, very evident is if you can make the path for people, easy to start and easy to continue, where you do it in small bite sized chunks. I call it micro-goal achieving. Micro-goal achieving is saying let’s say somebody wants to become a millionaire. Let’s say they are making $50,000 a year right now. You don’t have them focus on how do I make an extra million dollars? You have to focus on those first one or two steps and you get them to take those one or two steps.

When the brain experiences progress, it wants to keep moving forward. When the brain is overwhelmed with a big goal, it goes, “Oh my God! I don’t know all the pieces. I don’t know all the turns, the left, the right, the people, the strategies, the tactics.” As soon as it feels overwhelmed, it seems that it’s insurmountable. So, one of the keys to achieving any goal and any change, is get started with little micro-goals that you can start to achieve.

So, for example, somebody who wants to release 20 or 30 pounds, don’t cut out everything out of your diet and don’t try to exercise for an hour and a half a day. Do it gradually where you can say, “Okay, you know what? I am going to eliminate sugar for this week.” Or, “I am going to start exercising for 10 minutes a day for this week.” Or, “I am going to start exercise for 10 minutes a day and I am going to really watch one out of the three meals that I eat.”

What happens is, if you can make the progress, your goal versus the end destination, then you’ll tend to stay with the progress versus being focused on ‘Oh my God! That’s such a big goal. It’s so much work. It’s so much change. I don’t know if I can do it. It’s hard doing it. I can’t do it. Let’s just revert back to how I was before.’

Marinna: Yeah, that’s great.

John: By the way, what happens is you start to develop your new muscle. The new muscle is more important than anything else. Because, once you say, “Hey, I started on my journey to achieve goal X.” Whatever X is, and you make progress, you’ll say, “Hey, I can do this.” One of the rules is this. Every little discipline that’s positive, affects all the other positive disciplines. Every little discipline that’s negative, affects all the other disciplines that are negative.

Marinna: Yeah.

John: So, what you want to do is start setting up some positive disciplines, no matter how small. Once you do that, you start building up that discipline muscle and if you are seeing progress, then it’s going to affect all of the other areas of your life, that maybe you’ve been a little bit lapsing.

So what we talk about in many of the programs that we teach, is something that we call ‘do less better, but to completion.’ So, you take one goal and focus on just getting that done to completion. So, a completion might be a day, or a week or a month. If you can start to develop the mental’s fortitude to just start and finish something, no matter how small, you start to develop a new habit of discipline, a new habit of starting and finishing things. One of the biggest challenges as you know and people know, is people start a lot of stuff, but they don’t finish a lot of stuff. The most successful people in the world, what you find with them is they’ll finish what they start.

Marinna: Yeah, absolutely. I find it interesting that you are talking about changing that energy around that because, years ago, I had always taken a class here and there, but I always gave up. It was like, “No, I don’t really need it. I am moving on. This job works great.” So finally a few years back, I said, “No.” I decided I am going to change that energy around that. I am not going to not finish what I started, because I don’t like how it makes me feel. I ended up taking this class of course.

Of course the universe screamed to me, “We know you are ready so we are going to make this as hard as it possibly can be for you.”

John: I have always said, “God gives the hardest lessons to the smartest students.”

Marinna: Yes, that’s true. So, I had this class, and yes it was very difficult, but I made sure that I finished it. It wasn’t really about finishing the class, it was exactly what you said. It was about shifting the energy around starting something and finishing something to completion.

John: Absolutely.

Marinna: It was very important and it did shift a lot of other things, so it was great. So thank you for touching on that. So, this kind of brings me to do you think that maybe this is why a lot of people procrastinate?

John: When we talk about procrastination, there is a couple of different reasons people procrastinate. Again, I look at everything based on what is the latest brain research telling us. So there are some people that procrastination works really, really well for them, because it forces them to really come up with amazing ideas and amazing work. So that’s part of what brings out their very, very best.

For other people, procrastination is a self esteem issue. What I mean by a self esteem issue, is that, they don’t have the confidence and the certainty that they could get it done or get it done right. So they procrastinate in fear of being caught. Then what do I mean by being caught? I mean, people will look at their work and go, “Oh, that’s not very good.” So, they are avoiding the confrontation of somebody seeing their work and calling them out on the quality of their work. So they procrastinate until they absolutely have to do it.

