

Manifestations Weekend Audio 4– May 2006

By Joe Vitale

Joe: Good Morning!

All: Good Morning!

Joe: [Laughing] I just have to [inaudible].

Male: [Inaudible]

Joe: Yeah, who are we missing? Rita! Anybody know? Is she checking out?

Male: [Inaudible]...check out time.

Joe: Okay. I won't say anything IMPORTANT until she's here.

All: [Laughing]

Male: [Inaudible]

Joe: Oh! Speaking of checking out, I learned that you DO need to check out by eleven and so, Nerissa, we need to check out by eleven, too. So, we'll take a break at 10:45 or something like that to give ourselves enough time to rush over there, if you've not already done it, and check out and take care of that. Then, we'll come back and keep it going here. Then we break at noon for lunch until 1:30 as people come back and then we go until four o'clock.

Of course, I have two speakers this morning, but I wanted to just see how things are going. I know from what I heard last night, that the energy is STILL just OFF the CHARTS and I KNOW from THIS MORNING that the ENERGY is STILL OFF THE CHARTS!!

All: [Laughing]

Joe: The buzz, the conversation, the DEPTH of the conversation, the questions that you are asking, the passion, the excitement that you are showing...it's just SPINE TINGLING to ME! I AM IN AWE!! I AM SO GRATEFUL that YOU HAVE COME!! SO GRATEFUL for ME personally. I mean, the cells in my body are just VIBRATING just being in this WHOLE atmosphere.

So I can IMAGINE just what all of you are feeling. As I look around, your eyes look BRIGHT and you're smiling BIG and you're just showing that you're PLUGGED IN. You're TURNED ON. You're EXCITED, VERY EXCITED!!

Does anybody have anything that you want to SHARE this morning before I introduce one of your two surprise speakers? You do?

Female: I THINK I'm REALLY EXCITED!

Joe: What's your name?

All: [Laughing]

Male: [Inaudible]...or something like that.

Joe: Alright. Somebody else? Yes.

Speaker: Anyway, it'll be interesting to meet Dr. Len after this. I don't know how much of his CLEARING of the list, in the room, (before the meeting) had to do with it, but it seems like there was all this social veneer, that's out there in life, has been gone from this group, this whole weekend.

Joe: I've noticed that, too. [Inaudible]

Speaker: It's like, FEELING like we could REALLY CONNECT at a DEEP LEVEL and create life-long friendships out of this.

Joe: Well, if I brought Dr. Len, here, to Austin, would you be interested in meeting him?

All: [Laughing]

Joe: Now...is that a 'Yes'?

All: [Laughing, clapping, and lots of talking]

Female: We weren't quite sure you were going to go MEET Dr. Len.

All: [Laughing]

Joe: Alright.

Male: The cleaning has helped to clear it.

Female: I just want to share THIS MORNING when I woke up early, I woke up a couple of times during the night and the mantra in my head was, “I love you,” which I thought was cool.

I woke up and I could see the lake and it was still dark and I just smiled, and thought, “This is a nice place to be. I love you,” and I went back to sleep. But when I woke up, I think it was probably six-thirty or seven because my Labradors, who are here, were energetically saying, “Mom, time to get up.”

I kind of sat up and I felt very...fuzzy isn't the right word, but like I had just come back into my body. The best way that I could describe it is that my CELLS are REORGANIZING.

Joe: [Inaudible] ...is something that we learned about, something we learned about from Dr. Len that cells reorganize. He compared it to rewiring or something is restructuring it. I forget the word that they used. WOW!! That's [whistle]...THAT'S worth coming, isn't it?? Wow!! Somebody else: comment, feedback, question?

In your manual, and you know, I would REALLY LIKE it if somebody would at least LOOK at my manual.

All: [Laughter]

Female: Dr. Len...[inaudible]...about it.

All: [Laughing]

Joe: I KNOW it's really unnecessary, but I would feel SO MUCH BETTER if somebody would at LEAST LOOK at it.

Audience: [Laughing]

Female: I saw the color exercise.

Joe: The COLOR exercise, which is REALLY interesting. I really LIKE that one. I don't know what page it's on, but I want to point out that on page eleven, there is this question that you don't need to answer, not out loud, but it's worth looking at for a second.

On the bottom of page eleven, it says, **"If money weren't a concern, health and happiness were a GIVEN, and you had NOTHING to prove to yourself or anyone else, AND you KNEW you would not fail, WHAT WOULD YOU DO?"**

Now, that question came, I believe, from inspiration. I felt like I was throwing this together out of survival, because I felt like I needed to put some sort of manual together. But as I was DOING it, this AFTER THOUGHT came. Put a little block in here, put this question in here and the question came with all of these clauses, trying to cover EVERYTHING that MIGHT be an objection on YOUR PART, in order to what would be the conclusion and INSPIRED statement, an INSPIRED ANSWER. I think that that's worth looking at.

You don't need to answer that OUTLOUD, but I think some of you are already CHEWING on some ideas. I know SOME of you SHARED that you've gotten some DIVINE INSPIRATIONS, that you are EXCITED about.... Yeah, I see one head nodding over there.

You are VERY EXCITED about pursuing this. I know SOME of you are EXPECTING something FANTASTIC within the next seven days!

Female: YES!! YES!!! YES!!!

All: [Loud laughing!]

Joe: NO NEED TO BE QUIET!!

All: [Loud laughing!]

Joe: Talk about RAISING the ROOF!!

Male: I don't thing you could hear a tear drop.

All: [Laughing]

Joe: [Chuckling]You're bringing the group DOWN!

All: [Laughing and inaudible comments]

Joe: THIS is SO exciting! So exciting for me to observe, so exciting for me to BE here, and, again, there's an ENERGY in this place ITSELF. I don't know if it was here before we got here. I don't know if it was here because of Dr. Len's CLEANING. I don't know the nature of it, if we just all come together and there's a SYNERGY that's making it come ALIVE. I don't KNOW, but I AM AMAZINGLY GRATEFUL for it! I am grateful for ALL of you. Thank you. Thanks. Thank you. Thank you. A GREAT question!

A couple of other comments before I introduce the FIRST GUEST speaker here who is going to DAZZLE YOU as well as ME with what he's going

to talk about! I have some EXTRA books, extra t-shirts, all on that bench over there. You are WELCOME to have it. You already HAVE all of the material there, but if you would like to GIVE it to SOMEBODY ELSE as a GIFT...it's a gift from me to you, for you to pass onto WHOEVER. So, go ahead and have a little free-for-all a little LATER.

Again, we'll break -- as a reminder to our next speaker -- we will break at 10:45, long enough [chuckling] for a FEW people to get over, check out, and then RUSH back. So, if we can have a break at 10:45, just long enough to do that? Okay. So the guest speaker did not give me an introduction to say, unless he's going to tell me what it is now.

Craig: No, this is a seat-of-the-pants type situation.

Joe: Well, isn't ALL of this a seat-of-the-pants type situation?! How many of you already know Craig? Craig Perrine?

