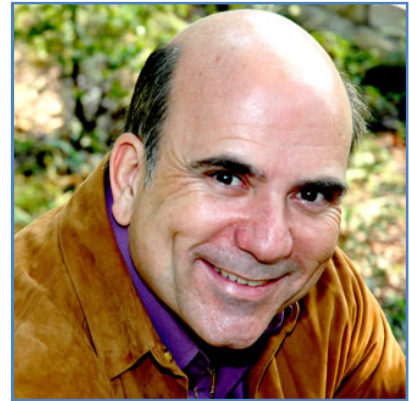


Chris: Welcome, everyone. Thank you all for being here. Thank you for also introducing yourself. It's so much fun to be able to hear all of our friends calling from all around the world and to be with us for these Passion Interviews. This is Chris Attwood. I'm the features editor for *Healthy Wealthy nWise* magazine and co-author of *The Passion Test: The Effortless Path to Discovering Your Destiny*.



This is the *Healthy Wealthy nWise* Passion Series where twice a month we interview individuals who've been incredibly successful at following their own passions and creating an extraordinary life. It's our hope and our intention that these calls will help you get aligned with your passions so you can give the world your unique gifts.

We have a very special guest tonight who I'm going to introduce in just a moment. Our guest has said, "Being ruthlessly honest with yourself helps you discover your passion, and passion is the fuel that brings you new levels of success. Passion is your guidance system that leads you to change. Passion adds fire to the Law of Attraction. Passion is one of the key principles of change."

Our guest tonight is an expert in the Law of Attraction, having been featured and being one of the stars of the movie and book phenomenon, "The Secret." He's been featured on "Larry King Live" twice, in Newsweek, and in TV, radio, newspaper articles, magazine articles all across the country. Dr. Joe Vitale is the president of Hypnotic Marketing, Inc. and is the world's first hypnotic marketer.

He has been involved with every aspect of marketing from traditional direct mail to publicity to infomercials. It's his combination of spiritual depth with material success that has lead people to call him the 'Buddha of the Internet.' As well, after his huge weight loss some years ago, he was also dubbed the 'Charles Atlas of the Internet.' Joe's marketing methods have

made people millionaires, and his deep insights into the nature of life have changed the lives of people all over the world.

He has authored many books including the number one bestsellers, *The Attractor Factor*, *5 Easy Steps for Creating Wealth (or Anything Else)* from the *Inside Out and Life's Missing Instruction Manual: The Guidebook You Should Have Been Given at Birth*. His Nightingale-Conant audio program called *The Power of Outrageous Marketing* is also a number-one bestseller, and his latest book will be released at the end of this month.

It's called *Zero Limits: The Secret Hawaiian System for Wealth, Health, Peace and More*. We're going to get Joe to tell us a little bit about that book tonight before he's done. Joe, thank you so much for joining us tonight. It really is an honor and a privilege to have you with us.

Joe: Thank you. I felt like I was in the middle of a stadium. There are thousands of people on this call. It's very much a global experience. I'm amazed and astonished and grateful with so many people calling all over the world at all hours. This is an amazing moment.

Chris: I know. Isn't it such fun? I have to tell you, every couple of weeks when we do these calls and we have people from all over the world just as you said, the first 10 minutes are some of my most fun times to get to connect with the people who are calling in from all over.

Joe: I can understand that. I was smiling while I was hearing people calling in from Wales and Turkey. I didn't know you were in Germany at two in the morning. I'm impressed.

Chris: This is my passion, Joe. What can I say?

Joe: Good for you. That's what it takes.

Chris: Yes. Joe, will you tell us how your passions, the things that are most important to you, led you to the work that you're doing today?

Joe: I do a lot of different things, so we'd have to narrow in on exactly what my work is today. I would say the number one thing that I do that I'm known for that I think is my primary passion and my prime directive is being an author. I wanted to be an author when I was a teenager. I had gone through a phase where I wanted to be a lot of different things from a detective to a magician, to an attorney at one point, an actor at another point, a ventriloquist at another point.

I went through all of these different phases. At some point, it was along the time I met Rod Serling, who was the man who wrote most of "The Twilight Zone" episodes and invented that series. If you're old enough to remember, you were probably haunted by a few of those psychological thrillers that he penned. I met him when I was a kid, and I was severely disappointed because he was human.

I expected him to be god-like. I decided right then and there that what I really wanted to do was to write. I loved books. It was a passion of mine. I really was juiced whenever I came across a great story, whether it was science fiction at that time or a biography like of Houdini, some of the things that excited me. I was very passionate about psychology. One of the books that influenced me was *The Magic of Believing* by Claude Bristol.

I believe it was when I was in my teenage years that I decided I wanted to be an author. I passionately pursued that. I still passionately live that today. Many people will say, "What do you owe your success to?" I'll say, "Really, the number one thing is I've always followed my driving enthusiasm." Whatever I was interested in, whether it was a person, place or thing, I followed it.

I passionately pursued it rarely knowing where it was going to take me. When I was passionately interested in a lost advertising genius by the name of Bruce Barton, I researched him for two years. This was two years when I pretty much dismissed everything else in my life. I was passionately researching this man who had founded BBDO, one of the largest advertising agencies in the world.

That led to me writing a book called *The Seven Lost Secrets of Success*. That book's gone through 19 printings. It's going to be coming out later this year as a revised edition. My point is, when I was following my passion about Bruce Barton and my curiosity about him, I did not know it was going to end up being a book. This has really been my recipe for success: follow my passion and everything else seems to fall into place.

Chris: That's so cool. A lot of people tell us, Joe, that they just don't know how to make a living following their passions. You've made an incredible good living following your passions. Would you go back to that time when your passions were just hobbies or just somehow not your primary source of income? Tell us how you made your first dollar following those passions. How did you get started earning an income doing what you love?

Joe: That's a big question. I remember Jack Benny, who was a famous radio and early TV comedian. When he was in his eighties he was on a talk show and somebody asked him, and it might have been Johnny Carson, he asked, "Can you remember the very first laugh you got as a comedian?" Jack Benny was quiet for the longest time. He was known to be able to do this deadpan for the longest time.

He finally came back and said, "I'm 80 years old. I can't remember my first anything, let alone my first laugh." I'm a little bit like that. My first dollar? Gee, I don't remember my first dollar. But I have to admit, I have to confess, that by following my passion I did not become an overnight success. I had to take a lot of jobs that were feeding, and I was married at the time, so me and my wife at the time, and doing the survival thing as I kept pursuing my passion.