So, if lack of confidence or certainty in something is causing you to procrastinate, then what you really have to deal with is your self esteem, your knowledge and your skill level. So procrastination is a symptom. The key is to always focus on what’s the cause.

If you are the type of person who has the confidence, has the certainty; and by the way, perfectionism is also low self esteem for most people. A lot of people think it’s because I am so smart and because I am, you kno, attentive and meticulous, that I am a perfectionist. Well, not according to the research. According to the research, a lot of people that are perfectionists are actually suffering from low self-esteem. It’s never good enough and so they keep procrastinating.

The key is to identify what is the cause of procrastination then deal with the cause of procrastination. So if it’s self-esteem, you deal with obviously the self esteem and how to raise your confidence and certainty levels. The way to do that is to upgrade your knowledge and your skill. That comes again from just practical application. For some people as I mentioned, they really work amazingly well just with a time pressure situation. So you just need to understand why am I procrastinating? What’s the real underlying cause for my procrastination and then you deal with the cause.

Marinna: That’s great. I have never heard that about being a perfectionist. That’s a very interesting conclusion there.

John: If you think about how many people; like a brain surgeon has to be a perfectionist whilst a person who is working in a high wire act with no net, has to be a perfectionist. A person who is rock climbing without any harnessing has got to be a perfectionist. So certain jobs and certain recreation activities like being an astronaut, you’ve got to be a perfectionist. But for the rest of us, what is it that we do that really requires and demands perfectionism?

The answer is not everything demands perfectionism. So if it doesn’t demand perfectionism and you demand that you make it better and better, and add a comma, and tweak it, and tweak it some more, a lot of people suffer from trying to get things perfect before they get it out the door. That attitude costs them so much time and money, that if they just got it out the door, they would be much better off as far as getting and achieving results.

Marinna: Yeah, that’s great. Thank you for going a little deeper with that. Just kind of, I have heard you talk about this quite a bit and I love this. The law of GOYA, you call it.

John: One of my favorite laws.

Marinna: Yeah. I think this is definitely something I have heard you talk about what was missing from ‘The Secret’ which it’s interesting how many people kind of ignited something. That movie ignited something but there was a missing piece. Do you mind discussing that with us?

John: I don’t mind at all.

Marinna: Okay.

John: The law of attraction, if you look at the last six letters of the word attraction, it’s action. The movie, as much as I love the movie and love the help that it provided tens of millions of people around the world, I think it also was misleading for many people. The theme of the movie, which I didn’t write; I was just a participant, was think, believe and you’ll achieve. But there is a lot of people who think they can achieve success. Who believe they deserve and can achieve success, but they are not achieving success. The reason for that is, in order to achieve success in your relationship, financial success, business success, spiritual success, relationship success, any type of success on planet earth, requires some kind of behavior that produces a result.

So it’s not enough to think about it. You have to also, in addition to having the positive attitude and the positive beliefs and the positive expectations, you have to do the right things, in the right order, at the right time. So the syntax of how you do things is so important. Imagine if a farmer planted his or her seeds in the off season. Imagine they planted their seeds but didn’t take care of the soil. Imagine if I gave you the combination to a safe with $10Million in it, but I didn’t give you the syntax or the order in which to put the numbers in.

So, for every result that we want, there is definitely a way of thinking, a way of feeling about it, and to achieve the predictable results we want, there are specific action sets that when you take them, just like a recipe that you follow to bake a chocolate cake or a recipe for playing the game of chess. There is patterns that you have to follow. If you learn what those are and you apply them, success is much more of a predictable outcome than luck or than hope and prayer.

Marinna: It sounds like I have heard you talk about when you started off years ago, that’s part of what really helped you move ahead. It was listening to the advice of others of what action steps to take. Am I remembering that correctly?

John: Absolutely.

Marinna: Okay.

John: Absolutely, yeah. By the way, we didn’t come full circle on the law of GOYA. GOYA is G-O-Y-A. It’s the Get Off Your Ass Law and move into action. If you really want to accelerate your growth, then do the right actions. The beautiful thing is there is so many people that have the right actions of what you need to do, because they have done it before or they have taught it before and all you need to do is follow the paint by number, step by step plan. You have to re-invent the wheel.

Marinna: So important, instead of barbing out there in the sea like a boat without an engine, right?