Audience: [Inaudible]

Joe: Yeah. Some of you already know who he is. He's already got his own NAME and his own following on the internet. He is a DEAR friend. His wife is Aimee, sitting back there, talking to Pat. I know his ENTIRE family. I actually performed MAGIC for their one son and all of the

neighbors one day. It's the only CHILDRENS Magic Show that I've even done, but I did it for them. So that was a historic moment! We became...NOW we are deep, best friends. I love the guy. I love his entire family.

When he first came to me, it was because he was INTERVIEWING ME for a Teleseminar he was doing for Nitro Marketing. It turned out to be a breakthrough. In fact, I think it's called the "Breakthrough Interview." He had come to the house. We've become fast friends and now, I also rely on him for a lot of bouncing off of ideas! He's one of the FEW people that's on the same WAVE LENGTH in terms of MARKETING AND SPIRITUALITY!!

While Craig can stand up and talk on his own ALL DAY LONG, literally...

Several: [Laughing]

Joe: [Chuckling] ...about marketing, about list building, about building relationships with EMAIL, he ALSO KNOWS the BEHIND THE SCENES ENERGY LEVEL that we've been coming from and that we've been ADDRESSING.

He ALSO KNOWS that if you don't handle the beliefs, that you could sabotage yourself. That if you don't pay attention to the passion that propels you to go forward, that you may not get the RESULTS that you want.

That, actually, in the REALITY that I am coming from, the email, the list building, the marketing, ALL of that is nowhere NEAR AS IMPORTANT as WHERE YOU ARE COMING FROM when you implement ALL of that. CRAIG KNOWS ABOUT THAT! One of the few people that he and I can have THAT kind of a conversation and we DID yesterday at lunch, yesterday evening.... That's the kind of caliber of conversation we are having. So, what I'd like to do is to INVITE Craig to come up and to SPEAK about all of this. Give him a warm....

All: [Clapping]

Craig: Here.

All: [Clapping]

Craig: Let's keep the clapping going, because I THINK that Joe really needs to hear it! Because, THIS IS AMAZING!

All: [Clapping]

Craig: Well, many of you DO know that I speak on email marketing and list building most of the time. THIS was an interesting THING to do - this event and to know that I am probably going to be speaking on something completely different AND on top of that to not know exactly what I was going to say! I wanted to stick with the SPIRIT of the event. So, this is all I have. There's no Power Point.

Audience: [Some chuckling]

Craig: I thought I'd tell you a little bit about MYSELF, because I think that I have lived a life that IS a series of UNLIKELY events thrown together. A LOT of it HAS had to do with MANIFESTING things. I went through some very DARK times, especially as a teenager where I seemed to do a manifestation in the reverse, or at least the reverse of what I WANTED.

How many people here are ENTREPRENEURS or WOULD LIKE TO BE? Okay. I think that's unanimous, alright. That's basically been my LIFE. I've been an entrepreneur since the age of sixteen in one way or the other. I've supported myself since the age of twenty-two or twenty-three with the information products, except for a few dark years when I joined

the “dot com” frenzy for awhile. Anybody here participate in the “dot com” thing? [Laughing]

Audience: [Laughing]

Craig: We ALL hang our heads. [Laughing]

All: [Laughing]

Craig: So, I’ve learned a few things about HOW I’ve lived my life. I think that’s ONE of the reasons that Joe and I have become friends, because as I said, we DO relate to this OTHER area of SPIRITUALITY and how things REALLY work. I think that MOST of the successful folks that I’ve met in marketing, that’s why I know some of the names that you recognized. You know, privately MOST WILL ADMIT some FORM of belief system like what we are talking about here today. They may have different labels, they may say, “By the blessings from God,” or something like that. They’ll have their own language for this OTHER POWER that we are talking about.

Sometimes they’ll be very RESERVED about saying anything from stage about what they REALLY BELIEVE. But, what does that leave YOU with, when you are learning HOW TO information about marketing, for

example? If nobody talks about this WHOLE OTHER thing that REALLY IS A part of our process, but we don't talk about it, right?

I'm just one of those same people. I don't talk a lot about this on my blog, which is an average marketer. I talk about marketing and some family / social issues, but not so much about the white board. I've never mentioned that, which is fairly new for me. But I INTUITIVELY, really GET IT and really, really LIKE IT.

So, what I want to talk about here today is how you can APPLY THIS TO YOUR BUSINESS. Would that be interesting to you?

Audience: Yeah.

Craig: Okay, because I REALLY LOVE the material and from a personal growth point of view, I think this IS the CUTTING EDGE of anything that I've ever heard in terms of GETTING CLEAR and GETTING to what you SHOULD be doing.

Why is my mind...? My MIND just starting SPINNING like, "Well how does that apply to your BUSINESS?" So, anybody would like to share kind of going around the room, kind of what you would like to do...what you would REALLY LOVE TO DO tomorrow, Monday, when you get

back in your office or your job, whatever you are doing. What would you really LOVE TO DO, based on what you've experienced here this weekend? It may be DIFFERENT from what you are doing right now! That's kind of ESPECIALLY what I'd like to hear...something that would be a stretch for you, something that would be REALLY different. Anybody want to share?

Speaker: [Inaudible]...I have this POSITIVE energy [inaudible].

Craig: Oh. [Chuckling] Say all that OVER again. [Laughing]

All: [Laughing]

Speaker: I've been trying to [inaudible], let alone experience it to people who don't KNOW me. I've been trying to think of the language, and I haven't figured it out yet, but I WILL. I know THAT, because I'm going to work at it.

Craig: That's GREAT! You know, that's actually something that I wanted to talk to you about. That's what I love about this format. I hadn't... That's about what one THINKS here is essentially what happens when you are around other people that DON'T necessarily GET what we've experienced here, right?

First time I went through that was when I was fifteen. I went to a camp called “Super Camp.” I met Tony Robbins, actually at the age of fifteen. I credit that experience about teaching me about, “Anything is possible.” I went back to my teenage friends, all drinking beer and throwing bottles down the stairs and all of that kind of stuff. They were like, “Right. What’s up with YOU? Did you hit your head over the weekend, pal? Smoke too many bong hits, right?”

So, that ISSUE of how do you bring this out to the real world, to your customers and YET YOU KNOW that you had to go through a weekend and perhaps a LONGER journey to get to where YOU are! You can’t just necessarily just DUMP that as a parcel on somebody and just say, “Here, open it! You’ll LOVE it!” They may need to have a bit more of a WARMING UP to these ideas, because it DOES fly in the face of everything that we’ve been TRADITIONALLY TAUGHT!

So, anybody else like to share, particularly, **what you’d LOVE to do Monday morning with your business, applying some of this that you’ve learned this weekend?** You don’t HAVE to share. I can certainly, you know... [Laughing] Okay, Jon. Be nice.

Jon: I’m ALWAYS nice.

