



Jack Canfield

**America's #1
Success Coach**



JANET ATTWOOD: Welcome, everyone. This is Janet Bray Attwood. I'm the cover editor for Healthy Wealthy nWise magazine and coauthor of *The Passion Test: The Effortless Path to Discovering Your Life Purpose*. This is the Healthy Wealthy nWise Passions of Real Life Legends series, where twice a month we interview individuals who have been incredibly successful at following their passions and creating an extraordinary life.

It is our hope and intention that these interviews will help you get aligned with your passions so you can give the world your own unique gifts. This interview will appear as the cover story in the June, 2009 issue of Healthy Wealthy nWise magazine at www.HealthyWealthynWise.com. One of my favorite quotes about passion is this one from Rumi.

"Passion burns down every branch of exhaustion. Passion is the supreme elixir and renews all things. Let divine passion triumph and rebirth you in yourself." Our guest tonight is a man who has let divine passion triumph. He has become famous for showing people how to rebirth their lives. Jack Canfield is the co-creator of the *Chicken Soup for the Soul* series, which has created more than a billion dollars in gross retail sales.

This alone makes him uniquely qualified to talk about passion and success. Jack is America's leading expert in creating peak performance for entrepreneurs, leaders, managers, sales professionals, employees and educators. Over the past 30 years he has helped hundreds of thousands of individuals achieve their dreams. Affectionately known as America's number one success coach, Jack has studied and reported on what makes successful people different.

His books on success include *The Success Principles*, *Jack Canfield's Key to Living the Law of Attraction*, *The Aladdin Factor*, *The Power of Focus* and *Dare to Win*. Jack is a featured teacher in the movies "The Secret," "The Opus," and "Try it on Everything." He has spoken to over one million people in 37 countries around the world. His latest project, the *Dream Big Collection*, has been featured on an infomercial, a PBS special and "The Today Show."

He also happens to be a dear friend, and has chosen to incorporate *The Passion Test* in his trainings, recognizing the key role that passion plays in achieving success. Jack, thanks so much for joining us today.

JACK CANFIELD: My pleasure. I'm glad to be with you, as always.

JANET ATTWOOD: I'm also pleased to introduce my business partner and coauthor of the New York Times bestseller, *The Passion Test: The Effortless Path to Discovering Your Life*



Jack Canfield

**America's #1
Success Coach**



Purpose, Chris Attwood, who will conduct tonight's interview.

Chris, I'll turn it over to you now.

CHRIS ATTWOOD: Thanks so much, Janet. It's such a delight, Jack, to be with you, as always. I wonder if we can harken back to those days when you were in a position much like the people who are listening to this interview and those who are reading the magazine. Tell us the story of before you were famous, before you'd enjoyed all the success you have today. Who were you and how did you get started? How did you transform your life from what it was to what it is today?

JACK CANFIELD: I started out as a typical Midwestern kid. I grew up in Wheeling, West Virginia; it's really near Pittsburg, Pennsylvania. My dad made \$8,000 a year. That's eight with three zeros. We weren't rich by any means. My mother was an alcoholic. My dad was pretty much a workaholic, so I didn't see him that much. I was just a typical kid. When I was in about the fifth grade I had an aunt who was fairly wealthy on the other side of the family.

She had a son named Jack who was killed in an automobile accident. She kind of adopted me to replace him and sent me to a private military school in town. I was a day student and came home every night. I got a much better education, because at that time in West Virginia I think we were the 40th state in terms of our ranking for education. Mississippi and Alabama were only the few underneath us.

Public education wasn't very good. As a result of that, I did get a fairly good education. I won a scholarship to go to Harvard, and I went there. The funny part is I started to study history, thinking I was going to be a lawyer. My senior year, I took a class in psychology as an elective course and fell in love with it. I found my passion. I love people and the interaction and human behavior and all that.

I hadn't had any undergraduate classes in that. Someone said, "Why don't you go into education and you can sneak into psychology?" I ended up going over to the University of Chicago and ended up teaching in an all black innercity high school. I was making \$240 a month.

CHRIS ATTWOOD: Two hundred and forty dollars a month?

JACK CANFIELD: Two hundred and forty dollars a month because I was a graduate student while I was teaching. I think my rent was \$79 a month, so the first month I had \$40 dollars left over for the next two weeks. On the 15th, I remember I used to go out to this Italian restaurant. It was all you can eat for \$7.00 dollars. That was my big deal.



Jack Canfield

**America's #1
Success Coach**



I can remember eating what I called my “21cent dinners” many, many nights. This was a can of Contadina tomato paste with garlic salt and water poured over a bag of spaghetti noodles. One cost 10 cents and the other cost 11 cents; in my little \$79amonth apartment with a Murphy bed that came out of the wall. You had to bring the bed down to get to the clothes that were in the closet behind it.

There was a little tiny stove and little refrigerator over in one corner of the room; I had only one room. I've been there at the bottom of the economic ladder, if you will. However, at that time I was finding my passion. I got very involved in the Civil Rights Movement. I ended up going to Jesse Jackson's church. It was the year Martin Luther King was killed in 1968. It was a very awakening time for me.

I was going into deeper issues than, perhaps, I had grown up with until that point in time. I was a regular guy from a regular family who fell in love with teaching and empowering people.

CHRIS ATTWOOD: That's so great. What shifted? What changed in your life that put you on a different trajectory?

JACK CANFIELD: When I was in graduate school and I was teaching at Calumet, I was discovering that the kids there weren't very motivated to learn. I was always curious about everything. You could set me down in a doctor's office. I could pick up a magazine on any topic and find it interesting, but my students didn't believe they could learn. They didn't believe it was worth it. They were gang members and so forth.

I became more interested in how to motivate them to want to achieve in life and believe they could achieve in life, which led me into self esteem and values and goal setting. It was at that time that I met this guy in the Laundromat. He was a graduate student, and he said, “Do you know about the Kendall College ‘Living Philosopher's Series’?” I said no. He said, “I go up there every week. Would you like to go with me?” I said, “Sure.”

They had speakers like Alan Watts, the great Zen teacher of America. They had a guy named Herbert Otto, who is the head of the National Center for the Exploration of Human Potential. I said, “Wow! I want to go hear him speak.” He talked about the fact that we're only using about 5% of our capacity of our brains. We all could be speaking five or six languages. We could all learn math and science, type 150 words a minute, and play the piano.