John: Absolutely. You know, if you think about success, success is all about pattern recognition. Whether you are playing a game, whether you are earning, managing or investing money, it’s about recognizing patterns and knowing what to do. The beautiful thing, in any area of life, there are people who are experts in knowing what the patterns are, and you could just follow their patterns and then add your creativity and genius to it, once you have the blue print to start with.

Marinna: Yeah, that’s great. So, I know that one of the other things that you teach is taming chaos and eliminating tolerances. Can you explain a little bit of what you mean by that and how do we control someone else’s chaos? Say your husband or your wife or your kid’s chaos?

John: You can’t.

Marinna: Right, you can’t.

John: You can’t control their chaos. It’s not your job or responsibility, but as a parent until a certain age, it’s your responsibility. I can give you a personal example. I have one son whose environment is chaotic. I have another son whose environment is very organized. So we set rules around what our expectations are, to manage the chaos versus control the chaos. It’s almost impossible to change somebody who doesn’t want to change or doesn’t feel the pain of their chaos.

So, the only thing you can change is your perception and your meaning around their chaos. So, as in most things in life, it’s a matter of adjusting your sails, not trying to control the wind. So, the better you can learn to adjust your sales and to be really amazing at adjusting your sails, the easier it is for you to deal with other people’s chaos. Now, there is some chaos that is tolerable and other chaos that isn’t.

One of the laws of nature and one of the Nobel Peace Prize winners, Ilya Prigogine won a Nobel Peace Prize for something called ‘Chaos Theory’. What happens in life in any living organism, we actually do move from chaos to order, from order to chaos. It’s a continuing cycle that is very, very normal in all living organisms. Now, unfortunately some people live in chaos all the time and they never get into order. If you study any quantum physics or you study quantum mechanics or any of the laws of nature, one of nature’s first laws is order. So the more you can get your life in order, the more you are going to be able to move to the next level of chaos which is normal, and then order again.

That is really a skill that you can teach people that starts with their thinking, understanding, recognizing, what order is, what chaos is and how to move from chaos to order. In full expectation that to get to the next level, you are going to get back into chaos again and then back into order again. So if you are the type of person that really wants to go after your best life ever, then the key, as we mentioned before, is don’t try to control chaos, learn how to move from chaos to order in your thinking and in your behavior to the next level. So, it’s almost like learning how to go from kindergarten to grade school, grade school to high school, high school to college, college to the pros. Each level requires a new level of thinking and a new level of performance. Each level has new structure.

Marinna: And maybe learning a little situational awareness around that?

John: Absolutely. It’s a matter of pattern recognition again. The best way to gain pattern recognition is to be guided by somebody who already understands all the patterns of the levels you want to get to. That’s why I have always suggested, if you are earning X amount of dollars, and you want to get to Y amount of dollars, don’t ask somebody who is making X amount of dollars. Ask somebody who has already made Y and Z or Y squared and Z squared because they have already made the changes from one level to the next, to the next. Yeah.

Marinna: That’s great, thank you.

John: You are welcome.

Marinna: So, I know that you are a big one on practicing repetition.

John: Well, I am a big one on practicing not just repetition, but there is an old saying that said ‘Practice makes perfect.’ That’s inaccurate. Perfect practice makes perfect. If you repeat the same thought patterns and the same behaviors that are negative every day, you are going to develop a neurological pattern, you are going to develop an expectancy point, that keeps you in that cycle of achieving the same result over and over again. The key to success, the key to change, is to learn the right patterns of thought and behavior, and to repeat those over and over again, and all of the research that’s coming out of how long does it take to develop a new thought pattern and a behavioral pattern, is somewhere around 53 days. Not 21 days as initially expected. So, about 53 or 56 days of consistently thinking and behaving in a certain way, is when you can expect that that new pattern is going to be automatic.

There is a terminology in the neuroscience field called automaticity. Automaticity is basically another way of saying that we become creatures of habit and once we have that habit, we just repeat it automatically without thought. We just go about our day and keep doing the same thing. So if we can get you to think and behave a different way for 53 days, chances are that automaticity will take over and you’ll keep thinking and keep behaving in that way for the next 53 or through the 53 days after that. You are going to form new habits which will then change your results long term versus short term.

Marinna: Yeah. So it’s all about what you are repeating?

John: You got it. So repetition is great and it is one of the mothers of learning, but you want to be doing the right things repeatedly.

Marinna: Yeah. And that’s interesting that you’ve said it’s 53 days?