Craig: [Laughing]

Jon: I'm actually going to STAY HERE for another day, so that's what I'm going to do with MY business on Monday morning, briefly. But on TUESDAY, one of the things that I've written down, NOT in the magic journal because we can't share any of that, but in the NON-magic journal that is still magical, to START RELEASING a few things personally, and I think the term is CLEANING what we've been using.

A couple of things that really came to the forefront -- in conversations that I've had with other people and listening to Joe yesterday -- and it's pretty MAJOR STUFF. So, it's more of a PERSONAL thing that will affect everything that I do business-wise. So, it's not so much as exactly WHAT I'm going to apply to my business. I know it's not exactly what you asked me, but STILL...it's PROFOUND for ME!

Craig: Well, that's important!

Jon: Yeah. Thank you.

Female: Mine's a little bit different, because I've done LOTS and LOTS of CLEARING. But the ONE THING that's interesting is that I need to go back and look at the things that I put together. I need to get in touch with

the Divine and what is that? You get to CHOOSE, but NOT decide?

There's a letting go and a trusting and a listening that I need to do.

Craig: Well, one of the things that I find fascinating is...and this is something that I am currently going through myself. You have certain GIFTS. Rita, we talked about this. You have certain strengths, let's say... that you are NATURALLY good at.

Now, how many people here would say that THAT IS what you are ALREADY doing -- primarily in your business -- that you are playing to your strengths... that *that* IS what you do, you are good at it, you LOVE it? How many people here can really SAY that?

That's good. So there ARE some folks here that would say, "Geez, if I COULD CHANGE a few things, I'd be happier with what I'm doing." So, the question is, **"What would be in the way of doing that? What would block you from taking this and applying it right to your business?"**

Write down any objections that you have, you don't need to share that in front of everybody, but whatever would be really FUN that you would absolutely LOVE to do for the rest of your current business on Monday morning. **WHAT is BLOCKING YOU from doing that? What objection pops to your mind? What could be a problem?** Just write it

down. [Silence] Anybody what to SHARE ONE? Okay. Did you go yet?
Okay.

Male: It popped out MUCH FASTER than I thought, “Trust my own wisdom.”
Because I have an idea, a whole business plan, all kinds of stuff and I’ve
been dancing around the edges of it. I could...if I just sat down and DOVE
IN, I could come up with a pretty thorough strategy listing the short-term
and long-term tactics and everything, if I just TRUSTED MYSELF that I
already HAVE ALL THAT I NEED. I don’t have to consult fifty
marketing books. I can do it, right now, on my OWN. That’s all.

All: [Clapping]

Craig: Excellent! Alright, thank you. Thank you. That is SO TRUE with
marketing. Joe and I were talking about this. In teaching “HOW TO” for
marketing. I think one of the side effects of that is that people get very
focused on, “Well, I don’t know HOW to do THIS step yet, so I can’t do
anything yet.” Whereas, point in fact, what we are learning here, this
weekend, is that you probably already have ABSORBED...well, we’ll talk
a little bit about that later. Oh, I’ll just say it right now.

The thing that I found, especially in information publishing, when you are
creating information to TEACH somebody about something, positioning

yourself as an expert, one of the BIGGEST things and Joe, we talked about this when we first interviewed together...People think that they ARE their conscious mind. They think that their capabilities ARE what they are consciously AWARE of. So, you are an expert, as far as you are willing to think consciously what you can identify the reasons why you are an expert.

But the fact is, that when you go to CREATE something and we were talking about this, like when you go to write like fiction or your copy or whatever you are doing, just the SUM TOTAL of your ENTIRE BEING and the Divine comes into play. So, you never really know what you are going to get until you actually DO it.

So, that...this is a BIG ISSUE for some folks who create information and this is a BIG PART of the internet and is kind of WHERE we are GOING. So, it's a BIG ISSUE that your inventory, that your business is highly dependent on, this ability to draw out what you REALLY KNOW and get it.

I will say, from the first thing that I took from Dr. Len's dinner, was let's say that I'm in the business to teach people how to do email marketing, right? If someone out there is struggling in their business, perhaps, even on the edge of FAILING, because they don't know how to work with their email list and actually get revenue. Aren't I kind of responsible for THEM

to KNOW it if I know it, right? [Pause] So, I'm with you. Tell me what you were going to tell me.

Female: It ducktails with TRUSTING, that it...TAKE ACTION. I've been lollygagging and I need to...one thing I am taking away from this is I need to take MASSIVE ACTION and to TRUST that the Universe WILL PROVIDE all of the HOWS.

Craig: One of the things about what you call "lollygagging" is "procrastination." Would that be another word for that?

Female: [Inaudible]

Craig: It's a twin? Okay. One of the things that I find that this has been true for me and it's been true for some of my coaching clients, that wanting to get...and this may actually be what you are talking about, too...is that wanting everything to be perfect before you make that next step is INCREDIBLY LIMITING, because.... How many people here are perfect and willing to admit it? [Laughter]

All: [Laughing]

Craig: Thank you, Pat. Thank you. I appreciate that. Good share, good share.

But, one of the things that I love about marketing when someone says, “Hey, this product is good for this, but don’t get it if you want that, because it’s not really meant for that,” and then they’ll reveal some sort of flaw about the product.

Then you say, “Wow! I can identify with that, because the OTHER ads that say our stuff is perfect, you KNOW it’s not true, because our existence has the positive and the negative in it.” There IS NO SUCH THING AS PERFECT!!

So, when someone either waits for something to BE perfect before taking action OR holds themselves OUT to be perfect, don’t you just automatically distrust the author or the person, even if it’s not conscious? You certainly don’t automatically GRAVITATE to that person and say, “Wow! I want to be just like them, they are PERFECT!” I mean, even Superman has Kryptonite, right? And...Joe! What was the first thing that you said?

All: [Laughing]

Craig: [Laughing] What was the first thing that you said, though? Right? He said about the manuals, that he created it, really, just because it was kind of

hedgy. But isn't that like kind of sort of like revealing that he didn't walk up here like, "I'm the guy and if you don't listen to me, you are a fool!"

There are some people....

Audience: [Laughing]

Craig: Well, he said that to me PRIVATELY, but....

Audience: [Laughing]

Craig: [Laughing] But that's the thing, if you wait for everything to be perfect, then you literally will NEVER do anything, because it's not possible. It's really COOL. Perfectionism is something that I'm on a personal mission to eradicate because...

I sent out an ebook once, and this will happen... Someone said, "There's a paragraph that doesn't really make sense. There are a couple of typos on the third page." I thought, right. So what? I'll fix that, but THAT person's approach to life tells me A LOT! Where they are looking for the flaws....

I KNOW that if they wrote a book, that they would not send it out, because they'd be worried about that typos that they overlooked. That sort of thing is really what REALLY holds people back when they go back Monday

morning. They are sitting in front of their usual environment. The environment of the workshop is in the past then. They've got to figure out how to try to STAY in that state, where anything is possible or it could go to the zero state or even be a witness to what you're doing, often goes RIGHT out the window.