I said, “I'm not anywhere near that!” I became very interested in how to expand my potential. He said, “You should go down to the W. Clement and Jessie V. Stone Foundation



Jack Canfield

**America's #1
Success Coach**



and take some of their seminars.” Also, there was a growth center called Oasis in Chicago. It was kind of like Esalen and Omega are today. I went and started taking seminars, and I became a junkie. Literally, I took 38 weekend workshops in that one year.

The reason I didn't take more is they didn't have them on Mother's Day and Thanksgiving and Super Bowl Sunday. I couldn't get enough. I'd grown up in this all male military school. My father had come out of the Navy in World War II. I was hungry for that feminine, intuitive, passionate, growing side of myself. That was the switch for me. I never turned off after that.

CHRIS ATTWOOD: That's very neat. Talk to us about the role passion has played. You mentioned it a little bit, but how has it played as you've seen your life expand, you've taken on new roles and new opportunities, and you've enjoyed tremendous new success? Has passion been an important part of that? Talk to us a little bit about it.

JACK CANFIELD: Chris, what happened for me is that wasn't a word anyone was using back then; at least I wasn't aware of it. I've always given myself permission to go after what I was interested in. I would have said I would follow my interests and follow my heart. We talk a lot about the Law of Attraction and what we want to attract into our lives.

One of the things I've been teaching in that arena lately is that we also have to be willing to follow that which we're attracted to—whether it's a person, a kind of music, a food, a certain religious path, a certain teacher, a certain kind of movie style, a genre of literature or art, or whatever it might be. When I was an undergraduate studying history, I started studying Chinese history.

For some reason I was totally interested in that. As I look back on it, I probably had some past lives in China. My house is full of Asian furniture and Asian art. It's always been something I feel very comfortable with. I actually have a couple clear memories of past lives in China. I think it was a bleed over into this lifetime until I discovered the psychology part, which was extremely interesting to me.

Certainly some of the Asian philosophy—Taoism, Buddhism; I love Hindu chanting and so forth—have been parts of my life as well that came from that period. I've always been someone who, if I was interested in it, went and studied it. Early on, Marshall Thurber, who is a friend of mine, shared with me and said, “If you're going to study, study with the Masters.”

Fortunately I studied Gestalt with people like Fritz Pearls. I studied Psychosynthesis with Martha Crampton and all the people at the Psychosynthesis Institute in California. I studied with Carl Rogers in psychology and Jack Gibb who created the TORI Process: Trust,



Jack Canfield

**America's #1
Success Coach**



Openness, Realization and Interdependence. He was one of the original founders of the National Training Labs.

These were all seminal people. I kept finding myself sitting at their feet and learning from them because I found out they had something they had to teach. They were writing books about it. I signed up for their seminars and, fortunately, got in. I've lived my whole life that way. Whatever I was, we can now say, passionate about I just gave myself permission to do it. I sold companies and moved out to California in order to follow the passion to do large group trainings.

I started out doing therapy with people and had small group therapy with eight to 12 people. I took a training called Insight Training Seminars. They had 350 people in the group. I thought, "This is much more exciting." You can reach more people. If somebody is stuck, you have 349 other people to work with. The intention in the room is so strong because there are so many people. Then there's the energy field. I was always giving myself permission to do that.

CHRIS ATTWOOD: Would you say that's a key piece? You've written a book called The Success Principles. Is that giving oneself permission to do the things you're drawn to, that you have an interest in, or that you're passionate about? Is that one of the keys? Is that enough? Obviously, it isn't. Tell us a little bit about what you have learned coming now from the perspective of having been immensely successful starting out in that. Give us some insight into what has led to that success and what you've learned along the way.

JACK CANFIELD: In 2005, I published a book called The Success Principles. It took me 18 months to write it. It's over 520 pages long. I consider it my magnum opus. It's me saying, "Here's everything I know about success." It's not really everything; we cut out a few chapters because the book got too long.

CHRIS ATTWOOD: Your version.

JACK CANFIELD: I wrote 84 chapters before I was done because I wanted to put it all in one book, which was stupid. There are 64 principles. It's interesting that the I Ching has, I think, 64 hexagrams too. I guess there was some Chinese influence again that I wasn't even aware of at the time. The point is that I looked at my own life and I said, "I've been super successful. I'm happily married. I have great kids.

"My staff loves me. They'd never go anywhere. They work their butts off for me. I'm well-loved across the country. I've been on every major talk show. I've sold millions of books. We've sold over \$1 billion in retail," which was mentioned in your introduction, but I thought,



Jack Canfield

**America's #1
Success Coach**



“There’s something about the way I’m living my life that works. Let’s see if I can figure that out.”

I sat down one Saturday morning and outlined what I would teach if I was teaching someone how to be as successful as I am. That was the main idea. I ended up with all of these principles. What I’ve learned along the way is in that book. We don’t have time to talk about 64 principles, but I can share a couple of the key ones.

CHRIS ATTWOOD: That would be great.

JACK CANFIELD: Number one, I think you have to take 100% responsibility for your life. W. Clement Stone, my mentor, asked me that. He said, “Do you take 100% responsibility for your life?” I said, “I think so.” He said, “This is a yes or no question. You either do or you don’t.” I said, “I’m not even sure I understand the question then.” He said, “Here’s the deal. Have you ever blamed anyone for anything?” Of course.

“Have you ever complained about anything?” I said, “Sure.” He said, “Then you don’t take 100% responsibility for your life.” I said, “I get it.” I literally spent a year learning how to be 100% responsible with no blaming and no complaining. I often jokingly say in my talks where I have a slide of Martin Luther King, “Remember that famous speech Martin Luther King gave? ‘I Have a Complaint?’”

It wasn’t called that. It was called ‘I Have a Dream’. Martin Luther King realized it does no good to focus on blaming the white man, blaming the rich or blaming whoever. The only thing that makes sense is to focus on your dream and go toward that. That’s what I’ve done with my life. I’ve realized that I’ve created my feelings by having thoughts and expectations that are out of balance with reality. I love Byron Katie’s work where she goes deeply into that idea.

That’s a key piece of success. I always used to say, “If you get that everything in your life you created, then you realize you can uncreate it and recreate it. If you think somebody else created your poverty, the fact that you’re overweight, the fact that you’re isolated, or whatever it might be, it’s not empowering to you to think that thought. If I take responsibility, it means I can uncreate it and recreate it.” That’s the first chapter of my book. The second chapter is ‘Be Clear Why You’re Here’.