John: 56 days is some of the latest research on…

Marinna: Yeah, that’s great. The other thing I want to talk about was trusting your intuition. I know you talk about that a lot and that your intuition is your brains way of unconsciously making the best decision that it can. I am a proponent on making sure that you trust that. A lot of times in life, I think that we have maybe doctors, or lawyers or people that maybe are supposed to be above us, that maybe we are not agreeing with what they are saying. I think that maybe it’s more from some of the older school people, but you have to trust your intuition and what you are—you are the only one that knows best for you, what’s good for you.

John: If you think of intuition as a skill that you can develop and you think about everybody having intuition, think about this everybody. Have you ever walked into a room or into an environment where you know something is wrong but a word hasn’t been said? Absolutely, everybody has.

Marinna: Yeah.

John: You just feel it. Well, that’s your intuition. That is your antenna, your intuitive factor that picks up the vibration of what’s going on around you. Not just in your physical world, but your unseen nonphysical world. So, most people have never been taught, A, what that is. If we go back to remembering that everything in the universe is energy. You are made up of energy, a rock is made up of energy, your thoughts are energy, the table is energy, the chair is energy, your phone is energy, everything is made up of vibrating packets of energy called ‘quanta’ or energy.

What do we know about energy? Well, we know that it all has a frequency. So when you walk into a room, you are picking up the frequency using your intuitive factors. It’s one of the faculties of your mind. Well, if somebody says something to you or doesn’t say something to you, you are still picking up a vibration. That vibration doesn’t lie. It’s just a vibration, but you know whether it’s right or wrong, good or bad for you. You have this innate intelligence that when you learn how to use it and trust it, you can make decisions that are based on your intuition and your intuitive factors, as opposed to the decisions that you might make using your deductive reasoning or logical mind.

I have always said that your intuition is light years [phonetic 0:37:56], stronger and smarter than your logical mind. It’s really a matter of developing the skill of trusting what you are feeling right off the bat. Intuition is what you know before you think.

Marinna: Thank you. That’s great.

John: You are welcome.

Marinna: Very important to listen to that. The other thing that I know that you talk about or you have mentioned is worrying, that it’s one of the most damaging activities that we can engage in. That it turns off our logic, reason and compassion and decision making centers in our brain. I was wondering if you could comment on that. I know that so many people waste so much time worrying about a lot of things that we have no control over. I don’t think people realize that just by having that energy about worry is hurting us.

John: Yeah. There is a couple of things to be said, or more of a couple of things to be said about worrying. Let me take you in a slightly different direction with everybody for a moment. If you think about your brain as having a tension unit; let’s say that every day when you wake up, you get 10 attention units. Let’s say you invest or you use 3, 4, 5, 6, 7 or, 8 of those attention units on worrying about something that happened, or something that is happening, or something that might happen. You are using up all of the brain’s power and attention units on worrying in something that for the most part, is a fantasy. A potential negative consequence, that if you really analyzed over time, you’d realize 99.9% of the things you worry about, are just fantasies of what might or could happen and not reality.

So some people have a propensity to worry. They have just become really, really good at worrying. Now, here is the dangerous part. When you worry a lot, or have a lot of doubts or you have conscious or unconscious fears, what you are doing is you are setting off a neurological pattern that fires the worrying neurons or brain cells which release a correlating emotional feeling through the chemical electrical response that happens when you worry then all of a sudden you have this worry chemical or fear chemical in the body, and then you feel this worry chemical. Then you think about what you feel and you feel what you think about.

As you repeat that for a day, a week, a month, 56 days, that becomes a normal pattern and again automaticity takes over, and you do that without thinking. Now you’ve developed a pattern, a habit of worrying or a habit of having fears around fantasies that may or may not become a reality. So, if you are using up your attention units and you are worrying, you are basically praying for what you don’t want, the more you develop the prayers for what you don’t want and you set up all of the internal systems to pray for what you don’t want, that becomes a natural pattern in your brain and now you are a victim of this negative pattern.

So what’s the alternative? Well, you learn how to recognize when you worry. You learn how to recognize when you are lacking confidence. You learn how to recognize when you have doubts and you interrupt those patterns, you release them and then you retrain your brain for new ways of thinking and behaving. Again, if you are willing to commit those 50, 60, days 90 days to this, you can eliminate most of your worrying. You can eliminate most of your conscious and unconscious fears and really set yourself on a new pattern to be able to achieve more and more success.