I want to quickly clarify this because I don't believe everybody who follows their passion has to go through a two-decade experience of depression and struggle before they make a living at it.

Chris: Thank goodness for that. Thank you.

Joe: Yes. What happens is we have a lot of beliefs about deservingness. We have beliefs about following our passions. We have beliefs about what we

can earn and how we can make money doing a particular thing. Those beliefs are what put us in a box and put a lid on our experience. My own understanding is that once I take care of the beliefs that are in the way of me making money by following my passion, then I make money following my passion.

I had to pursue it for a long time. I did. I was homeless at one point. I was in poverty for a very long time. I never gave up the idea I wanted to be an author. I never gave up the pursuit of following my passion, but I was deeply struggling during those years. As I look back, my own understanding, my own awakening is realizing that I had self-worth issues. I was breaking from my family.

Nobody in my family wrote books. Nobody read books. I was the only one doing that. I left my family. I went 2,000 miles away. So I was doing this very much on my own. I was dealing with all these self-esteem, self-worth, self-value type issues, and prosperity issues and poverty issues. All of those were what put a ceiling on my ability to make money from my passion. Again, yes you can make money from your passion, but you have to be clear about receiving what's going to come to you.

Chris: Can you talk to us a little bit about that because if it's really our beliefs that keeping any of us from enjoying a rich rewarding life, how do you go about changing those? How do you make that shift?

Joe: That's the million-dollar question. I get asked it a lot, so let me talk about it in a couple ways. First of all, I think we all have this internal limit. It's self-imposed. I gave a talk a while back where I called it the 'missing secret.' I was confessing to people that I started making money from my writing, I was on the speaking circuit, and I was having money come by me being an entrepreneur and being a free spirit.

But I noticed that I kept hitting this ceiling. I thought, "How can there be a ceiling on my income? How can there be any sort of limit? I'm an entrepreneur. There shouldn't be any limit at all. There's no barrier there." As I looked at it, I thought, "Wow. I wasn't comfortable making more

money than my father." When I looked at that, I thought my father had struggled.

He worked on the railroad for 30-some years. In fact, his birthday was yesterday. He is 82 years old. He struggled throughout all of that time period making whatever the hourly wage was. He probably went on salary at one point, but he worked a tremendous amount of hours that brought down that pay per hour. Here I am making money by writing, sending articles out, having books, speaking, and selling things in the back of the room.

Unconsciously, and this is the real catcher here, unconsciously there was this self-imposed limit that was whispering in my ear, "Joe, you can't make more money than your father. What will that say about your dad? What will that say about you?" I had to stop and look at that belief and say, "Okay, what is my father going to think if I make more money than him?"

The reality was, he wants nothing but the best for me. All of our parents want nothing but the best for us. We usually withhold our good and our success from them because in some ways we're even punishing them. We don't want to do better than them. We don't want to show that they were right. I had to look at all of this and think, "Wait a minute. My father wants the best for me. He's not going to be jealous. He's not going to be ashamed. He's actually going to applaud me.

He will be on the sidelines rooting me on." He'll say, "Joe, go make more. Go have fun. Live a good life. That's what I want for you." As I released that internal belief-and that's all it is; it's a belief, it's a thought that I gave energy to-I was able to make more money. Now at this point, the sky is the limit and I even tell people, "The sky's not even a limit. There are no limits.

The sky itself is a self-imposed limit. There are no limits. You can just keep going as long as you are okay with it." This raises the other question. How do you find the beliefs within yourself that need to be changed so you can live a life of passion and make a great deal of money, if that's

what you want from following your passion? I say they're not so hard to find.

I say that you sit and you ask yourself some reflective questions like, "What might be some beliefs that would keep me from making money from my passion?" At first there may be nothing that shows up, but if you sit with it in a meditative type way, a belief will come up. It will probably be some of the general cultural ones like money is evil. Money, of course, is not evil.

Money is neutral. It's actually just paper or coin. There's nothing there except what we empower it with. If we think it's evil, we've bought into a belief. As soon as we recognize what the belief is, I encourage people to question it. The way I question them is to say, "There's a belief that says that money is evil; or all rich people are greedy; or if I have a lot of money I'll just blow it, waste it, or I'll do bad things with it."

Who knows whatever the beliefs are that come up for people listening. I'll say, "Do I believe it?" When you bring it into your conscious awareness you may quickly say, "No, I don't believe that one," and it may go with the wind. But you may also have the alternative experience where you say, "Yes, I do believe that. I do believe that rich people are greedy, so I don't want to be greedy. Or money is not spiritual so I don't want to be materialistic."

Then you ask yourself, "Why do I believe that?" When I was on "Larry King" the first time, I told all the listeners, "You need to become a belief detective. You're looking for the beliefs that are inhibiting your ability to make money from your passion. When you find them, you question them." As you dig a little bit, being Socrates here, investigating why the belief is in your life, you unearth your own evidence for the belief.

This is the most freeing, magical thing. It's your own evidence. You bought a belief at some point along the way, and sometimes it's from your parents, sometimes it's from the school system, sometimes it's from just being in a culture, sometimes it's from the television shows. I watched

"Gilligan's Island" when I was a kid. If you remember, the rich people were very stuffy.

They were not very likeable. They were very greedy. Though they did not tell you money is bad or it's going to ruin you, you absorbed subconsciously the message that, "I don't want to be rich because if I'm rich I'm going to be like these fools here, and they're not likeable." All of these are beliefs that we've taken on. I tell people, "Slow down. Do some internal investigative work.

I'm also a great believer that if you feel that you're not going as deep as you can on your own, get a coach. In my book *The Attractor Factor* I coined the term 'miracles coach.' I even started www.MiraclesCoaching.com to help people with this. I still do this today. I am constantly looking within myself to say, "What might there be in the way of beliefs that are holding me back from doing even bigger things or even better things?"

If I can't find it or do it on my own, I go to a miracles coach, too. This is one of my formulas for success. I'm always following my passions, but I'm always cleaning the beliefs with help or without help in order to be able to make money and to enjoy my passion.

Chris: What exactly is a miracles coach? What does a miracles coach do for one?

Joe: A miracles coach, the way I defined it, is somebody who objectively, lovingly listens to you talk looking for the beliefs that are in your own words. When we have conversations we will say our beliefs are, but because they're our beliefs we won't even recognize them. Something will happen and you'll mumble, "I knew something bad was going to happen because I was on a good luck streak," and you'll let it slide.