CHRIS ATTWOOD: Before you go on, Jack, can I ask you a question about 100% responsibility?

JACK CANFIELD: Please, go ahead.



Jack Canfield

**America's #1
Success Coach**



CHRIS ATTWOOD: There are some people who put a meaning on responsibility that it's their fault. Is that another kind of blaming? What is it that's going on there, and how does one take 100% responsibility without feeling, "Oh my gosh! I'm the one who made myself so miserable, and I can never get over it"?

JACK CANFIELD: There's another piece of information you have to have that I write about later in the book, which is giving up guilt. If you go to the Law of Attraction, remember we talk about 'ask, believe and receive'. I've added, 'ask, believe, act and receive'. What happens is this. When you're receiving, you have to be a vibrational match for that which you want to attract into your life.

When you're in the state of guilt, where you're basically mad at yourself, or a state of resentment, where you're mad at other people, you're pushing away what Abraham calls your 'vibrational escrow'. In other words, you're not attracting into your life because you feel so bad. You're not a vibrational match for good. It's important we let that go. The key concept here is this: you and everyone else in the world are always doing the best they can at the time with the limited awareness, skills, insight, tools, et cetera, they have to meet some basic need.

Whatever you may have done in the past, you now might feel guilty about it. I'll give you some examples that people have talked about in my seminars a lot: they had an abortion, they cheated on their taxes, they cheated on their exams at school. One person paid a lawyer to take his LSAT for him. The idea is they felt guilty about it. At the time, they were doing the best they could with the limited awareness, skills, et cetera, to meet a basic need called love, attention, financial income, or whatever it might be.

As we look at where we are now, we have more awareness, we have more insight, we have more skills, and we have more tools. That's like being an eighth grader beating yourself up for once being a third grader. You don't have the same skills when you're in the third grade as when you're in the eighth grade. Basically, you did the best you could. If you could have done differently, you would have.

People always say, "Now I know I should have." No, if you could have, you would have, but you didn't because you couldn't have. Give yourself some space. The other thing that comes up around 100% responsibility that we should probably talk about for a minute is this. You look at a tragedy like the plane going down in Buffalo a couple months ago when everyone was killed, and the question comes up: Did they create that? Are they 100% responsible for that event?

As I sit here, I don't sit high enough in consciousness to know if that's really true or not.



Jack Canfield

**America's #1
Success Coach**



Here's what I do know: live your life as if you are 100% responsible and say, "If my wife left me, I'm going to ask, 'How did I create that?' If I lost my job I'm going to say, 'How did I create that?' If I'm being beaten up on a regular basis by an abusive husband, 'How am I allowing that to continue?'"

It's by staying there, by buying the alcohol he drinks and on which he then gets drunk and loses control. There are lots of things you might be doing that you could stop doing. Even if you're not 100%, if you act as if you're 100%, then you're going to look to see, "What am I contributing to this condition?" Whatever you are, you'll find. If you don't think you're 100%, you won't look. That's why I say, "Act as if you're 100% responsible."

CHRIS ATTWOOD: Thank you for that.

JACK CANFIELD: You're welcome.

CHRIS ATTWOOD: Please go on. You were about to share with us another principle.

JACK CANFIELD: The next thing I think you have to get clear about—and this the work you and Janet do with The Passion Test, which I've used in my seminars and have also done a couple other closed eye processes that I use with guided images and so forth—is to identify what your purpose is. I believe, as I believe you believe, that we all have some kind of inborn talent, unique abilities, destiny, if you will, what we're here for. When you can identify with that and you're aligned with that, then you're happy.

You're filled full, which means you're fulfilled. Unfortunately, most people are not aligned with their purpose. They've never taken time to figure it out. No one ever taught them to do it. That's why I love your book so much and the work I do so much. There are other people doing that work, too, in their own way. I think of what Stephen Covey said, "You don't want to get to the top of the ladder in life and find out the ladder was leaning against the wrong wall" with all that work doing the wrong thing, because it didn't make you happy.

It's really critical that people identify their passions and their purpose. The next thing is you have to clarify your vision. I've always had a vision of what I wanted. I always knew what I wanted in the next three to five years. I wanted to start a center, I wanted to start company, I wanted a bestselling book, or I wanted to create a Train the Trainer program so we could have a legacy of this work going out.

Most people, if you ask them, "What's your vision of your life? If you had the perfect life five years from now, what would it look like?" would never have sat down and thought about that. Literally, we take people through seven areas of their life: Finances and Career,



Jack Canfield

**America's #1
Success Coach**



Relationships, Health and Fitness, Fun and Recreation, what I call Personal— which is personal growth and development and spiritual growth and development— Possessions, and then finally, Service, which is what difference you want to make in the world.

Then people get clear about that and turn that into measurable goals and objectives, support that with affirmations and visualizations, get into action without fear of rejection, and then respond to feedback. Most people don't respond to feedback. They're way too busy worrying about what other people think rather than finding out what they think and then responding.

Most people won't ask for feedback because they're afraid of what they're going to hear. I always say if I don't ask my wife for feedback on how we can have a better relationship, I'm the only one who doesn't know. She's told her mother, her girlfriends, her sister, and the lady at the nail salon. I'm the only one who can change it and make it better, but I don't have the information.

Little by little you start to get more comfortable with asking for feedback, then responding to the feedback, then persevering, building teams, building accountability partners and mastermind groups and all these things—which we could drill down into further if you want—that are the core things one must do. Unfortunately, none of that stuff is taught in our public schools.

CHRIS ATTWOOD: Isn't that an interesting statement about our education system?

JACK CANFIELD: Think about this, Chris. When was the last time you heard of someone getting divorced because they hadn't memorized the seven causes of the Civil War? They get divorced because they don't know how to communicate. They don't know how to give feedback. They don't know how to say, "I'm sorry." They don't know how to forgive. They don't know how to share their feelings in a safe way. It's really sad. The most important information we need to know is not being taught.

CHRIS ATTWOOD: At least not being taught within the education system.

JACK CANFIELD: Yes, within the education system. Fortunately, for people like you and I, people go to workshops and learn it. That's how we make our living. It would be so much easier if we were learning this stuff at a young age.