Marinna: Yeah, thank you for talking about that. I think that it’s just one of those things that I don’t think people really think about how much power it has especially on a physical level.

John: Yeah, if you are really tired of more of the same, and you know that there is more that you can achieve but you are not achieving it, it’s not because you can’t. You just haven’t learnt how to make the internal, the inner game changes. Until you make the inner game changes, the outer world will never change.

Marinna: Yeah. Good point. So, I have one more thing that I want to ask you before we talk about your offer and if anybody has any questions.

John: Sure.

Marinna: I know that you also speak very highly in I believe meditation as a big piece of your daily practices. It is one of the steps that I am implementing in my program that I am creating. I know that you have also mentioned it also being a commonality, amongst the most successful people. So, I would love it if you could share how important this has been in your life and how it can help those on the call.

John: Sure. When we think of meditation, a lot of people think of Eastern philosophy, woo-woo meditation. However, when you look at the modern day research from Stanford, from Harvard, from there is over a thousand studies on meditation, and the coherence that it creates in the brain, the way that it raised your level of awareness around you and your environment internally and externally, when you realize that meditation is really the art of learning how to focus and concentrate, and eliminate destructions.

If you think about what most people suffer from today, is they suffer from being interrupted and distracted all day long with emails and with phone calls and with people interrupting them, and they really haven’t learnt the art of staying totally focused and totally in-tune and totally aligned with an outcome without distractions. So when you learn the art of meditation, you are really learning the art of concentration focus and awareness. I don’t know of anybody who can’t achieve more if they were able to focus and concentrate more, and were more aware of possibilities to achieve whatever it is they want to achieve. So, when you learn some simple techniques to meditate, what you are really learning are simple techniques to stay on track to achieve your goals easier and better.

Again, there is many, many different types of meditations. There is many different types of mind fullness practices, but they can all be taught. So if they can be taught and you can upgrade your skills, the more you upgrade your knowledge and your skills, the more you have to do. The more you have to do, the more you are going to achieve your goals and dreams. So if you want to achieve more, you need to become more and if you are going to become more, one of the easiest ways to really get what you need to get done, done. Meditation is one of the best ways to teach you how to stay focused on task and not to be distracted.

Marinna: It seems so simple and I just think that if we have to make the time for it. I think so many people get so caught up and I’m too busy and what you’ve discussed with your programs making priorities and it needs to become a priority. Do you have any suggestion on how to make it a priority?

John: Well, it is only going to become a priority if you have a big enough why. So, one of the first things that all of our clients start with, is really a process to get their life on target. To really get their health, wealth, relationships, career, business, charitable experiences, etcetera on target. It starts by setting your goals of what you really would love your life to be like. There is an abundance of research around setting goals in writing. The latest research was at the Dominican University, where people who set their goals, just took the time to set their goals sequentially and orderly, achieved their goals 50% faster than people who didn’t and 50% more of the time.

So if you want to achieve your goals faster, start by at least setting them and making a commitment to writing them down in writing. By the way, I am going to include something that you don’t even know about Marinna. For everybody who wants to participate in the couple of the packages we are going to offer, I am going to give you a couple of extra bonuses you don’t even know about. One of them is ‘My life on target’ program, that’s about a 27 minute video. It’s going to walk people through how to set their goals and achieve their goals.

So, instead of floundering on what I want, what I don’t want and not really being certain, we’ll give people a process and structure to be able to easily and simply set their goals and a process for developing the step by step plan for achieving the goals. So instead of you know, just going through ad letting life happen to you, what we want to do is have you be the captain of your own ship, guiding where you are heading, how you are heading there and really learning how to adjust the sails. So we are going to throw that ion for anybody who decides they want some of our other programs as well.

Marinna: Thank you. That’s very generous. That’s great. So this is a good time to start to talk about John’s offer but if anybody does have questions while we are talking about his offer, if you are on the phone, you can raise your hand by hitting \*2 and on the webcast, you can punch in whatever questions you have. If we have time for those after we are done.

So John is actually offering us two packages that complement each other. It’s “How to get more done in less time’ and “Values based living.’ The value is normally $394 and he is offering it especially to our listeners for $97 which is a very generous offer. As you’ve heard John say, he’ll be throwing something else on top of that. So, John, can you give us some background on this? That would be great.