That's a belief. If somebody who is lovingly listening to you could say, "One moment, please. Let's back up and look at what you just said, because that may not be serving you." A miracles coach is somebody who is listening. I was inspired by this way back in the late-70s or early-80s

when I was studying the Option Process. The Option Process is a way of discovering beliefs and releasing them.

It was popularized by Barry Neil Kaufman in a book called *To Love Is to Be Happy With*. It's been popularized by dear friends of mine like Mandy Evans, who's written a lot of books. These are people I turn to when I want to get past some beliefs. They are a type of miracles coach to me. Again, it's anybody really who can lovingly, in a non-attached way, listen to you to help reflect what your belief system is so you can look at it.

Chris: That's great. Thank you for that. Joe, when I first heard about you I was told you were just an incredible marketer on the Internet. Yet, as I've looked at your books and read some of them, they're works of profound philosophy about how to live a fulfilled, happy life. How do you integrate these two seemingly disparate things? Many people see the spiritual world, spiritual life and the deep philosophical thinking and Internet marketing as being virtually on opposite ends of the scale. How do you integrate those things?

Joe: That's a great question too, a very perceptive question. The truth is for me, they're not separate at all. In fact, the spiritual and the material are two sides of the same coin. Everything that we see out there, whether you look at money, you look at people, you look at products or whatever, that's the hard version of the spiritual. The spiritual is within it. There's no separation.

In my marketing life for the longest time I secretly was using what we'll call the Law of Attraction, the Power of Visualization, the ability to call on spirit to get results done. I say secretly because I was working for very conservative companies. I was writing books for conservative publishers like the American Marketing Association, the American Management Association, and Nightingale-Conant.

I didn't want to breathe out there that, "Hey, I kind of do woo-woo stuff." I kept it a secret. To my amazement, when I would tell it within the privacy of close friends or a few clients I felt comfortable with, they always lit up. In many ways their own passions seemed to get ignited when they realized

that I was actually bringing heart to the business I was doing. This was an important distinction because it ties into passion.

A lot of people who tell me marketing is evil, selling is terrible, they hate to sell, or they hate to market are coming from a place where there's no passion in what they want to do. I'll do my best to be clear about this. I think marketing and selling works best when your passion for your product or service is being clearly articulated so the people who will most welcome hearing about it when your message reaches them.

This is when marketing and selling is totally spiritual and totally passionate and totally alive. My favorite example, and this is really going on a lot now with the movie out there, "The Secret," is that lots of people are telling everybody and their brother and their sister and their dog, "Watch the movie "The Secret." You have to see "The Secret." "The Secret" is changing lives. "The Secret" is teaching you how to create these new things in your life that you couldn't have before because of the Law of Attraction."

When they tell people to go watch the movie, they're marketing that movie. They're selling that movie, but they're doing it in a way they may not have recognized before. They're doing it from their heart. They're doing it from their passion. They're doing it from their enthusiasm. That's what marketing should always be.

The people who are out there who are trying to market or sell a product they don't believe in are shooting themselves in the foot. They're not doing a service to themselves. They're not doing a service to their customers. They're not getting the results that they want. They're not selling. That's when marketing and selling becomes a pain. That's when marketing and selling is dragging around a dead horse, and everybody's complaining about it.

I am a spiritual marketer, which was the original title of *The Attractor Factor*. It was called *Spiritual Marketing*. I rewrote it. I changed the title when a big publisher picked it up. That became *The Attractor Factor*. For

me, marketing and spirituality are not separate. The material and the spiritual are not separate. The spiritual is inside of me.

If you just looked at the physical part of me, you'd just think, "There's material Joe." Inside of me is the spiritual, which is animating everything I am doing. That's the same thing with the books. That's the same thing with cars. That's the same thing with people, with houses, whatever you want to name. It is not separate. The spiritual is in the material. It's what animates it and gives it life.

Chris: That's fabulous. This is called the Passion Series and you've been talking a lot about passion. I know many of our listeners know that material success is related to passion. We've talked a lot in these interviews about passion being fundamental to achieving material success. Would you talk for a minute about the relationship between passion and that inner value that you've just been discussing of spirituality?

Joe: Yes. Passion for me is the sign that you are on your path. This is incredibly earthshaking if you've never heard it before. This is the way to the kingdom. Passion is the signpost that tells you that you are on your road. You are doing what you are here to do. I really believe that we are all divinely orchestrated to play a certain part in the world.

We know what that part is. We have a piece of the puzzle. If we all play our pieces of the puzzle, the whole world comes together in this very harmonious way. How do you know what your piece of the puzzle is? By looking at your heart. When you feel alive, juiced, enthusiastic, blissful and passionate, when you feel that passion, that is the sign on the road that says, "You are on the right path."

Joseph Campbell is known for saying, "Follow your bliss." The larger quote that that one line was taken from went on to say, "When you follow your bliss," which to me is following your passion or following your heart, following your love, when you follow it, it seems like the rest of the world orchestrates things so that your life is easy. It becomes effortless.

It doesn't mean you don't take action. It doesn't mean you don't do things that look like an effort to other people, but they're effortless because you don't have resistance within yourself for them. You are on your path. Passion, to me, is the great gift from the Divine that tells you that you are on the right road for you.

Chris: Fabulous. Thank you. You have mentioned tonight the movie "The Secret." Of course, you were featured in both the book and the movie very prominently. Will you talk with us a little bit about the relationship between "The Secret" and the rest of your work? I know the Law of Attraction is integral to your work. I also know that there's a lot more to it. Will you talk a little bit about the relationship between them?

Joe: I'm very glad you asked me that. I mean that because it gives me a chance to vent a little bit and to clarify things a little bit. There's a whole movement that absolutely loves the movie "The Secret." I love the movie. I'm so honored to be a part of it. I really believe that movie can help awaken humanity. I really believe that. It stirs people to realize they have more power than they ever thought before.

At the same time, I know there's a movement of people who criticize it. They criticize it all the time. They say it's incomplete, the Law of Attraction doesn't work, or any number of things that they come up with. The first thing I want to say is the Law of Attraction is simply one law. The movie "The Secret," as beautiful as it is, is not the be-all and end-all to all the laws of the universe.