CHRIS ATTWOOD: Absolutely agreed. I want to put this in context. You shared with us some key principles: taking 100% responsibility for our lives, identifying our passions and purpose, clarifying our vision, asking for feedback and then acting on it. A lot of people



Jack Canfield

**America's #1
Success Coach**



these days are facing some very difficult circumstances. Millions of people today have lost their jobs, and many millions more are living in a state of deep concern, if not fear. Would you talk to us a little bit about whether it is really possible to implement these kinds of principles in this current kind of environment, and if so, what does it take to do that?

JACK CANFIELD: It's absolutely possible to live these principles. In other words, it's like saying the principle of life is breath, and then saying, "Is it possible to breathe when there's a recession?" Of course it's possible to breathe. You have to breathe or you die. The same principles that apply during abundant times apply during times of crisis, during times of economic downturns, catastrophic illness, or whatever it might be.

If we go back to the Law of Attraction approach for a minute, I believe that part of believing is taking action because you only act on things you believe are going to work, so 'ask, believe, receive'. The first thing is what is it you want? Be clear about your goals. "I want to be employed. I want to make this kind of money. I want to be working in this kind of industry. What is it I want to do?"

Once you've clarified what kind of job you'd like to have working with what kind of people and what kind setting with what kind of income, then you ask yourself and write what I call an ideal scene. It's something Bob Proctor teaches. I call it his affirmation on steroids. You write out: "I'm so happy and grateful that I now..." and then you complete it in two or three paragraphs.

"I'm so happy and grateful that I now have a wonderful job in a high tech industry where I get to be a teacher and a manager and a trainer." You go on and describe all of it. "I'm so happy and grateful that I now live in a 4,000 square foot house on the Pacific Coast Highway in Malibu, California watching the sunset from the balcony of my beautiful home where I get to play with the dolphins."

You really lay it out in great detail: what kind of stereo system, what kind of carpeting, what kind of car you're driving, et cetera. Most people never take it down to that level of detail. A lot of people in my seminars will say, "Yes, I'd like to own a yacht." I say, "What kind?" "I don't know." "How are you going to own one if you don't know what kind you want?" "I never had the money so I didn't think it was worth looking into."

"Do you want a Bertram yacht? Do you want a Chris Craft yacht? What do you want? Go down to the yacht store and check it out. Pick one and then look at the interior. Do you want leather? Do you want naugahide? Do you want a color scheme, et cetera?" Get really clear. Once you're really clear, and then write it down. Every day, you want to read that; close your eyes and visualize already having it and feeling the feelings of it. Then you want to



Jack Canfield

**America's #1
Success Coach**



open up your eyes and live your life. Two things are going to happen.

There are two kinds of actions you can take. One is what I call obvious actions. If you want to own a boat, start saving some money. There are also what I call inspired actions. All of a sudden, I'm getting this inspiration that I should call up Bill from my college days and check in to see how he's doing. I have no rational reason to do that. I call up Bill and we start talking. It turns out he's living down in Florida, and I find out he has a boat that he can't afford anymore.

They're going to repossess it if he doesn't sell it. He's selling it at a great loss. Here's this yacht I wanted. It turns out to be very much like the one I wanted. You have to act on those intuitions. I always say that if you are clear what you want, you visualize and affirm about it, and you write your ideal scenes and feel the feelings—all the things we teach in *The Secret* and my book, *The Key to Living the Law of Attraction*—you will start to attract into your life not necessarily the exact object like the car, but you'll attract opportunities.

Maybe it's a job. Maybe you'll attract a consulting gig that's going to pay you \$10,000, and that's going to be the money for the boat's down payment. You will attract the opportunities. You'll attract information. All of a sudden, you'll be at a cocktail party. Have you ever been at a cocktail party, Chris, and you're standing there and you're talking, and across the room someone says, "Chris Attwood."

There's a huge din of noise and you hear, "Chris Attwood" because it goes through your filter. Chris Attwood is your name so it's important to you and it's relevant to you. You're sitting there talking to somebody, and all of a sudden you hear, 'used yacht' or 'Hawaiian yacht trip'. You're going to start perceiving these things that were always there, but they're going to start jumping out at you.

People will hand you magazines and books, and you'll open a newspaper right to the page where the information you need is. You'll walk into a bookstore, and the book you need to read will just jump out at you. It only happens when you're focused on that which you want. You have to take the action. Then you have to stay in action. I like what Tony Robbins says.

He says, "If you want massive results, take massive action." Success leaves clues. There are all kinds of people who have owned boats before. There are all kinds of people who have started seminars and been successful. There are all kinds of people making millions of dollars doing Internet marketing. They're running seminars. They're writing books. They're putting out franchise manuals, et cetera.

You're going to attract those things into your life. The last thing I would say about this time



Jack Canfield

**America's #1
Success Coach**



in history with the economy being what it is and people being worried is a principle I talk about in the book. It's called 'find a need and fill it'. Think about this. Here we are. We have an economic downturn. There are a lot of houses in foreclosure. I was reading USA Today on the plane a couple of weeks ago.

There was an article in there about a woman who had lost her job because of the economic downturn. She noticed that on her street about every third house had a foreclosure or mortgage sign on it. It was for sale. It was being foreclosed. She noticed that when the people left these houses they were mad because some of them had put a lot of money into these houses and lost all their equity; they were upset.

They didn't leave the houses in very good condition. They left all the trash in the house. They didn't clean it up the way you would if you sold it for \$100,000 profit. She called the banks and she said, "You have all these houses. They're really trashed. I would like to be your cleaning service that would go in and clean up the houses and make them spic and span so when you do go to sell them on auction or whatever, they're attractive."

She got all the banks' business in her town, and now she has 12 employees. She didn't look at what's wrong. She said, "What's the opportunity that this is? Where's the need I can fill? Let's go fill it."

CHRIS ATTWOOD: What I so appreciate about that is many people might not think of that as the Law of Attraction. Yet, what you're describing occurs to me as being the integration between the principles of attraction that you and other teachers of The Secret present along with being very practical and realistic, which has sometimes been the criticism of The Secret.

JACK CANFIELD: We've all heard the story. I'm sure you've heard it, too. Someone will come up to you and say, "I watched "The Secret" 60 times, and I'm still not a billionaire." I always say, "Stop watching "The Secret." Get off your butt and go do something! I always say that if you look at the word 'attraction' and if you write it down on paper, the last six letters in that word are action; that spells 'action'.