It happens to me all of the time, where I DON'T act out of my highest capabilities, I revert to some earlier behavior! Any body here relate to that? [Pause] Alright, so he's not alone. Okay.

Anybody here facing a TOUGH choice, between taking off in a new direction, publishing a new product, DIFFERENT from than you are doing now? Is anybody here struggling with what to do?

Here's something that when I remember it, it's very helpful to me. It's a FEELING based process, so I think you'll ALL relate to it, given with what we've been talking about. When I'm faced with a decision that I intellectually can't quite just make a black or white decision, what I somehow picked up to do is to REALLY FEEL each decision as if I had just made it.

Should I go to get a Ph.D. or should I not go to get a Ph.D.? I struggled with that at one point. I decided NOT to. I just decided, "What would it

feel like, now that I've decided NOT to get a Ph.D.? How do I FEEL?"

Okay, I've decided to push on and get one anyway. How do I FEEL?

The FACT is, that I've found that to be a REALLY RELIABLE WAY to show me what to pick, when the intellectual part isn't working. When the facts don't.... when it's really an emotionally TOUGH issue for you to DECIDE, sometimes the BIGGEST decisions are like this. I just put it in the FUTURE as if I had ALREADY MADE that decision and see how it feels. VERY OFTEN I will feel pretty uncomfortable with ONE of them and NOT in a, "Hey, I need to try this kind of way, but like YOU. That's not good. That doesn't feel right." Then, I know what to do.

I also REALLY relate to Joe's Mission in terms of "if you are scared of it, you're going to have to DO it." I don't know where I picked that up -- it may have even been from Joe. But again, when I remembered to DO it, it's a very powerful thing.

So, one of the things that I also want to encourage you to look at is, let's say that you are lollygagging or you're worried about the outline of things and you're not sure that you can trust yourself and all this other sort of things. It's REAL tempting to kind of beat up on yourself for that.

Anybody here do that? Talk trash to yourself and be your worst own enemy, that kind of thing?

Entrepreneurs ALL do that, I've found, pretty much, I think PEOPLE do that. So, the question is, "WHAT ARE YOUR, what I call your, DEFAULT SETTINGS?" You have certain things about you right now that are just kind of how you've always been or they were because of your early conditions.

Let's say you were born in a desert. I'll make this really simple. Wouldn't you believe, sort of, that water was SCARCE? So, maybe even forty years later, you might ALWAYS be obsessed with WATER, right?

Look at some of your obsessions. Look at some of your fears. I REALLY like Joe's approach to simply NOT trying to overanalyze them to figure out WHY down to the last detail or blame anybody for what they are. But I DO THINK IT'S IMPORTANT TO BE AWARE OF WHAT THEY ARE.

So, what you can do is...I would write this down. **Whatever you're CURRENT OBSTACLE IS, your block that you just wrote down, I want you to take a QUICK LOOK at where that might be coming from.** It's probably NOT a temporary thing. It's probably one of your...kind of your default settings, kind of HOW you go about things if

you're lollygagging for example. Not to pick on you, but, if that's what you're DOING, it's probably NOT the FIRST TIME that you've done that.

I REALLY wished I could attribute this to whoever taught it to me, but whenever you hear yourself saying, "RIGHT NOW," you are probably lying to yourself. Like, "I am blocked right now by this because...." It seems like it's a TEMPORARY thing, but the problem is that it's probably something that you need to actually BREAKTHROUGH. That it's NOT a TEMPORARY thing! It's NOT a situation that's going to go AWAY, it's actually a PATTERN of yours and it WILL REPEAT!

So, let's take NEEDING OTHER PEOPLE'S VALIDATION BEFORE YOU TAKE ACTION. Okay? That's what HE was talking about. Well, you could say, right now for this project I need other people's validation before I can move forward. But, it's probably something that has been present in every project that you've ever done. Anybody see any patterns like that in their lives?

Well, the NEAT thing about those patterns is that...I call them your "Default Settings." It's kind of what you STARTED WITH. They are UNAVOIDABLE, so there's no NEED to kick your self or blame or anything like that. It's just how it is! Nobody's perfect. Neither were your parents or your school, playground, and all that sort of thing -- you just

were dropped in the environment that you were and that's where you got most of your beliefs and your attitudes from.

All you've REALLY got to DO is to become AWARE of them! Then, acknowledge them and do the exercise that we are talking about here is the BEST thing that I've ever seen for what to do next. Alright?

But, you can REVERSE ENGINEER IT YOURSELF, from whatever your current problem or block is, back to wherever it came from. Then, once you are AWARE of it, you say, "Well, geesh, I grew up in the desert, THAT'S why I think water is scarce." Of course, you substitute lemons for water, right?

Say you grew up in a broke household, you might think money is scarce! Right? Or, maybe there's a lot of TURBULENCE in your life, so you're afraid of security. Maybe you had a very CRITICAL person in your life, so you STALLED before taking action, because you're really afraid of the smack down of telling you that you did it all wrong, right?

THESE are the things in MY experience that really keep people from LAUNCHING that next project, from sending out that email to promote something. This is HOW it affects your business, because these are the

inner type games that are going on in your HEAD, when you are facing that next step that you might be afraid to take.

One of the things.... I mean I certainly never had any formal training on this stuff. I just think that one of the things that I picked up from my FATHER that has allowed me to charge ahead and do crazy things is that he DEMONSTRATED that, "It'll work out." You can take that jump and, "It'll work out." I don't know. There've just been a ton of different variations on how he DEMONSTRATED that.

I've used that to my detriment at times, BUT the POINT is that there is another way of looking at things -- that they WON'T work out, that life sucks! That, "I am a martyr." That's ANOTHER setting. That is really debilitating, because it will prevent you from doing ANYTHING, right?

So just take a look at things -- at how you approach things when you see things. Do you think, "This will work and just go for it?" or like with what we are talking about here, do you worry about the "how to" stuff and get bogged down? Yeah?

Person: It seems to be like a fundamental set of OPPOSING approaches here, maybe other people are seeing them or maybe not. One is that NEW idea that we heard YESTERDAY, that it's just a matter of connecting with

Source. Although you can repeat it as a Mantra, it's a very simplified, like a generic setting, if you will. The other approach, which I have heard from MANY other sources, is having SPECIFIC AFFIRMATIONS and bombarding oneself with those. MY SENSE is that the two are NOT mutually exclusive. But, I'm curious about how other folks feel about it.

Craig: I can give you MY feedback on that. One of the things I noticed when we were talking about, for example, whether you are coming from ego or whether it's Divine, you all noticed that we all had different answers there, right? But wouldn't you say that there was some truth to pretty much all of the answers?