This is why I told everybody, and I surprised *Larry King* the second time I was on-I didn't know he didn't know there was going to be a sequel to the movie-there's going to be a sequel. He's wanting to know more, and I said, "I don't have anything more. I just know there's going to be a sequel because the Law of Attraction is only one law, and the movie "The Secret" was based on it. There are other laws.

There's naturally going to be more material coming out. I'm also somebody who says "The Secret," which describes the Law of Attraction, doesn't tell you that if you're not clear within yourself about the things you

say you want, even if your passion is there, if you have internal blocks about receiving it, you will block it from coming. Then you'll say, "The Law of Attraction doesn't work."

I say the Law of Attraction is a law and it always works. There's no exception. Whatever you have is what you attracted. If it's something you felt you didn't really want, that's on a conscious level. On an unconscious level, you most certainly wanted it. This is why I think the miracles coaching and belief-clearing is so important. I call this the 'missing secret.'

Once you look within yourself and you find out what might be blocking something from coming into your life with the Law of Attraction, you remove the barrier and then it comes into your life. I'm spending a lot of my time writing books to explain this. Of course, *Zero Limits* comes out at the end of the month, which we'll get to talk about later. I also finished a book that will come out at the end of the year called *The Key* which is the missing secret to attracting whatever you want.

It's very much about this whole concept that you have counter-intentions within yourself that will block your receiving the very thing you say you want. My best evidence for that is think back to January 1st. Everybody says, "I'm not going to eat dessert anymore," "I'm going to work out at the gym," "I'm never going to smoke again," or whatever the resolutions were. You stated intentions. Those were clear intentions.

You had the best of intentions when you stated those intentions, but on January 2nd you can't remember the gym, you can't locate your keys to go work out, you're smoking again and forgot all about it. What happened? What happened is that you had counter-intentions within you. When those counter-intentions are clear, then you get your stated intentions.

As much as I love the movie "The Secret"-and I will always praise and promote that movie; I love Rhonda, I loved being in the movie, I love the movie-I will also say there's more to the story. They're more steps, more secrets, more laws and this whole business of the missing secret, about counter-intentions and cleaning them, is one very powerful aspect to success.

Chris: Fabulous. So we have a lot to look forward to here.

Joe: I'm excited. Yes, I can't wait for the movie to come out.

Chris: Great. You touched on this a little earlier. I know you've said it in other ways and other places, that living a happy, healthy, wealthy life is an easy thing. It's not a difficult thing at all. Many people in the world would say their experience is it's not easy at all. How can you say that living a fulfilled, rich, rewarding life is easy?

Joe: First of all, I'm living it. I'm demonstrating it for everybody. I'm not the only one. You can look around and see the Mark Victor Hansens, the Jack Canfields and the James Arthur Rays of the world, or any of the teachers who are in the movie "The Secret," or any of the authors who are out there teaching spirituality and life in the workplace and business and so forth. They are discovering that to be the case.

I also want to back up. I might tell you that yes, I'm living that now. I have a life of luxury. I do what I want when I want. I'm very busy with new projects, like I've already mentioned; more and more is coming. I've got big dreams, big intentions and big things I want to do. Yet 30-some years ago, I was on the streets in Dallas starving with no room, no house, no roof over my head.

Chris: How did you get in that state? Will you just talk about that for a minute?

Joe: Yes. Thank you for the question because I often overlook telling that. One person I was telling it to one time said, "Were you into drugs? Were you drinking? What happened to get you there?" I was startled at first, but then I thought that people don't really know. This was back in the late 1970s. Remember, I left Ohio which was 2,000 miles away and went to Texas to carve out my own life. I'm a writer. I'm a reader. I had big dreams of being an author.

I wanted to be a playwright at that point in time. None of my family understood it, so I felt the best thing I could do, the best thing, was to leave, just to depart and break from that cultural trance and leave, and so I

did. But I ended up not with a job, not with knowing anybody. I don't think I had a car at that point. I had enough money to get a place. When I moved I gave all the money I had saved to a company that promised to get me work overseas building pipelines in the Middle East.

If you remember back in the 70s, the big thing was building Alaskan pipelines, building pipelines over in foreign countries. They were going to pay you enormous amounts of money. They were looking for anybody willing to go there. I gave all of my money to a company that promised to get me that work. They wrote up resumes, they printed the resumes, and that company went bankrupt. They not only went bankrupt, but the owner of the company committed suicide.

I had no company to go to. I had nobody to go after and I was penniless. It didn't take long for me to end up on the street. When somebody asked me, "What kind of car were you living in?" I said, "Car? I didn't have a car." This was street-street. Again, I had a whole lot of work to do on myself to realize that I can make money doing what I love.

One of the things that I discovered that was true in my case-and it won't be true for everybody, but I'm saying this as a story for everybody to reflect on in their own lives--I woke up one day to realize I was modeling my desire to be an author on authors who were famous but self-destructive. Jack London was one of the most powerful writers. He wrote *The Call of the Wild*, *Martin Eden*, *White Fang* and fifty other books. I loved his writings. I loved his life.

He died a suicide, at least a questionable suicide. It was a drug overdose. It could have been self-imposed, we don't know, but he was 40 years old. He had a very active, adventurous life. I had admired the works of Ernest Hemingway, who died by his own hand with a shotgun. I realized that after looking at all these different people who I admired, I thought unconsciously, I was telling myself the curriculum to be a successful author in this field is to be alcoholic, melancholy, suicidal, depressed, suffering, broke, bankrupt and to live a life of a very dramatic misery.

Once I saw that, I thought, "Wait a minute." There have to be authors who are happy, successful, doing what they love, and making money at it. As soon as I looked around for them, I found them. Ray Bradbury is doing great. Even Rod Serling, as disappointed as I was that he was human, was actually a healthy, nice guy and very successful. I thought, "Wait a minute. I'll model my life after these successful people."

This is an example of how programming can be cloaking your whole personality, and you don't even know it's there until you read a book, you hear a call like this, you have a miracles coach, or any number of things. Even the movie "The Secret" might do it. You're watching, and then suddenly you're shaken a little bit and think, "Wow, I didn't realize I was believing that I was a victim," which is another one most of us have.

We all feel we're a victim of something. The Law of Attraction works until we leave the driveway. Then we can be a victim by somebody running into us, or of the weather, or a victim of the president or the economy or the terrorists. We draw the line. That's a belief too, the whole idea of being a victim. We're far more powerful than we ever imagined before. In fact, I don't think we have to be a victim at all, which is a daring thing to say.