There's a clue right in the word. It's not just about sitting there visualizing and someone's going to knock on your door and give you tickets to the next set of Olympics up in Whistler, Canada for the Winter Olympics. You have to do something, like at least put in your bid for the tickets, tell people you're interested, something that says, "I'm serious about this. I'm taking action on it." That's the piece that's often missed.

When we get down to the taking action side, there are a lot of nuances and a lot of



Jack Canfield

**America's #1
Success Coach**



techniques that are really valuable to learn and know. I'm a very practical guy. I love esoteric principles, but they have to be made practical so you can use them.

CHRIS ATTWOOD: I want to go back to this aspect of dreaming for a minute. I know you recently released a program called Dream Big. I want to examine this a little bit from the perspective of the 'big' part. We've talked about dreaming and the value and importance of clarifying your vision, and then we've also talked about the current economic conditions. There's a lot of fear for many people.

You're talking about dreaming big, which can produce for many people even more fear. Two things: why is it important to dream big as opposed to just dreaming, and how does one overcome the fear that often is associated with that?

JACK CANFIELD: First of all, I only want people to dream as big as they really want. If your dream is to be in an Aframe out in the middle of the woods away from everybody, quiet, doing your painting, then that's great. If your dream is to have a world that works for everybody, to be a millionaire, or to house unhoused humanity like Millard Fuller who started Habitat for Humanity, I want people to dream as big as they want to dream.

The problem is that most people dream about one third as big. I want to transform education. I want everyone in school in America to be taking The Passion Test, to be doing self esteem exercises, to be learning how to meditate, to stress reduce, to set goals. Research shows that only 10% of Americans ever learn how to set a goal in public school.

We wonder why only 3% of Americans are rich. The reality is there's a high correlation there. That's not a small dream; that's a big dream. That's how I dream. Not everyone has that same level of dream. If you dream that you want to have a second home on a lake up in Michigan somewhere where you can take your family in the summer, then I want you to dream that.

General Wesley Clark used to head NATO, and he ran for the Democratic nomination for president one year. He was a very successful guy. He said, "If you're going to dream anyway, why not dream big?" It doesn't take any more time or effort to dream big than it takes to dream small. If you're going to dream for five minutes a day, why not dream everything you want rather than settling for what you think is possible?

Donald Trump said something like, "You're thinking all day anyway. Why not think big?" Certainly, he did. Richard Bach, who wrote Jonathan Livingston Seagull said, "You cannot have a dream without the capacity to make it come true." This means anything you can dream up, the fact that you can dream it, means you have the capacity to bring it into reality.



Jack Canfield

**America's #1
Success Coach**



You may have to develop a team.

You may need to learn new skills. You may need to enroll other people, raise funds, et cetera, but if you can dream it you can do it. I show a slide in my seminar of two spiders—see if you can visualize this—down at the end of a sliding board in a playground. They have a big spider web right across the bottom. If a kid were to slide down that board they would get caught in the web. One spider says to the other, “If we pull this off, we’re going to eat like kings.”

CHRIS ATTWOOD: That’s what most people feel. I want to actually come to this point. I think the reason perhaps that many people don’t allow themselves to dream big is because they think, “How can I ever pull this off? I don’t know how to make it happen. I don’t know what the steps are. I don’t even know where to begin.” How do you suggest people get over that?

JACK CANFIELD: Two things. I’ll give you a story, and I’ll give you a little more detail. I was down in Texas in Dallas. I was doing a morning talk show to promote one of my books. I was in the makeup room with a lady who was putting makeup on me. I asked her, as I ask everybody, “What’s your dream? What’s your dream in life? What would you love to accomplish?”

She said, “I’d love to own my own salon.” I follow it up with, “What are you doing to make that dream come true?” She said, “Nothing.” I said, “Why not?” She said, “I don’t know what you have to do to own your own salon.” I said, “Let me give you a really radical idea.” She said, “Okay! What is it?” I said, “Go find someone who owns a salon and ask them how they did it.” She said, “That’s really cool!”

To me, it’s so obvious. Anything you want to do, there’s already somebody who’s done it. A few times, like going to the moon or inventing the nuclear bomb, we hadn’t done before, but in general, if you want to lose weight, be a millionaire, end hunger in a county or reduce the crime rate in your city, somebody’s done it. There’s a group of people in Dallas, Texas right now who lowered the murder rate by 60% in one year.

They did it similar to the TM experiments where they had people go into Washington, DC and meditate on peace. In this situation they had people doing prayer from any spiritual tradition they want. They set up peace centers all around town to teach people who don’t know how to pray and meditate to do it. They’re doing it every week at the same time every day, and the crime rate has gone down. They’re now getting letters from mayors from all across America saying, “We want to set this up in our town.”



Jack Canfield

**America's #1
Success Coach**



If you don't know, go on the Internet. Type in almost anything, and you'll probably get a million different websites that are talking about it. Or, go find someone who's done it and ask them. Or, go to the bookstore; there are a million books. I remember a woman in a training seminar who came up during Q & A, and she said, "My son wets his bed. Do you have any advice on how I can stop him from wetting his bed?"

I said, "I don't. It's not something I'm an expert on. I bet you if you went to your bookstore, there are probably 10 or 15 books on it." She said, "Oh!" There are books out there. As Tony Robbins said, "Success leaves clues." You and I know someone has written a book about everything. The reality is that you just have to go and find out. Two killer phrases that kill us are: 'I can't' and 'I don't know how'.

I promise you that if you visualize the outcome you want—the business you want to start, the magazine you want to run, the book you want to write, or whatever it is—and keep visualizing the result, the 'how' will be attracted into your life. The trick is you have to act on it: go to the bookstore, go to the Internet, do some action that says, "I'm serious. I'm going to meet you halfway." The 'how' will show up.

It's like if you have a GPS—Global Positioning Satellite system—in your car. You don't need to know how to get from Santa Barbara to the Convention Center in LA. You just type in the address. The 'how' will show up on the map. All you have to do is drive the next mile or two until it says take a right on 101 South and get off on Exit 15, or whatever. Life is like that.

The universe, the quantum field, God source, energy, or whatever you want to call it will produce the 'how'. The 'how' will always show up just in time; never before you need it. If you trust that, life gets really easy.

CHRIS ATTWOOD: I love that. I think the key operable word here is 'trust'. Would you talk for a minute about the role that trust plays in one's ability to realize one's dreams. It seems like those who have been very successful also had to have a great deal of courage and trust. What role do those things play?