There's an analogy that I've found very useful. That is that, if there are a bunch of people looking at an elephant, they are all going to see their own PART of the elephant and that's going to be their own REALITY, but it's really just based on kind of their view of their taking of the same thing. It's STILL an elephant. So, to allow complete trust in, let's say it's kind of a "blank slate" approach, as opposed to relying on SPECIFIC affirmations, there's a bit more trust involved in just throwing it all to the blank slate saying, "Thanks, it'll work out." I don't need to tell myself exactly what I need to improve or what the mantra needs to be, I'm just going to TRUST the overall Divinity in that. So, it's kind of the same idea, it's just taking it to another level. Does anybody agree or think that's crazy?

Female: [Inaudible]

Craig: Yeah, but it's just...

Female: [Inaudible]

Craig: Right.

Female: [Inaudible]

Craig: Yeah. It's just sort of like a blank check, is the way that I look at it. You are saying, "I'm not going to request exactly...."

It's like, what Joe was saying, you may THINK you know what your problem is, like the little exercise that I just told you about -- THAT may not ACTUALLY be your biggest problem. It may be the current one you're AWARE of. It's your current view of the elephant, right? But, when you trust in the entire process and say, "Okay, I'm just going to go with whatever the Divinity brings out." Then you have less of a conscious control and that MAY be more uncomfortable, BUT it may ALSO be more POWERFUL. The marketers' answer to everything is to TEST IT, right?

[Laughing]

All: [Laughing]

Craig: We're coming up here on 10:45 here, so....

Joe: Ah, does anybody except Joe need to check out at the desk? I would say,
"We'll just blow it off."

Craig: [Laughter] What are they going to do, fire you?

Joe: [Inaudible] So if nobody else has to go...

Nerissa: [Inaudible]

Joe: I would just say for you to talk.

Craig: Okay. Let's talk about how this applies to your actual business. I said that I
would do that. Who in here has a list of subscribers or customers? Who
here would LIKE one?

Speaker: [Inaudible]

Craig: [Laughter]

All: [Laughing]

Craig: Okay.

Speaker: [Inaudible]

Craig: This stuff that we've been talking about this weekend has some interesting implications for that. In fact, you were talking about Joe's email that got you here and how most other emails are the SAME and in fact, kind of turning you off at this point.

I can RELATE to that, because when I am writing MY BEST emails, they are NOT a formula. They are not like what other people are writing, they're just what I want to say at the moment.

In fact, I was admitting to Joe that, like the different formulas...anybody here have heard of A.I.D.A. and some of the other standard formulas, Attention Interest Desire Action, whatever. I HATE formulas at a real GUT level. I just don't like following them. When I TRY to, my writing is weak because I'm so focused on the "how to" and the structure that I lose the inspiration.

The KEY to having a LIST and being able to send emails...this is pretty CUTTING EDGE for me because there ARE some general formulas you can follow with. You DO want to get their attention with the subject line. You DO want to have an interesting email and have a CALL TO ACTION at some point.

There are some basics that are good to KNOW, but one of the things that I've taken away from this weekend as an email marketing guy is that you probably will write MUCH MORE EFFECTIVE EMAILS if you simply have a DIALOGUE with your subscribers FROM your inspiration, like what Joe said, "Just put it on the line." I have been inspired to put an EVENT! I'm not going to tell you a damn thing about it! [Chuckling] I'll just tell you the price and how to order!

Audience: [Laughing]

Craig: That was part of the inspiration was to just have it be a real minimalist type of thing. So, really you are all sitting here as living proof that the connection from Joe to you, from one to many, is really one to one. You chose to come based on what you GOT from that email. THAT is a real example for how ALL of your emails can be.

But MOST people create their marketing from a position of formula or they focus strictly on the features in the worst case or on the BENEFITS, so at a next better level... but what they LEAVE OUT is the personality, what they leave out is any sort of humor or Divine sort of inspiration.

So, I wish that I could give you a FORMULA for this, except that if you can get to that place where to you are just CLEAR. Then you just write whatever pops out, I'll bet that you'll not only be able to get more subscribers on your list, you'll also be able to REALLY connect with them.

So that if YOU have an ebook that you want to launch and that you want to tell them about or that if you have an EVENT or if you have a PROMOTION that you are doing, they will be paying ATTENTION. One of the feedbacks that I get from my subscribers is that I am ONE of the FEW emails that they still continue to read.

I KNOW how powerful that is, because your INBOX is probably the most competitive real estate in marketing. I mean, that's HARD to get into and it's hard to STAY at the top of the list as what is digital. You can get an unlimited number of emails to compete with yours. Most of it's junk and people get annoyed. They are tired of it.

So, the ONLY way around that is to BE YOURSELF. Take what you've learned here this weekend and be INSPIRED. **That's why I started with: WHAT WOULD YOU REALLY LOVE TO DO?** Odds are that you are going to have an email or sales letter or a web site or even a direct mail postcard or SOMETHING that you are going to be advertising your business, right?

We ALL need to advertise. So, don't get caught up in the email part of it, if email is not part of your business. But, you STILL want to create your marketing messages from this INSPIRATION. Wouldn't you think?

What would happen if your next message said, "Hey, this is..." and I can't tell you WHAT it's going to say, because you'll be INSPIRED IN THAT MOMENT. So this, again, there's a TRUST thing that comes up. Like, "Well, I don't know what to say." Well, just START saying it and see what happens. That MAY be sort of the cutting edge formula that I can give you is that whatever the...you are like.... Joe talks about this. He doesn't promote anything that HE is not EXCITED about!

Are you EXCITED about what you are going to be telling your customers Monday morning? If you are NOT, then I would suggest that you are going to have a HARD TIME BEING INSPIRED.

Speaker: [Inaudible]

Craig: No.

Male: What comes to mind is Picasso. If HE started out as an abstract expressionist, he WOULD NOT BE Picasso. Yes, I agree with everything that you said, BUT the fact that you and Joe can write just SOLE BASED INTUITIVE COMMUNICATIONS is based on... you have some SERIOUS writing chops to base that on.

In the early days, Picasso was a naturalistic painter. He painted like precise picturesque images. So, yes, it's everything that you said. At the same time, having at least a partner who is highly structural who can, like, at least edit your work and do a reality check, I think would be advised. Well? Test it.

Craig: [Laughing]

All: [Laughing]

Craig: No, I agree with you on SOME levels, but there is also a RISK to what you are saying that may be GREATER than sending something out that is unedited. The GREATER RISK is that you'll end up neutering it and it

won't have the POWER that the SPONTANEITY would have. You don't have to have any natural talent, really, to be yourself.

What happens with the list, I mean here's in my...I mean, as an email marketer, the reason that you all are here is because you all were HIGHLY MOTIVATED to be here, because the SELLING job certainly wasn't overwhelming! Okay?

All: [Laughing]

Craig: I DON'T mean that as a CRITICISM! I'm saying...

Joe: I'll never hear the end of it!