I know some people argue with it, but they're arguing for their own limitations when they do. Again, for me, yes, you can live this beautiful life of following your dream, following your passion as long as you're clear within yourself that you deserve it and you want it. That's the whole thing.

Chris: sWhat I hear, and this seems to be a recurring theme in this interview but quite appropriately, that what it is that makes life hard for people are the beliefs, what you might say are the unexamined beliefs whatever those may be, right?

Joe: Absolutely. That is absolutely, totally bottom-line it. People should write that down, circle it and put a yellow sticker on it. In some way, remember that. We are in a belief-driven universe. I wrote on my blog a few days ago, and I guess this is relevant to bring up. There was a friend who asked me, a friend who knew me 30-some years ago when I was struggling. A lot

of the people who knew me decades ago now search me out because they've seen me in the movie "The Secret."

They're thinking, "Is that the same Joe Vitale we knew 30 years ago? How did he get in a movie? How did he get up there? What the hell?" They go looking for me and they very often will say, "How'd you do it? What was the change? You were depressed and struggling. How did you go from there to here?" I wrote on my blog that one of the things that I do is this constant belief clearing. I truly feel we live in a belief-driven universe.

You have truly created your own reality. Everything in it is a result of your beliefs, most of which are unconscious, but that doesn't mean they're forbidden. That doesn't mean that they're locked away. You don't have to go Freudian here and start digging in black holes in your brain. All you have to do is just start asking what the beliefs are.

My favorite example is when I'll be giving a talk and I'll tell the whole audience, "Right now you are not thinking of something that is in your brain, but as soon as I ask you the question, it will surface." I'll say, "What is your home phone number?" Obviously, they weren't thinking about it. It wasn't in their conscious awareness, but it just bubbled up because I asked the right question.

When you ask the right question, the beliefs surface. When the beliefs surface you question them. "Do I believe it?" If not, let it go. If you do, ask, "Why do I believe it?" Then you can look for the evidence which you gave yourself. By doing this you start changing your beliefs. I did this with money. I remember struggling for the longest time with income, with wealth and paying bills.

I remember when I was living in Houston and I'd have a stack of bills lying there on my desk. I'd be lying down and I'd look over there and think, "How am I ever going to be able to pay that?" Every month I'd go through the same experience, and every month I'd be able to pay them, but I was in this deep survival. As I explored the beliefs about thriving and prospering, I realized that I was in survival, but what I preferred was prosperity.

What I preferred was thriving. What I preferred was success. I looked at beliefs and I remember changing one that is still active today that basically says, "The more money I spend, the more money comes into my life." If you tell that to an accountant, he'll say, "That's not how it works in the real world. That's not how it works when I run the calculator. The more money you spend? No, it's gone. This is subtraction phase."

I'm saying, "No, I have a new belief. My belief says the more money I spend, the more money comes into my life in surprising, unexpected, delightful, joyous ways." That's a new belief that is now my reality. It's all beliefs.

Chris: What a fabulous belief. The other side of what I said earlier is, clearly from what you're sharing now, is that a rich, rewarding, fulfilling life and having an easy, fun, rich, rewarding life is also based in the beliefs. When you have beliefs like the one you just shared with us, those are the basis of creating a new experience of life.

Joe: Absolutely. I have run into so many people who don't realize what their beliefs are. For example, somebody will say, "I really want to get a car. My car keeps breaking down." They're really complaining about it. Maybe they watched the movie "The Secret" or read my book *The Attractor Factor*, or any number of tools that are out there, and they suddenly get a new car in their life. They're fine with it.

But then they aren't comfortable allowing more into their life because they've hit this threshold of deservingness that's within them. I mentioned on a blog post a while back that I knew a therapist a long time ago who used to ask people, "How good can you stand it?" I love that question. How good can you stand it? Most of us have it as good as we can stand it. Right now we have it as good as we can stand it.

As soon as we look at deservingness, elevating our ability to receive, realizing that you can have anything you want virtually, then you raise that level of deservingness and you can allow more into your life. Again, it's very much self-reflective oriented.

Chris: That's very powerful. You have a new book that's coming out at the end of this month called *Zero Limits: The Secret Hawaiian System For Health, Wealth, Peace and More*. You've been teaching that we can live without limits for quite some time. What's unique about the Hawaiian system?

Joe: Brace yourself.

Chris: Okay, I'm ready.

Joe: This is the most important book I've ever written. I have testimonials from people who have read the advance copies and they said this book is going to become a marker in history, that it can actually cause a movement that could end war, alleviate economic problems, heal the planet from pollution, and all the things we're worried about. All from this book. All from this Hawaiian healing method.

I'll tell you what most got me snared here. This story is just incredible. It's riveting. About three years ago, I heard about a therapist in Hawaii who worked at a hospital for the criminally insane. You have to understand, this was the fourth ward in the hospital where people were considered so dangerous they were either shackled or sedated.

Therapists would walk down the halls with their backs against the wall because they were afraid of being attacked. The staff would either quit or not come into work or always call in sick. The turnover was tremendous. In fact, the therapists who worked there were always quitting. They were looking for a new one all the time. This magical therapist, a Hawaiian, goes to this hospital working with the mentally ill criminals.

He does not see any of them professionally. He does one particular technique, which is described in the book, and over time these criminals who had to be shackled didn't have to be shackled. Patients who had to be sedated didn't have to be sedated. People were getting so much better that they started to be released. After two years, most of the ward was released. After four years, the ward was closed down.

When I first heard this story, I didn't believe it. I said it sounds inspiring but it sounds like an urban legend. I heard it again a year later. This is how open-minded I am; it took another year for me to hear the story again and then pursue it. I found the therapist. I interviewed him. I then went and did workshops with him. He's actually been to my home here in Texas. We've actually done a workshop together.

We have co-authored the book *Zero Limits*. I know his method. I know the system, and I'm revealing it in his book with his blessing. Here is the fundamental thing that makes it different, to answer your question. Most of us have heard that we create our own reality. Most of the people on the street don't know that at all. The people who are listening to this call are more aware. They've been around the block. They know about this.

You create your own reality, meaning basically that what you think and feel is going out there creating your reality. For this therapist, that meant he created everything in his life. Everything. When he saw a mentally ill criminal, he looked within himself to find out how he created that person. This is very different than what any of us have ever heard before, because creating your own reality has had a certain limitation to it.