John: Sure. There is two programs that I have been teaching our private clients in our coaching programs. Each one of them is $197. So the “How to get more done in less time” is really a program that is a video based learning program, with manual on audio obviously and transcripts. What we do is teach you how to achieve twice as much success in half the time. Now, how do we do that? We’ve developed an entire process to help you really manage your events. What you do every single day, every single week, every single month into different zones. We have urgency zones, we have highest impact zones, highest income zones and we have people really understand how to take what we call the highest impacts. The things that are going to give you the biggest impact every day and how to design your entire day and life around doing the things that are important first.

If what you want to do is make more money, which a lot of people want to make, is we teach them how to focus on the highest income producing activities every day, every week. So by getting you to learn how to manage the events of what you are doing and how to stay on track, we are able to help people achieve twice as much in half the time. Because most people when we analyze their success and their behaviors, 80% of the time they weren’t doing the things that would give them the best results.

So the program “How to get more done in less time” is a step by step program of how do you think, how do you organize your time, how do you organize your activities so that you are getting way more results versus just activities. So that’s the how to get more done in less time program that normally sells for $197. Again that’s a video program with manuals and transcripts.

Then complimentary to that is a program that we call ‘Values-Based Living.” What’s values based living? Well, if you are a person living in today’s world, which everybody who is listening is, then we’ve got children some of us. We’ve got spouses, husbands, wives. Mothers, fathers, employees or we are an employee. We’ve got charities, churches, synagogues, exercise. We have so many different things that we have to do. Values based living is a process that I developed for myself and my students around the world, to be able to determine what are the highest values that you have for your life, then what are the best ways to achieve your highest values, in an orderly fashion so that every day, you are feeling like you are living your highest values.

So that you never feel like you know, I wish I could spend more time with my kids, or I wish I could be spending more time traveling the world. We teach you a process for understanding what the values are and them building the plan to work those values. When you combine how to get more done in less time and values based living, it’s the most powerful dual program to help you as I mentioned, achieve twice as much in half the time.

It teaches you how to be laser focused instead if fragmented. It teaches you how to be strategical in our thinking instead of just using hope as your main strategy. It teaches you how to be on purpose every day and it guides you every single day, in really achieving as much as possible. So that at the end of every day—imagine if at the end of every day, when you are tired and you are getting ready to go to bed, you said, “God, I got so much done today. I feel like—“ If you imagine you know, just before you go on vacation, you know, how much you get done two days, three days before you get on vacation.

Imagine if every day you had less stress than that, but you got as much done. Well, these two programs will have you highly productive and highly organized, so you can achieve that level of productivity and doing it focused on the things that you value the most in your life. Whatever they are for you, whether it’s your spiritual goals, your financial, your family, your charitable, whatever it is for you, we teach you a process how to get all of the most important things done every day and every week and every month, so that you are consistently feeling like your life has the purpose and the meaning that you are just like “Wow! This is awesome and amazing.”

So those normally sell for $394 and we are making a special offer for all of your friends and clients, Marinna, for $97. What I am also going to throw in as a bonus, by the way I decided to do this while we are on this call, I am going to throw in an additional life on target program that was normally selling for about $100. It’s a 27 minute video with about a 35 page manual to be able to help you set all of your goals and create the plans for your goals.

Then I also have a great PDF. It’s about I think 15 or 20 pages on how to earn a million dollars a year. I created this PDF because a lot of my clients wanted to earn a million dollars or create a net worth of a million dollars. So I created a great PDF to how to earn a million dollars. I am going to include for everybody who makes the decision to own this programs today. All of it is for $97.

Marinna: Wow. That’s fantastic. Thank you so much.

John: You are very welcome.

Marinna: The ‘Values-Based Living’ I find that very interesting. Not a lot of people are focusing on that. It is really important, like you are saying. I think people are feeling like they are always having to compromise that.

John: I think most people aren’t living their highest values. Most people are busy, most people are working but a lot of people are just not fulfilled. They are not fulfilled because they are not living their highest values, because they haven’t learned how to integrate their highest values into how and what they do every day and again every week, every month.

It’s really a lifestyle and a choice to live my highest values and learning how to do it. I could tell you, not only is it possible. I have taught this to tens of thousands of people.

Marinna: Yeah, that’s great. So I do have a couple of questions real quick before we let you go if you have a couple of minutes.