Craig: ...but was there a lot of PUSH, was there a lot of tugging at your heart strings? No! Right? You are here, because you were primed to BE HERE. You are READY. THIS is the RIGHT thing for you to DO. Alright, so, if you build a list of people and you are being yourself and you are communicating something of VALUE to THEM, they're going to subscribe and they are going to listen to what you have to say. The fact is, people who are NOT like you or who just can't be with you won't stay subscribed. They may not even be people who don't like you.

The fact is.... Who here has heard of Howard Stern? [Chuckling] I won't make you raise your hand if you like him or if you dislike him. But, an interesting study was done. I think that MOST people will agree, whether you are a fan or not, that he can be HIGHLY abrasive. Okay, Howard Stern. The FACT is, though, that people who DON'T like his show listen TWICE AS LONG as the ones who DO like it.

Audience: [Some Laughing]

Craig: So, the MAIN thing is that you just have to let your personality out OR people aren't going to know that that IS your personality. You know, kind of like two ships in the night, they'll pass you by and you may only have ONE SHOT to CONNECT with them. But if you ARE being yourself, what happens then? They FEEL like they KNOW you. Right? Then, you say, "Hey, come to a weekend, I'm doing this crazy event." Because they KNOW you, they'll show up, but if you've hidden yourself behind crappy editing and it looks like Madison Avenue, you're going to be just like everything else on the T.V. and you won't be trusted.

Because here's the thing: if there's ONE thing that I can share with you about marketing in today's age is that PEOPLE CRAVE REALITY. They do NOT like reprocessed people. They don't like the Cheez Whiz® of people, because that's what you get on CNN, right? Anybody there have

imperfect hair? No. They all kind of look the same, Barbie and Ken. That's who you get on the news. So guess what? People don't TRUST that though. We ACCEPT it. We are more or less AWARE of it. But when someone writes to you and says, "Hey, I just had this crazy idea." THAT sounds like someone you KNOW. That sounds like someone you TRUST.

The *New York Times* did a crazy poll at one point, that determined that the VAST MAJORITY of people, like 85%, believe that if they KNOW someone, then they are going to be okay. But a HUGE majority of people feel that if they DON'T know someone, that they are LIKELY to get screwed over...it's very basic human behavior.

So, if you write from your INSPIRATION and you are communicating honestly with people, kind of like Reality TV only NOT -- but that's why people LOVE that stuff, because they are HUNGRY for it.

Jon: I have a project coming up. It's, "How to Make One Million Dollars a Year Using Craig's Email Method."

Craig: [Chuckling]

Jon: So, be expecting that email, Craig.

Craig: Sweet.

Jon: No, one thing that I've read and that I completely agree with is that the reality, and we're using the term "reality" in the REAL sense of the word, the "coming from the heart" based emails that are ABSOLUTELY who you really are, that works so well, especially from MY audience, because everyone out there...or SO many people out there WANT to BE that person. They want to either connect to that person or they want to BE someone that's that open, that brazen, that funny, whatever it may be. They are going...there's a strong pool to that because there's so much plastic in our environment. I think that's a really POWERFUL....

I just want to give ONE thing that I did recently that worked really, really well and it wasn't a PLAN. I just wrote it. I doubled the response on a product because I wrote it's a factual statement that, "There are over a 150,000 nutrition and fitness books." That's just an unbelievable number and that's actually a LOW-END estimate. I put, "I've read every one of them. Oh, I'm just kidding. I haven't read every one of them." And then I even put the little obligatory smiley face, which I NEVER do in an email, and the products DOUBLED. Just that one little JOKE CONNECTED with a lot of people. I said, "I haven't read every one of them, but I can pretty much tell you..." Just a little bit of humor and I've been known to be extremely over the top with humor. It DOES work very well. So, F.Y.I.

Craig: I don't believe you.

Jon: [Laughter]

Audience: [Laughing]

Craig: Well, it's true. [Pause] Did you have something?

Female: Yeah. I just had a question about...because I'm kind of playing in my mind now -- is the idea of reach and how this ties into the white board and all of that kind of stuff. So, if you can sort of.... in expanding that reach... not only expanding it exponentially but in a faster way.

Craig: You mean, in terms of growing your subscriber list and active?

Female: Active. I was [inaudible].

Craig: Right. I would even say if you could have three hundred that were ACTIVE would be MORE valuable than thirty thousand. As email starts to be a cost for delivery sort of format, you're not going to WANT thirty thousand subscribers, unless you have thirty thousand buyers, right? You are more like direct mail.

What I think here is if you stand OUT...let's say there are 150,000 direct competitors to what you are doing, which is a reasonable estimate in many industries. First of all, there ARE some miracles going on. When someone sees your ad or sees you on a teleseminar or something like that, at THAT moment you are connecting for a REASON most likely. There IS THAT element to marketing. You HAVE the RIGHT MESSAGE for them at the RIGHT TIME.

But, by standing out and writing from an INSPIRED point of view or even coming up with your next product idea from an inspiration, you are going to stand out all the MORE. The thing is, it's kind of like the one light among all the darkness.

You REALLY stand out by being yourself, because everybody else...who mentioned...YOU were talking about the SOCIAL VENEER, right? Well, there's a Marketing Veneer of just a layer of B.S. over everything, but that's what 99% of the people DO.

So if you stand out and your marketing isn't LIKE that, if you get in a position for your market place to SEE that, we've got to do some OUTREACH...partner up with some people or PayPerClick or whatever you are doing. The people in your niche are REALLY going to notice you.

Or, if you write articles for example, that's a great way, an inexpensive way to get your message out. That's a GREAT environment to be yourself, too. Just write articles.

In fact, we were talking about that. You know how you've gotten a lot of attraction now with more and more articles out there?

Speaker: [Inaudible]

Craig: Yeah, because people don't TRUST ads as much. PayPerClick may get you TRAFFIC, but the first thing that you've got to do then is to build trust. Because they KNOW that they're clicking on THAT, right? But if they read YOUR ARTICLE, well then you are an expert, among other things...AND you may have injected some personality and some FUN into the article so then they LIKE you on top of thinking that you are an expert. Then, all you have to do is DELIEVER on what you PROMISE and then they TRUST you, too.

The neat thing here is that you have an opportunity by being in this room. You may not be able to directly communicate things like the white board to your subscribers in your not being able to say, "Hey, I really think that if you come from the place of the white board, you are going to buy this ebook."

They'll be like, "Right."

All: [Laughing]

Craig: And that's fine! YOU can STILL come from that place and use whatever words DO come out for you. You don't have to explain the "how to" of it, but they'll GET that you're being on your edge.

One of the things, I'll tell you. I've written some emails recently...I haven't said this to anybody else, really, but like I have a natural writing ability. I've been writing since I was five, I think.

I can revert back to a rather bland formulate sort of thing, without even using HALF of my INSPIRATION or BRAIN POWER! [Chuckling] I can just WRITE something. If I am in a HURRY, that's kind of what I end up doing. So, I've noticed my last couple of emails, it's like, "Yeah. That's not really my best work." Because I didn't TAKE THE TIME to GET CLEAR and GET INSPIRED and WRITE something else.