In this method that's described in *Zero Limits*, we are finding out that creating your own reality means everything in your experience is something you created because it's in your reality. If you want to change anything that you don't like out there, you don't change it out there; you change it in you. This is the most profound, inspiring, head-spinning method and story that I have ever heard of before. It goes far beyond anything I have done before. I'm glad that I'm the scout who found this person, and now we're bringing it out to the world.

Chris: That's so cool. What is the system called?

Joe: Are you going to dare to try to pronounce it?

Chris: I'm going to give it a shot here.

Joe: Okay.

Chris: I think it's called Ho'oponopono. Is that correct?

Joe: Excellent. Yes. Ho'oponopono. That's the name of the Hawaiian system. The actual full name is called Self-Identity through Ho'oponopono. It is an ancient Hawaiian system that was modernized by a Kahuna. A Kahuna is basically a keeper of the secrets in Hawaii. This Kahuna had taught the therapist this method, which he has been teaching since around 1982 or so.

Now, of course, we will be bringing it to the world. The whole idea is that you can change everything in the world, but you don't change the world. You change the inside of you.

Chris: Do you know the origin? You said it's an ancient system. Can you tell us anything about the original origins of this whole thing?

Joe: Not really, because if you try to understand ancient origins of Hawaii itself and the Hawaiian people, you get lost in a cultural mix. It's very difficult to source it. But I will tell you this; the modernized version of Ho'oponopono, which is what we talk about in the book *Zero Limits*, which is what the therapist used at the mental hospital, was created by a woman by the name of Morna. Morna passed on in the late- 80s.

Dr. Hew Len is the therapist who was at the Hawaiian hospital. He is keeping her work alive. He teaches seminars. He gives talks. He, of course, has done these with me. Of course, we co-authored the book. We're recording the book this week. It'll be on iTunes later this month. Morna is a Kahuna from the ancient traditions. The Ho'oponopono was passed down to her from generation to generation. She updated it with this more self-directed approach to changing the world or healing anything you saw in the world. Again, it's all done within.

Chris: Fabulous. You said when you started talking about this book that you've been told that this book could have dramatic impacts on all sorts of things in the world. Will you talk a little bit more about that? How could that be possible if it's self-directed?

Joe: That's the whole thing. There's no outside world. It's all inside you. I'm saying that so quickly that it's easy to miss the importance of it. How do I explain this? In Ho'oponopono we look at everything in the world as not real. It is an illusion that is being projected from the inside of you. If you want to change something in the world-we can say war, we can say anything, fill in the blank, anything you don't like at all-you don't go out there and protest it.

You don't go out there, because that's the illusion. That's not real. What you do is look within to change it. As you do, the outer world changes. This is very much-and really try to picture this-like when Dr. Hew Len was the therapist in Hawaii at this mental hospital. He did not see those patients. He would sit in his office and look at their files.

As he looked at their files, he would be repulsed or frustrated or angered because something would come up within him as he looked at those files. He was looking at murderers. He was looking at rapists. He was looking at people who did dastardly things. He didn't go to the patient and say, "You need this medication. You need this therapy." He didn't do that.

Chris: He wasn't interacting with the patients at all?

Joe: He played with them. He got them to play basketball and stuff like that. He got some intramural-type games going, but in a therapeutic way, no, he did not see them professionally.

Chris: I see.

Joe: He looked at their files. As he noticed what was wrong on the file that he noticed within him, he cleaned on what was in him. That's his phrase, 'cleaning.' It is very much like belief clearing. He's cleaning and clearing what was being repulsed within him. Here's the kicker. As he found relief within him, he would notice that the patients were changing.

This is why these patients slowly got off medication, slowly didn't have to be shackled, why the whole atmosphere of the hospital changed so dramatically that people enjoyed going to work, the turnover turned down,

the therapists wanted to stay on longer. Dr. Len was doing this work within himself. This is how this can change the planet.

If each of the people who are reading the book practiced the simple technique within it, and it's based on love and it's so incredibly easy it seems silly, as we're all doing this we create a passion that ripples through the world that changes it, but we do it from within.

Chris: That's powerful. It's a big step for some people, I think.

Joe: It is earth shaking.

Chris: Yes, it is. So many of us are used to thinking of the world as separate from ourselves and somehow 'out there,' even in the context of things like "The Secret" and the Law of Attraction, the sense that there's something out there that I'm attracting to me. You're turning it upside down and saying there's nothing out there to attract to you. There's just you.

Joe: That's really the case. Actually, as you clean everything within yourself, the whole world takes on a different glow. You end up living a life of passion. In the book *Zero Limits*, I think it's somewhere in the back, I don't remember exactly, but I tell people as result of doing all of this work, this Ho'oponopono on myself and hanging around Dr. Hew Len, I feel like I'm living in a state of moment-by-moment wonder.

It's almost like living in a state of moment-by-moment bliss or moment-by-moment passion. In the past I might be striving to get something accomplished. At that point, I might feel the joy of the accomplishment, but now it's more like I can feel the passion of going for it, as well as the passion of achieving it, as well as the passion of the afterglow as I go for the next thing. It's almost like you live in passion.

Chris: Fabulous. What a delight. As I was reading a little bit about this book, I saw the words love and gratitude coming up. Will you talk to us about the role of love and gratitude in Ho'oponopono?

Joe: Yes. These are the doors that get you to the Holy Grail. This is really it. All of Ho'oponopono is based on love and gratitude. It's gratitude for your life and every little bump that you see in it, every little pimple that you don't like, everything. Once you get to a point of realizing this is a gift, you shift the internal being of yourself to such a degree that passion floods your system.

As it floods your system, you are in this state of gratitude that, from the Law of Attraction standpoint, you become a fiery magnet that is only going to attract more things to be grateful for. When this is happening, all you can really say is, "I love you." That's not to a person, it's not to yourself. It's kind of to, as Dr. Hew Len would say, the Divine.

The Divine could be God, Life, Tao, the higher energy, whatever you want to call the whole energy ball that we're all part of and we are of. That, I call the Divine. When you have this feeling of incredible gratitude for your life, which magically heals everything in your life, 'I love you' is the resulting statement. 'I love you' are the three words that transmute everything that you see in your life that you don't care for.

This is what Dr. Hew Len said he did all the time when he looked at those patients' charts. He would say things like, "I'm sorry," "Please forgive me," "Thank you," and "I love you." Again, gratitude and love are central here. Basically, what's going on, and people listening can do this for anything that might be bothering them right now, you would say things like, "I'm sorry. I don't know what within me created this experience, but I am sorry for it.