JACK CANFIELD: I think trust is critical. You and I know our friend, Stephen M.R. Covey, wrote a book called The Speed of Trust. There are a number of books on trust coming out right now because it is such an important topic. Trust is basically that you have to trust yourself. You have to trust people, humanity. You have to trust your own ability to discern between who's trustworthy or not, because not everybody is trustworthy.

Some people lie to you. Some people will cheat. Trust your own sense of discernment. If you don't naturally trust somebody, then honor that. If you never trust anybody, then you're



Jack Canfield

**America's #1
Success Coach**



also wrong because there are a lot of people who are trustworthy. Then you have to trust God. Trust that the universe source, infinite intelligence, or whatever you want to call that, is a beneficent universe.

Everything that happens is lined up for your benefit, whether it's a lesson you need to learn or a quality you need to develop because an obstacle was placed in your way. Maybe you're learning about self reliance or learning about your own strength and power because you can't overcome these obstacles. There will be those kinds of things along the way, too.

I believe that the true payoff of success is not the goodies you get. I love the goodies: I have a big house near the ocean, wonderful climate, cars, first class air travel, and all the good stuff one would want. However, if all that were taken away, what I still have is who I became in order to get all that stuff. I had to learn how to meditate and pray. I had to learn how to trust my intuition, which is another thing you need to learn to trust: your own inner guidance.

I learned so many things along the way: how to be on a television show and how to edit a book. No matter what's taken away from me I still have that. I say the ultimate goal is the mastery, not the stuff. We want to become a master. In the path to mastery, sometimes you're going to get lessons that will test you and force you to grow to a higher level. It may not look like, "Oh, I'm successful!"

The fact is you are becoming more successful at being able to master anything in the universe. Right now, I'll have an intention and within weeks they manifest. I'm not like Sai Baba in India who can manifest a ring to fit your finger one minute after you walk up. I'm not there yet. Can I manifest a ring to fit your finger? Yes. It would probably take me five hours at the jewelry store to do that.

I can manifest a support group. I can manifest people to help me with a book. I can manifest 600 people showing up at my workshop in New Jersey last weekend when most people are saying they're lucky to get 100 people to come out to a seminar.

CHRIS ATTWOOD: Wonderful. I've had the good fortune to see this program that you've put together to help and support people in living the Law of Attraction and the principles you've been talking with us tonight. Will you talk to us a little bit about what went into it? It's absolutely gorgeous, I might say, Jack. What are the components of this package, and how will it help people to begin to manifest and live their dreams?

JACK CANFIELD: The Dream Big program came out of two things. One, after the movie "The Secret" came out and after the book came out, a lot of the best stuff ended up on the editor's cutting room floor. I think there was a consensus among some of the teachers that



Jack Canfield

**America's #1
Success Coach**



some things they stressed weren't stressed by the editor. I think one of those things was action, the importance of being aligned with people's highest good and being of service.

I find that when I'm of service, when my visions and goals are there to serve others, it seems like the manifestations occur more quickly. There are things we've been learning along the way. There are affirmations, but how do you frame them so they actually work? There is visualization, and let me give you an example. One of the things we learned through some research that comes out of NASA.

It takes, and this is the kicker, an uninterrupted 30 days in a row of a new habit—like visualization, affirmations, doing your ideal vision, flossing your teeth, or whatever it may be. They did an experiment at NASA where they had 10 astronauts wear convex lens goggles for 30 days. They had to wear them 24 hours a day. They make your world appear upside down.

When your world appears upside down, if you were going to shake my hand it would look like I was hanging out of the ceiling. You'd be reaching up instead of down, and it would be very disconcerting. They did this to see if these astronauts could handle the disorientation they would experience in outer space when there's no gravity. They'd be floating around upside down.

The ones who became hostile, couldn't sleep, became irritable, lost their appetite or whatever, were people who would, perhaps, get drummed out of the program. Twenty six days into the program the first astronaut's brain turned the image right side up even though he still had the convex lens goggles on. Over the next four days, all 30 astronauts' brains flipped the image right side up again.

Even though the image was coming in upside down, the brain could flip it right side up so they could function more effectively in the world. What the neuroscientists posited from this was it takes 26 to 30 days without interruption. They took 10 astronauts in the second experiment, and had half of them take their goggles off on Day 15 and put them back on Day 17, so they were off for a day.

It took them another 26 to 30 days from Day 17; in other words, 26 to 30 more days. The neuroscientists said it takes 30 uninterrupted days in a row, nonstop, to change a neural pathway, to change a belief system or to build a new habit. Most people who are doing this work that comes out of "The Secret," or any work in the personal development world—whether it's meditation, exercise, eating better, et cetera—if you skip a day, like on Day 15, within a month your whole program's falling apart.



Jack Canfield

**America's #1
Success Coach**



You'll wonder why. The reason is you need those 30 days with that same habit happening at the same time in order to lock it in so now the new neural pathway is stronger than the old neural pathways. That'll allow you, then, to transform. The transformation isn't easy. It's work. That, plus the idea that everyone should have a vision board with all your pictures of things you want to manifest up with your affirmations on it. Have words like love, joy and prosperity up there.

We were looking at these vision boards most people were making, and they looked like ransom notes. Do you ever notice that people cut out words from magazines? They didn't look like the kind of thing that would end up on a CEO's desk or a middleclass person's dresser in their home. It wasn't very attractive. We thought: Could we create something that was more beautiful or more appropriate in those environments?

You mentioned this vision we call a vision book because it opens up and is the size of an Encyclopedia Britannica, tall and wide. When you open it up it has two inside panels. We provide you with all the words you'd ever need—'love', 'joy', 'abundance', 'prosperity', 'play', 'relationship', and so forth. They're on these burnt parchment kind of sticky back things you can put on there.

We also provide you with some blank ones such as words you want that we didn't come up with. There are lots of affirmations on there. I have one I'm looking at in my vision book, which is on my desk. It says, "My life is abundant in every way." I have another one: "I'm divinely guided and protected. I am successful," and so forth. Basically, this thing opens up; you can fold it and you can put it in your suitcase. You can take it with you on a trip.

You can take it from your office to your home and back again. You can fold it up and put it away if guests are coming and you don't want them to see it. Right now, most people's vision thing is on their wall or on their refrigerator, and there's no privacy to it if you wanted to have it be private. Not that it needs to be, but it could be. Alex Mandossian, who you know and who is a good friend of ours, has one for each of his children. They open it up every night before they go to bed.