So, I can tell you that it's a PROCESS that you want to RESPECT and OBEY, because it won't serve you to move away from that position of inspiration when you are sending your next email, because the people that

you are reaching, like Amy said she's been on my list for a couple of weeks now. She said, "Well, yeah. I get bored easily," is essentially what she said. So, I'm sitting there thinking, "Well, my latest email isn't that interesting." I've only got a couple of more days with Amy! [Chuckling]

All: [Laughing]

Craig: Of course, she's going to unsubscribe, right? But, isn't that how you feel about...you get a couple of dumb emails from somebody and you may not give them another chance! So, the thing about following what Joe has taught you about in terms of promoting things that you are EXCITED about...THAT'S where your REACH and your ATTRACTION is going to GROW, because SO MANY PEOPLE aren't doing that, that they RELATE to!

I remember, once, a year or so ago, I was at a conference and somebody said, "You know, I really miss your newsletter." At the time I had stopped publishing a particular newsletter and she didn't know about my new one!

She's like, "I REALLY MISS it!"

I'm thinking, "What newsletter?" What I was sending out was a bunch of teleseminars and jokes. I was being silly and I was just promoting stuff.

But, to her, that was a newsletter. I realized that it wasn't so much about the content, as it was about the connection, the fact that she RELATED to me as a PERSON. It turned out, actually, to be a major GIFT for her that she told me about a year later. I said, "Wow! It seems like you read everything!"

She's like, "Yeah!" A year later she says, "You know, I stopped reading everything but yours and a couple of others because I realized I was reading too much and not DOING enough."

But do you see why I started out talking about WHAT would you be excited about on Monday morning?

Whatever you wrote down that's BLOCKING you, just SCRATCH that out. You don't want that. Just go do it anyway, because THAT'S where you are going to find that the business side of what you are coming here to learn is that the INSPIRATION IS THE KEY!

I've looked at it from the point of view of being yourself...I'm using two microphones. Is that scary or what?

All: [Laughing]

Craig: I REALLY WANT YOU to GET THIS!! [Laughing] You have a CHOICE. You can go home and play it safe. You can write an email. Most people get their email marketing training from what they see in their Inbox. They say, “Okay, that’s email marketing.” Oh, BAD IDEA, because most of it is crap! So, if you copy that, then you’re going to get what you were talking about, where if Joe had sent out one of THOSE emails, you wouldn’t BE here! So, it’s really that SIMPLE. It’s a little edgy though to be yourself, because email today is like today’s personal letter.

Some person you know is going to get that. If they unsubscribe or write you back and say that you are crazy or something like that, it’ll probably HURT your feelings, even if you DON’T WANT it to. So, it’s PERSONAL. So, BEING YOURSELF has all of the same risks as being open in your relationship. But, it works! Being yourself definitely works.

One of the things that I find that has been very crucial to my success and it’s something that I constantly bump up against, is TO TAKE THAT NEXT STEP. To do whatever you need to do IS, by definition, going to make you uncomfortable. It HAS to if it’s something worthwhile to do, because otherwise, it’s not truly a step forward is it? If you are comfortable with whatever you are doing next, the odds are that you are not stretching enough, because by definition it’s comfortable. What’s unknown, what’s different, what’s new is UNCOMFORTABLE. It HAS to be.

So, if you are COMPLETELY comfortable with the emails or the marketing or whatever you are doing in your business, your next product idea, you are TOTALLY COMFORTABLE with it, it's probably not that exciting. I'm not saying, "Don't DO it, just because of that, but maybe you could tweak it a little bit and ask yourself, 'How could it be better?'"

Right? Yeah?

Female: As far as the emails that might hurt. I got an email from someone on my list, who objected VIOLENTLY to a pitch from Mark Joyner's book. I'd just read the subject line. I didn't open it.

Craig: [Chuckling]

All: [Laughing]

Female: [Chuckling] I just said, "I LOVE YOU!..."

Craig: [Laughing]

Female: "...I'm sorry," and I was fine!

Craig: You know, that's...that's GREAT advice! [Chuckling] I actually got an email last night, too, from a crazy guy. Think of this as a JV approach, Joe. This guy writes...it's just a return of my subject line defining my promotion and market book...he said, "You know, if you'd bother to reply to my emails, you'd know that I have a really great product. I'm just trying to market it."

Woman: [Laughter]

Craig: He said something else about pulling money out of trolls or something like that. I'm like, "What the hell are you talking about?"

Many: [Laughing]

Craig: So, I wrote him back. I actually DID. I said, "You know, I'd feel like writing you back if you'd bother to write communications politely, then somebody might respond to you." [Laughing]

All: [Laughing]

Craig: But I said, "It's very possible that I DID, in fact, overlook your previous emails, but just so you know, don't approach JV partners like that because it's not very effective." Although, I DID reply!

You DO get that, but the POWER that you get from being able to choose. There have been people that have written me crazy stuff like what YOU said and I just go in and “unsubscribe” them and in some cases, BLOCK them from ever subscribing again and that’s your power. YOU have the RIGHT to RUN YOUR BUSINESS and to be on.... if you were INSPIRED to promote Mark’s book, then that person just wasn’t a good FIT for you.

Female: You said, “You can just go ‘unsubscribe’ him.” You don’t know how HARD that is for me to do! [Chuckling]

Craig: [Laughing] Okay.

Female: That’s MY Block is technology! [Chuckling]

Craig: Well, that’s true and we can talk about that offline, but there certainly IS for all the discomfort you can get of being kind of edgy or being yourself, *KNOW* that there ARE some safety zones that you can GO TO. You can say, “Look! I don’t like....” Certainly the exercise itself that is the FIRST and BEST THING to do, now that we’ve come through this weekend, but if...it IS scary, right?

Who here would really love to have something that they were REALLY EXCITED about and have somebody just jump all over you when you promote it? Would that feel GOOD?

But the fact is, this is a GREAT thing for BUSINESS, this is what I am talking bout. How do you APPLY what you are learning to what you really are going to encounter in your business DAY-TO-DAY EXISTENCE? Because you are GOING TO run into those people! You are going to have a FEAR about creating that next product or about approaching some JV partner or whatever it is that you are doing. By the way, JV is Joint Venture. I know that I use a lot of jargon sometimes.

But, I FIND that this has been a VERY VALUABLE WEEKEND for ME because it's REMINDED ME to turn up that EDGE in my OWN business and get back to WRITING PURELY FROM INSPIRATION. Not only that, but next time that we record an audio... Joe and I were talking about this...I REALLY don't like doing TOO much outlining and scripting everything that I want to say. It messes with my natural process, so guess what? I'm not going to DO it anymore! [Chuckling] Come hell or high water, I'm not going to DO it. People may not like the product anymore, but that would be my [chuckling] message back to the Universe to do something different! But, I BELIEVE that it will better. I believe that whatever I create from THIS place and any FEAR that I have about the

next promotion, I can probably deal with by saying, our new little mantra, right?