Please forgive me because it's an unconscious belief. It's a memory. It's a program. I don't know where it came from. I'm totally ignorant about it, but it's there because I can feel it." Then you're saying, "Thank you for taking care of this. Thank you for washing it from my system, knowing as it's washed from me, it disappears from the outer world."

"I love you" is what you're saying to the Divine because you're saying, "I have this precious gift of life, and I have this passion that is going through me to live my role and play my part of the puzzle. I love you for giving me

this. I love you for my life. I love you as a state of being." This is the thing that transforms all of the planet, everything, and it all happens from within.

Chris: I know you do realize this, Joe, but you're making some pretty radical statements when you think about it. You're basically saying that for the woman who's been raped, she is to say, "I'm sorry. Forgive me. Thank you, and I love you"? That may be a little hard for some people to think.

Joe: Yes, I know. Thank you for being honest about that because we don't want to gloss over it. You're right. That is going to be hard for some people. You know, as you bring that to my attention, this is now in my awareness, so what I'm doing within myself is the Ho'oponopono technique. I'm saying, "I love you. I'm sorry. Please forgive me, and thank you," to this feeling that is now in me as you bring up this subject

Some people may have gone through an awful experience, and it's going to be very difficult for them to clean on that. I'm cleaning on the belief that it's going to be difficult for them to clean on that. Are you with me?

Chris: Yes, I am.

Joe: This is interesting because I almost never watch "Oprah," but I watched her today because Michael Moore, the movie director, was on talking about his new documentary called *Sicko* and I was curious about it. I saw the previews for the next "Oprah." The next "Oprah" was about people who have been tortured and terrorized by others who went back to them and asked for forgiveness.

They weren't the ones who did it. They were the ones who were, in their media terms, victims. Yet these people somehow found the shift within themselves to go and say, "I'm sorry, let's be at peace." It is definitely possible, and it's a belief that it might be hard. Again, it's a belief.

Chris: Yes, absolutely. It occurs to me that many of these things are very subtle. We're programmed, as you said, to think of ourselves as separate. You've given us some tools tonight, and thank you so much for doing that. Are

there any other pieces that you can share with us about Ho'oponopono, or do we just have to get the book now?

Joe: You don't have to get the book at all. In fact, Dr. Len told me when I wanted to write the book, "The only person who needs to know this is me and you." Because if he and I are really doing it and the rest of the world's an illusion anyway, then we can affect the rest of the world by what we're doing within. I'm following my passion, of course, and so my passion is saying, "Write this story. This is too good, this is too important, and this is too inspiring."

If I can get it into the hands of influential people, and this is, of course, me understanding the illusion that's out there, I feel that if they get it out there and tell other people about it we have a whole bunch of people saying, "I love you," night and day, my goodness, that's going to elevate the planet's energy to such an extent that we can dissolve what have been perceived to be world problems.

I don't mean that flippantly in any way. This is reality for me. I think the book will be an interesting read because I wrote it like a mystery novel. I wrote it because I hear about this mystery therapist and went searching for him, and then my interactions with him. He's very much a character. I have some tough times trying to understand him.

There are some funny moments when he talks to the room and talks to the chairs. Everything's alive for him, and I'm trying to keep up. It becomes, in my opinion, a pretty entertaining read. The essence, from a healing modality method, I've given tonight on this call for everybody listening from all over the world. I'm still so impressed, even you being up at 2:00 to 3:00 in the morning.

The method is about saying, "I love you." If you just said, "I love you" all the time within yourself-you don't have to blurt it out, you don't have to say it to any particular person-if you're saying it in the back of your mind it's almost becoming a new program. We all have thoughts going through our heads. We all have self-talk, most of which doesn't serve us.

If we start saying "I love you" silently within ourselves, maybe with an awareness that we're saying it to the Divine, God, whatever that means to you, we will elevate our understanding of our participation of life. We will come from a more passionate perspective each moment. We won't have to think about it. We'll just naturally do it.

Furthermore, we will be clearing and cleaning beliefs because 'I love you,' is the Open Sesame. It's the three magic words that seem to transmute anything that's stuck in the way of you having the passionate life that you deserve, that you really want, that you're probably almost living right now if you're not actually living. I'm speaking to everybody as I say that. 'I love you' is the magic phrase.

Chris: It's fabulous. I can't help it; I have to share an experience recently, Joe.

Joe: Good.

Chris: I so resonate with all you talk about because it's really the expression of what Janet and I in *The Passion Test* have also in our own words given expression to. What I've noticed lately is that, as this experience of living in passion and living in this reality of ease and joy and delight, I've found these words coming spontaneously to my lips, 'I love you.' I have to tell you, my wife is loving it because most of the time she's around, and she always takes it personally, which is wonderful.

Joe: That's one time when it's perfectly acceptable to take it personally.

Chris: That's true. Tonight you have shared with us a number of very practical things that people can do. I wonder if you would take a moment now and just summarize for everyone who's listening a few things, two or three things, that they can begin doing during this coming week to start practicing the principles that you've been talking about tonight. Would you just review those for us?

Joe: Okay. The very first one is, of course, to be saying 'I love you,' at least silently all the time. When I say all the time, as much as you can consciously remember. It becomes a new mantra. It's a kind of prayer, if

you like. It can be a song in your head, if you like. In TM, Transcendental Meditation, they used to give people phrases that they would repeat in meditation. You can treat it like a meditative tool.

What I've learned to do is to say 'I love you' as the background tape in my head at all times. Right now as I'm talking to you and I'm aware that people are listening, in the back of my mind I'm saying 'I love you.' I'm hoping as I say it, the love that I truly feel is going out over the airwaves, it's going out over the energy systems of the universe, it's going out around the planet, and it's touching the person in Australia, it's touching the person in Turkey, it's touching the person in Germany, it's touching the people in Canada and so forth.

I would be saying 'I love you.' That would be the number-one thing. If that's the take-away that you got from tonight, all is well in the world. Say 'I love you.' The other thing is, you mentioned this in the introduction and I was so glad you said that, was about being ruthlessly honest with yourself. I really think that it helps uncover what your passions are. Passion really is, to me, the road to the Divine.