They energize it by waving their hands over it; it energizes the thing. It's really cute. They look at each item, what they're going to be achieving in their life. They have the whole family involved in this process. It's great for your kids and great for you. I mentioned the 30 days. We have a 30day CD set where you have an exercise every day for 30 days that keeps you on track and in the vibrational space you want to be for the Law of Attraction to work.

There's a Gratitude Journal, because we all know that we need to be writing down what



Jack Canfield

**America's #1
Success Coach**



we're grateful for every day and stay in that level of vibrational match. If you gave me \$1 million right now I'd feel grateful. If I got the car of my dreams, I'd feel grateful. If someone said, "You have unlimited first class airfare the rest of your life for free," I'd be grateful. By being in a state of gratitude, you're in the greatest state you could be, other than appreciation.

Someone once said, "Gratitude is for things in the past. Appreciation is for things in the present." I thought that was an interesting little differentiation to make. Appreciation, love and joy are the three things we want to most be experiencing. We have a Gratitude Journal. We have the Jack Canfield's Key to Living the Law of Attraction book. I think there are 15 chapters in there on meditation, affirmation, visualization, and how to get clear about what you want.

A lot of times people aren't clear. We teach three processes. One is to walk through your home and write down everything that you're irritated with or you're tolerating. These could be things like that picture that never hangs straight, there's a crack in the wall, the garage door doesn't go down, there's a hole in the screen, or whatever it might be. The opposite of that is what you want. We talk about how to get that to happen.

We create a list of 101 things that you want to do, be, and have before you die. We look at your vision in the seven areas that I talked about earlier. Each of those chapters is very practical. How do you take the inspiration that was in "The Secret" and make it very practical on a day to day level? We also have a 90minute DVD of me talking about the Law of Attraction. I did a live event here in Santa Barbara and we filmed it. There's a Quick Start CD. There's a CD of the 90minute program you can listen to in your car.

There's a \$200 gift certificate for a free hour of coaching with one of our coaches. When you get the program, if there's something you're confused about or if there's something you want coaching on, you can get coaching. For a whole 30 days after you purchase it, you can call our Help Line and talk to a coach as often as you want. Call every day, if you'd like, and ask any question you have about that. That's a \$200 value. Just that alone is worth more than what most people end up paying for the whole package.

Also, the last thing we did is take four teachers from "The Secret"—John Assaraf, who's the guy with the vision board who got the house, if you remember the movie; Lisa Nichols, the African American woman, who's in the beginning and all throughout the film; Marci Shimoff, who's the editor of several Chicken Soup for the Soul books and also wrote Happy for No Reason, which was a New York Times bestseller; and Lee Brower, the guy who talks about the Gratitude Rock. We had them talk about what they thought was left out of "The Secret." You have four more Secret teachers giving you lots of value. It's quite a full program.



Jack Canfield

**America's #1
Success Coach**



CHRIS ATTWOOD: It is. What I so appreciate is this. I hate the words 'coming to the end of our time', but we've spent most of an hour talking about the principles. As I look at the package and have gone through it, it gives some very practical steps that we can take. I want to ask you one more question in general, Jack, then if you would, put the answer to this question in the context of how this package and the great thought you've put into it can help people overcome it.

What do you see as the biggest thing, the biggest single thing, that stops most people from enjoying the success they'd like to have from achieving or fulfilling the dreams we all have in our lives, and then, how can using a package like the Dream Big collection help us overcome that?

JACK CANFIELD: For me, there's never one answer to 'What is the one thing you need to do?' or 'What is the one thing that is stopping everybody?' People are all different, and we all have different experiences and different blocks. I'll just mention a couple really quickly. Number one, many people are not in touch with their purpose. We talked about that at great length.

In the Dream Big program we have an exercise on how to clarify your purpose. Another thing is that people don't have clear goals. Many of their goals are 'shoulds'. We did research on this where we asked people to write down and send us, "What are the goals you've been putting down every year, the same goal, but you never seem to achieve it?" Maybe it's to lose that 20 pounds, stop smoking, double your income, or whatever it might be.

We found that as we interviewed these people about it, these were things they thought they didn't want to do. I had a friend who said recently, "You know the truth is I'd rather drink wine than be thin. I'm just going to acknowledge that in my life." He's probably 15 pounds overweight, and he said, "If I live a few years less that's okay, but the quality of life for me is going to be better."

Other people would say, "Wine's bad for you. It rots your brain cells." Other people would say, "There are all those good resveratrols in there that come from the red wine." We could argue about that forever, but the point is that your goals need to be things that you really want. These are things coming from your heart, and they're aligned with your purpose. They're not things you think you should do because your parents or someone else wants you to or because you'll look good in society, or whatever it might be.

In the Dream Big system we really help you get clear about what it is you really want. Another thing is people have limiting beliefs. They just don't realize there are so many



Jack Canfield

**America's #1
Success Coach**



limiting beliefs running their lives. I was working with someone last night. A friend of mine came over, and we were looking at a decision he'd made when he was seven years old that he was never going to feel the shame he felt when his mother was abused in church.

I think she was attacked by the ministers for being a sinner or something. He didn't trust women. He didn't trust religion. He had thrown the baby out with the bathwater. He didn't even remember he'd made that decision until we did a little hypnotic age regression technique with him. There are these limiting beliefs. We talk about what some of the main limiting beliefs are and how to overcome those.

The other thing you brought up earlier was fear. We talk about how we're self creating our fear. All fear is self created by imagining something bad that hasn't happened yet. If we're the one imaging it, we can unimage it and imagine something positive. We talk about that. The last thing is getting into action. We have a lot of things in terms of the program that really get you into action and keep you in action.

They teach you how to have an accountability partner, how to stay motivated every day, and how to preserve in the face of resistance. Those are just some of the things the program does that overcome what tends to stop people the most.

CHRIS ATTWOOD: Wonderful. Thank you for that. For those of you who are listening, you can read all the details and get a copy of the Dream Big collection by going to www.HealthyWealthynWise.com/DreamBig. As we come to the end of our time together, Jack, would share with everyone some practical things, maybe two or three practical things, they can start doing in the coming week to begin putting into practice some of the principles you've been talking about tonight?