John: Sure.

Marinna: Somebody is asking, if I buy the program, how long does it take once I start to see some results changing? Like I am assuming it depends on the person and what the challenges are.

John: Absolutely. Yeah, it depends on the person and what the challenges are, but here is my response. Two things. If you apply for example the ‘how to get more done in less time’ program, you will see results in the first day. You will listen to the videos, you’ll watch the videos, you’ll organize what I ask you to organize about the activities that you are going to do. In 24 hours you will see results. Here is my promise, if you don’t see results and you applied in 24, 48 or 72 hours, you choose the time, I will give you all your money back. How is that? I’ll give you 100% guarantee for 30 days.

Marinna: Wow!

John: So here is what I know. What I am teaching and giving to people isn’t something based on hopeful thinking or wishing. What I know is if you do your part and just follow the instructions paint by number, I’ll guarantee that you’ll get results. If you say at any time in the next 30 days, it’s not working or it’s not for me for whatever reason, I’ll just give you your $97 back. This is not about making $97, it’s about helping people. I want you to be invested in your own success and I’ll guide you and teach you the best of what I have learned about getting more done. Being twice as effective and achieving twice as much in half the time. I’ll guarantee that. So, if you are prepared to make a decision now and you are ready to take your result to the heights that you have always dreamed of in the past, then buy the program, apply it and I’ll guarantee your results.

Marinna: Yeah, that’s fantastic. I am just remembering now that I didn’t mention the page that you can find this on. So we need to tell everybody right now where you can find it.

John: Sure.

Marinna: It’s going to be at activateyourpowerwithin.com/john and that’s where you can find all the information on his offer and make your purchase there. Basically, John is offering all of us on the call an opportunity. There is no excuse not to be taking him up on his offer especially offering--

John: I was actually just calculating on a piece of paper here. At $97, that’s less than a cup of Starbucks coffee a day for the next 30days.

Marinna: Yeah.

John: I will say to people, if you are not prepared to invest that in yourself, you are really not prepared to make life transforming decisions for yourself.

Marinna: Yeah. Exactly and you know, when you do, it’s like $97 is meaningless when you think of what --

John: This is really life transforming stuff that I can promise you.

Marinna: Yeah. This is fantastic John. Thank you so much for offering this.

John: You are welcome.

Marinna: I have just one more question if you can--

John: Yeah, go ahead.

Marinna: What do you find as the best techniques for sustaining motivation? Let’s say I love the GOYA concept but sustaining it is the challenge for me.

John: Right. Well, if you don’t have a big enough why—think about this. I am going to give you an extreme situation, oaky? Imagine if I said to everybody who is in the phone right now. If you don’t achieve the goal that you set, whatever goal you set. Financial goal, health goal, relationship goal, whatever goal you set for the next let’s say six months. If you don’t achieve it, you’ll never see the person you love the most in this world.

So, it could be your children, your mother, your father, your sister, your brother, it could be I mean a friend, a best friend. If I said to you, if you don’t achieve that, you are not going to see them. Then guess what would happen? You would get the motivation to do whatever you have to do to make sure that doesn’t happen. Why am I using such an extreme example? I am using such an extreme example because, if you do not have a big enough why you want to achieve your goals, you are not going to have the motivation to overcome adversity.

So one of the first things that you must do when you set your goals, and this is one of the things I’ll teach you in the life on target program, is if you set a goal to earn X amount of dollars let’s say, the question is why do you really want to achieve it? You say well I want to achieve it because I am going to have a nicer house and I want to have nicer clothes and I am going to say, that’s not big enough. That’s not a big enough why.

Marinna: Yeah.

John: But if you say “Hey, you know what. It’s because I just sponsored 10 children and they are relying on me to pay for their food and shelter in Africa or in New York.” I don’t care. Now you have a huge leverage point because other people are relying on you. So the bigger your why, the bigger your leverage with yourself, the more you’ll be willing to do to overcome the obstacles and the more you’ll be willing to do when things don’t work out the way you want them to work out.