It's the road to wealth. It's the road to happiness. Following your passion is the key to the happy, blissful life that you want, that maybe you have, that maybe you've heard about. I think it's about being ruthlessly honest about what you want in your life, maybe about what you want to experience, about what you want to do.

I think a lot people lie to themselves. A lot of people say socially acceptable things or they say things that seem doable within their current belief system. I really like a 16th century Latin motto that says, "Dare something worthy." If you dare something worthy you're going to have to be ruthlessly honest with yourself to uncover it.

When you do, you'll probably feel a little bit of excitement and you'll probably feel a little bit of fear. I think those are truly wonderful. They're probably additional signs that you're on the right path. If you really want to find your passion and follow your passion, dare something worthy. Be

ruthlessly honest with yourself and, as you are being ruthlessly honest, continue to say 'I love you' in the back of your mind.

Chris: Fabulous. Those are wonderful. Healthy Wealthy nWise believes strongly in the power of intention to create outcomes. Would you share with us your current, most important project and what intention you'd like us at Healthy Wealthy nWise along with our listeners to hold for you?

Joe: That's a juicy one! I like that. Thank you. I very much believe in a group effort, and there's more power when you have more than one person involved. There's a mastermind effect that's going on. That's what's happening here on this call. There's a higher energy. It's just not me and it's just not me and you. We have the planetary group, these lights all over the world.

The number one thing that is on my mind is the book, *Zero Limits*. I want to shake the earth with it. I really want to get that book into the hands of every literate person on the planet. I don't want to think small. I don't want to go for just the United States. I could make a book an Amazon bestseller. I want The *New York Times* bestseller list for this book. I want this book to have long legs and a long life, to go out there to be read and influencing people so that they are practicing Ho'oponopono.

They don't even have to know that phrase if they start saying 'I love you.' Just that much alone can transform this entire planet and their personal life experience. I'm going to be doing that, but my big goal is I want the world to know about *Zero Limits*. Do you have a website to give out, or do you want me to give a website out?

Chris: Yes, I don't know. I'm going to give it out several times. For all of you to be able to get *Zero Limits* you can go to www.HealthyWealthynWise.com/JoeV. That's V for Vitale. You can order your copy of *Zero Limits* now. It's coming out at the end of this month. Is that right?

Joe: Yes. It comes out, I think, on June 29th. I have to tell you an interesting story real quickly, if I have one more minute here.

Chris: Sure. Yes, you do. Please.

Joe: Last December, I issued an excerpt from the book, *Zero Limits*. This was last December. That's when I turned the book in to the publisher. I put an excerpt from the book on my website and I allowed people to distribute it. That little article, which was just a few pages from the book *Zero Limits*, was spread around the world. We estimate five million people saw it last December.

So many people went to Amazon and pre-ordered the book that this book became a bestseller on Amazon around Christmas last December, and I just turned it in. It wasn't even in print. In many ways it was non-existent. This is the kind of power behind Ho'oponopono because I just keep cleaning within myself concerning the book and as I do, a whole world gets hungry for it right down to last December, it becomes a bestseller and it's not even out for six or seven months.

Chris: That's incredible. What a great story. A fabulous story. As we close, Joe, what single idea would you leave all of us with tonight?

Joe: You have to follow or pursue the thing that excites your heart the most. That has been my ticket to, I guess, what I'll call fame and fortune. That has been what has taken me out of the depression and living in the street to having a very luxurious life style. I would say that was Joseph Campbell's most powerful statement. It is all about following your bliss.

It's all about following your heart. I encourage you to dare something worthy. I encourage you to be ruthlessly honest, to look within yourself and say, "This is the thing I want to do. Yes, it scares me. Yes, I don't know how I'm going to accomplish it. Yes, it excites me. Yes, this is the thing I'm going to do." Follow your passion.

Chris: Thank you so much, Joe, and thank you for following your passion. It comes through in every word you speak. It's been such an incredible pleasure being with you tonight. As I've listened to you, and I know I speak for all of our listeners, it's as if my whole insides are opening up to a whole new experience.

You've shared with us both very practical knowledge and, at the same time, knowledge which suggests some incredible possibilities, both for every one of us who's listening as well as for our world as a whole. I'm excited. I'm running out to get my copy of *Zero Limits* right now; as soon as I'm off the phone here, I'm going to place my order.

I want to mention, again, for everyone who's listening, you can join me in ordering that book, *Zero Limits: The Secret Hawaiian System For Wealth, Health, Peace and More* by going to www.HealthyWealthynWise.com/JoeV. Joe V as in Vitale. I look forward, as we all get this book and as we begin saying over and over again 'I love you' collectively and together, watching our world transform. I agree with you, Joe, that we are poised to see the world transform in ways that we haven't even imagined yet. Thank you so much for giving us a picture of it.

Joe: Thank you for having me on. This has been fantastic. Godspeed to everybody listening, and I look forward to seeing you in the future.

Chris: Yes, absolutely. Joe was saying earlier that you could attract a car. Some of you may be thinking, "How do I attract that car?" We have to get practical here. He's intrigued us; he stimulated us and stretched us. For those of you who haven't gotten enough, Joe has also created a powerful teleseminar program that every one of us listening can take advantage of- and I love the title-*How to Attract a New Car and Anything Else You Want*.

When you're there, you'll get to see the pictures of the brand-new cars that Joe attracted in applying the material that he talks about. To attract that new car and everything else, go to www.HealthyWealthynWise.com/Attract. It's just an extra bonus for tonight. Joe, we love you. We appreciate you. It was just a remarkable, amazing call for me. I look forward to our continuing to be able to do fun things together in the future.

Joe: Me, too. Thank you again.

Chris: For our listeners, please join us on June 19th, when we're going to be interviewing fitness expert Jesse Cannone. Jesse has helped tens of thousands of people lose their back pain and deal with troubling physical issues. If you have any physical pain issues, I know that you're not going to want to miss this interview.

On July 10th, all of you will definitely want to be here when we interview multi- millionaire Roger Hamilton, another huge thinker, amazing thinker, out-of-the-box thinker. He's the chairman of XL Results Foundation. It's Asia's largest entrepreneurial network. XL Results will conduct over 1,000 seminars this year throughout Asia.

Roger's programs are driven by the concept of worldwide wealth, empowering social enterprise and global change by increasing our collective ability to create and to contribute wealth. Be sure to be with us again on June 19th and July 10th for two more incredible interviews. Thank you to all of you for your commitment to discovering your passions and giving your unique gifts to the world.