JACK CANFIELD: One thing I teach every day is to do something called the Morning Intention exercise. If you're not meditating, for God's sake, find some form of meditation and learn how to do it. After your meditation, as you're coming out, take a few moments and visualize your vision. In other words, all the things you say you want in your life—the car, the home, the job, the health, the relationship, or whatever it might be—and feel the feelings you'd feel if you had that.

Everyone says this and it's not news, but my experience is that most people are not doing this. You want to do this every single day, again, for 30 days without interruption just to lay the foundation. Then you reinforce that by doing it consistently beyond that. Maybe five days a week is enough at that point. The first 30 days have to be uninterrupted.

The other tool that I found really valuable lately is the Evening Review. That is, at the end of



Jack Canfield

**America's #1
Success Coach**



the day you simply close your eyes and you say to your unconscious—or you can call it God or you can call it whatever you want—“Show me places today where I could have been more on purpose, I could have been more aligned with my passions, or I could have been more loving,” or whatever you’re working on in your life.

You’re going to get some images and memories. Some things will show up. When that happens, don’t feel bad. As we talked about earlier, you’re doing the best you can with the awareness, skills and information you have at the time. Then replay that event the way you wish you would have done it had you been conscious and present. That lays down a blueprint in your unconscious mind.

The next time you’re confronted with that kind of a situation—the long line at the bank, someone honking at you on the freeway, people saying negative or critical things about you, or whatever it might be—you’ll have the response you want to have. You’ll be coming from intention rather than from reaction. The last thing is this. Every day do five specific action steps that take you toward your dream.

Whether it’s working on one major goal or spreading that out over several goals, do five actions every day. You can take your holy day off, whether that’s Saturday or Sunday, whatever it is for you. However, for the rest of the week do five things. Don’t go to bed until you’ve done five specific action steps toward your goals.

CHRIS ATTWOOD: Fabulous. Thank you for that. We want to turn it around just for a moment, if we can, because at Healthy Wealthy nWise we do believe strongly in the power of intention. As long as we’re all together here, would you share with us your current, most important project and what intention you’d like us and our listeners to hold for you?

JACK CANFIELD: Sure. One of the things I’m very deeply committed to is teaching other people how to teach this stuff. There are very few universities or colleges you can go to and study transformational leadership or transformational experiential training. About the only place you can learn it is if you take a Landmark Training and you can learn how to do a Landmark Training. I want to do two things.

One is that we’re starting a Train the Trainer program this year. We’re going to limit it to 100 people. We already have 25 people who have enrolled. It’s going to be by application only, so they’re not in yet; they’re just applying. We’re going to start in October. We’re going to do a weeklong training, and then we’re going to follow it up with two three day trainings, one in March and one in May of 2010.

We’re going to do a monthly call where people can ask me questions, so they can stay



Jack Canfield

**America's #1
Success Coach**



effective if they have problems or challenges. Also, I'll bring in experts. Maybe I'll bring in you or Janet to teach The Passion Test, or I could bring in Stewart Emery to talk about ethical self esteem or success in the work place, or someone else to talk about a meditation technique. The trainers will be learning new technology that they can apply in their training.

I really feel that we need to have more people doing experiential, transformational, uplifting, spiritually aligned without being religiously dogmatic and also practical training. Out of that, I ultimately want to create a community, like we have the Transformational Leadership Council of about 120 of the people who own the transformational training companies.

There are thousands of people who are trainers, coaches, facilitators or change agents who want to be in community. I want to create a group. The number that keeps coming to my mind is 700. This would be a community of 700 people who would get together a couple of times a year to support each other. This would be a greater critical mass of people dedicated to transformation and helping each other

It could be everything from, "Here's a new exercise I've found," to "Here's a great song to play," to "Here's a great visualization," to the larger global issues that are required with that. That's my next big thing I want to bring into manifestation.

CHRIS ATTWOOD: Wonderful. It's our great pleasure and honor to hold that intention for you, that it be a massive success and that you attract those people who will be the perfect vehicles to help you build it to fulfill that vision.

JACK CANFIELD: Thank you very much.

CHRIS ATTWOOD: What single idea would you like to leave our listeners with tonight before we close?

JACK CANFIELD: What comes to me at this moment in time—and you never know what the most important thing is to leave anyone with—is that if you want to be more successful, since we've been talking about success, you have to study success. People are out there learning how to be a better lawyer, learning how to be a better practitioner of some kind, or they're learning how to be a better artist, but they're not studying the underlying infrastructure of what it means to be successful.

We talked about it not being taught in school. I would ask everybody listening to commit the next two to three years of your life to studying success so you understand all the principles and how they work. Then you can live the rest of your life applying those principles. Become a master, and it takes about two to three years to master anything. It takes about two to



Jack Canfield

**America's #1
Success Coach**



three years to get a black belt in karate if you really go at it full time.

The same would be true with mastering success. Spend an hour a day reading, meditating, and doing some personal practices—and if on the weekends you have a little more time, maybe two hours a day reading and practicing—and really develop a personal practice for yourself so you're constantly taking your consciousness, your awareness, your skills, your understanding, your theoretical understanding, your knowledge and your insights to the next level.

If everyone would do that, the payoff would be phenomenal. We now know from research that's been done that one hour of inner work and studying of this kind of stuff is worth seven hours of labor in the world to get the same results you want. It's not that you don't have to do effort in the world, but it becomes much more effortless when you focus on understanding and applying these principles and universal laws.

CHRIS ATTWOOD: Great. I like the idea of spending one hour rather than seven.

JACK CANFIELD: Yes, it's much more efficient, isn't it?

CHRIS ATTWOOD: Definitely. Jack, thank you so much. I'm so glad we got to spend this time together. Janet, I'll turn it back over to you now.

JANET ATTWOOD: Thank you, Chris. Jack, I love my Dream Big collection. I've been in India. I came home and I felt like I got one of the best Christmas presents ever. I can't wait to read the books and put together my board. Thank you.

JACK CANFIELD: You're very welcome.

JANET ATTWOOD: Thank you so much for being with us today. It is so clear why you are so loved all over the world for all the love you give everyone. What you gave us tonight, the knowledge, everything's so practical. Thank you.

JACK CANFIELD: You're very welcome.

JANET ATTWOOD: For our listeners, we look forward to being with you again in two weeks. Remember, you can listen to each Healthy Wealthy nWise cover story interviews by registering at www.HealthyWealthynWise.com/interview. Until then, thank you for your commitment to discovering your own passions and giving your unique gifts to the world. Goodnight, everyone.