So, your motivation is really your motive for action. If you don’t have a big enough motive for action, you won’t do it. So you have to develop the motives, the big why’s, the big reasons why you will take action whether you don’t want to. Listen; there are some days that I just don’t feel like doing what I am doing. Then I look at my vision and it draws me and pulls me towards it because it’s worthwhile for me to trade my life for that. Because I am doing it to help millions of people and people are counting on me. That’s me living my life’ purpose and why I am here. When I don’t feel like it, “My God I don’t feel like and I| am tired and I am thinking about myself, then I think of you know what? There is people that I can help. There is people who need me. There is people whose lives are in jeopardy or are in trouble right now. They are stuck or they are lacking confidence or they are lacking certainty and I remember what that’s like.

Marinna: Yeah.

John: Then I say, “Okay, I can get up and I can do it.

Marinna: Yeah. That’s great John. It’s interesting that you are bringing all this up and answering this that way because that is I was having hard time putting my foot out there for the series. A coach that I have worked with for the last few years, I kept saying, I don’t know. Coming up with all these excuses, you know, I was so good at that. But when she gave me a scenario, just like what you just said, think about if you don’t do this. Think about if there are people out there that won’t be helped because you are not going to be giving them this platform of options or you--

John: Yeah. Your product, your service, your love, your kindness, whatever it is.

Marinna: Right, are you going to be okay with that if they don’t get the help that they need? Because you know, the way the universe works, sometimes if you don’t do something, things shift. Once I took it away from me--

John: Right.

Marinna: Within an hour, everything was happening. But that’s what you were just saying. It’s almost like you were saying shifting it away from yourself that you know, the big why.

John: Right. You’ve got to move away from motivation to inspiration.

Marinna: Yeah.

John: You’ve got to take inspired action. Inspired action comes from what you are doing and who you are doing it with and for. It’s part of your purpose. It’s part of your essence. It’s part of what makes you alive and thrive and not doing it is hard. So that’s were setting big audacious goals for your life, even if you don’t know how to achieve them. If they scare you right now, that’s okay because you will be guided by divine inspiration. See, you are not here to play small everybody; you are here to be big.

Not from an egotistical perspective, but if it’s true that we were created in the image of a universal, intelligent divine, intelligent God, whatever you want to call it, then that part of you wants to express itself as fully as humanly possible. Don’t squash that. Don’t allow your fears to hold you back. Don’t allow your insecurities, your uncertainties, your lack of confidence to hold you back. Learn what you need to learn. Become who you need to become and you will be so inspired and you will feel so much purpose and so much meaning in your life that even if you are afraid, even if you feel like you are not motivated, you’ll find the inspiration that will motivate you.

Marinna: Yeah. That will keep igniting it and keep it going. Yeah.

John: You got it. That’s the way it works.

Marinna: That’s awesome John. Thank you so much. That was a great question with [inaudible 1:07:04].

[Crosstalk]

John: I am not sure who asked that, but thank you.

Marinna: Yeah, that was great. So thank you so much and we have--

John: You are welcome.

Marinna: We could talk all night.

John: We could. And I’d just like to say you know, people who achieve success take decisive action. I really want people to know my joy and my passion is in helping others achieve success. So the program that we put together is really there to give people the bridge and to give people the blueprint of how to achieve their life’s goals and dreams faster and easier. So take action and I look forward to hearing some amazing success stories from everybody who is on this call that’s taken action and that’s what really keeps me inspired, is when we get emails and letters and postcards from people from all over the world, telling us that your program has helped transform our life and our results and our family and our health and our money and all that stuff. That to me is what inspires me.

Marinna: Yeah, that’s great. I am sure it motivates you on those days that you are feeling a little lysergic about continuing.

John: All I have to do is read the emails we get or the letters that we get and trust me, I just want more of that. If you want the drug of choice, the drug of choice is knowing that your life is making a difference in the lives of others.

Marinna: That’s very powerful John. Very powerful. That’s a great way to end the call.

John: All right Marinna and friends. Thank you so very much.

Marinna: Yeah. Thank you John and everybody, please take advantage of John’s offer again. It’s activateyourpowerwithin.com/john and you will receive all of that he just discussed plus this extra bonus that he just decided to throw in there. He will return your money in 30 days if it doesn’t work, so you have no excuse people. So, thank you so much John and thank you everybody that joined us live tonight for the call. I know how everybody has crazy busy lives and w rally appreciate it.

Tomorrow if you’d like to join us, we are going to be live at 3:00pm Eastern with Lisa Eastman on ‘Letting go.’ So, thanks so much and everybody, have a fantastic night.

John: Thanks Marinna. Have a good night. Bye, bye now.

Marinna: Thanks John.