Any questions? I don't really have anything more to say other than that. I just wanted to make sure that from a BUSINESS point of view that I SHARED how this would look Monday morning and how it can translate.

Woman: You were saying about how.... Well, this is actually a question for you AND Joe, but I was just wondering have you used...when you HIT that resistance, like you know you don't want to do something.

Like, the thing that I would LOVE to do tomorrow, has NEVER been done before, but that's my block, "But nobody's ever DONE it!" So, I don't even know where to start or how to make it work or if anybody will buy it. So, when that resistance comes up, do you find THAT, like the mantra, helps you to just push through it and just take action anyway? Have you specifically used it for that?

Craig: I personally haven't YET. But, I have a similar process.

I did this crazy video once, okay? Aimee will tell you about it. I put on a Donald Trump wig and I did my best to dress up in a Power Suit with the

red tie and white shirt and did my BEST Donald Trump imitation. I stayed up until four in the morning doing take after take after take of that VIDEO!

I was SO TIRED and SO BURNED OUT that at one point, Aimee came down to get a snack at like two in the morning. She walked in and she said, “You have NO IDEA what you’ve just done to your sex life!” [Laughing] I thought I could take that either way! [Laughing]

All: [Laughing]

Joe: You were REALLY bad!

Amy: [Inaudible]

Craig: That’s right! So, I SENT it out anyway. Mostly my friends thought it was hilarious, like Michael Fordin said he fell out of his chair. I mean, you know...but other than that, it didn’t get a big response. It was kind of like, “The tree that fell in the woods that nobody HEARD.”

Woman: [Laughing]

Craig: So, normally if I have a major...if I am really binding like I just can't set it out, "I'll sleep on it and I'll check it out the next day." But in THIS case I didn't. I just said, "Screw it, I'm sending it!"

If I could go back, I probably wouldn't have, because I think that it WAS kind of dopey. But, my POINT really is, that nothing bad happened. Nobody had done that in my little group of people. Nobody had really impersonated somebody and done some crazy thing...but, nobody cared!

I don't remember who was saying this before. I think it was actually Bruce [Suzanne's husband] was talking about when you are talking to somebody, they are pretty much thinking THEIR thoughts about THEIR head and their deal. So, you could misspeak or whatever and they might not even notice, because they are all about themselves.

So, when you send out an email, if you do something no one has ever DONE before, if they don't RELATE to it, if this doesn't mean anything to them, it's never been done because it's not a good idea, they WON'T remember it TOMORROW. So you really don't need to FEAR any amazing mushroom cloud happening over your home, because honestly, everyone is so focused on their OWN deal, they don't really care, unless...if it WORKS!

If you hit a NERVE with it, then they say, “Wow! This is the best thing I’ve ever heard of.” Then you’ve got a HIT on your hands. So, it’s really a win-win situation. You either win or no one notices.

Joe: [Inaudible] He’s in his seventies, but of course he looks like he’s forty or fifty and he’s very alert. He’s very witty...a BRILLIANT man. We all IDOLIZE the guy. He ONCE told me that HE had tried MANY things in his life. MANY of them had failed. He had gone bankrupt at least TWICE. It might have been MORE than that.

He said that he learned something from failure. I NEVER FORGOT what he said! He said, “Nothing bad happens to you.” It was SO LIBERATING! It was so FREEING to REALIZE that you can take these BIG RISKS. You can actually go bankrupt. You can try things that you REALLY believe are going to work and they DON’T work and you SURVIVE! You do FINE!! You somehow just keep on going!!

NOTHING BAD HAPPENS TO YOU!!

I think, at that time, was when I wanted my first BMW. The BMW Z3 and most of you have PROBABLY heard this story, so I’ll just tell you the SHORT version. But, I set the intention that I wanted to CREATE the money FOR it and have it come out of the clear blue sky!

I got the idea to hold the world's first eClass. It was a HIGH END eClass where I'll said, "I'll send you five emails, one a week for five weeks and for that privilege I want \$1500 from you," which even NOW as I think about it, it was a PREPOSTEROUS thing to ASK for. IT was SO EDGY. It was SO RISKY. But, I thought, "I really want that CAR!"

This is the idea that seemed to be coming to me from inspiration, though I didn't know it at the TIME. I wouldn't have said those words at that time! It just seemed like, "This feels like a GOOD idea." I remember writing my email, sitting in front of my computer, my finger over the "Enter" key to hit it and send it out, and I thought, "What IF everybody unsubscribes?" At THAT point, my list was like 800 names. Again, you don't need very many names to make something work. But, I had 800 names and I didn't want to lose them! I certainly didn't want to be "flamed." I didn't want to spend the next WEEK getting "hate" mail from people, because I was SO AUDACIOUS to ask for \$1500.

So, I looked at that and I thought, "Okay, what if it happens? What if they DO unsubscribe? What if they DO send me hate mail?" I thought, "I'll be OKAY. I can LIVE with it. I'll get past it. Once the dust settles and everything, I'll just LEARN from it."

I asked a BETTER question, “What if it WORKS? What if the DARN THING WORKS?” I thought, “I LIKE THAT!” That FELT REALLY GOOD, so I sent it out and within 24 hours, I raised something like \$22,500. It was my first eClass. I went on to make a LOT of MONEY from those eClasses. I taught OTHER people to do eClasses. The Pauley’s, Tom Pauley and his wife and his daughter, have made half a million dollars teaching eClasses and ALL of this from taking a PREPOSTEROUS RISK and keeping in mind, that if you fail, “Nothing bad happens to you.”

Craig: One of the things that I’ve found...anybody here ever heard of the phrase, “Do what you love and the money will follow”? Good advice for sure. What I found...I went through a breakthrough copywriting event that David Garfield put on. What popped into my head there was, “If you do what you FEAR, the money will follow.”

It’s GREAT to do what you love. That’s certainly the same side of the same coin, really as far as I am concerned. But you OFTEN will FEAR doing what you LOVE. That’s what nobody usually talks about. They think, “Oh, it’s just going to be this one big giant romp through the hay fields.” No, it’s not! It’ll scare the crap out of you! You NEED to do it anyway though, because like you said, the WORST thing that can happen is: whatever you identify as the worst thing, first of all, it never happens.

From a guy's point of view, I can tell you back in grade school, going up to the first girl and asking her out, there's just a THOUSAND different ways that that can go wrong as far as I was concerned. My imagination had them all laid out for me before I could even walk up. But anybody who's taken a risk, where you send out the first email, whatever you did, bought your first car, went to your first day of college, whatever it was, one thing happened. The day played out ONE way and it almost NEVER is the worst case scenario. It's certainly never WORSE. At any case, the next day, you wake up and it's another day. So, you really have very little DOWN side.

In terms of giving you an idea what I did with that Donald Trump imitation video, I just put it in my email. "You're NOT going to believe the crazy video I just did. In fact, my wife said, 'You have NO idea what it's done to your sex life,'" except the SPAM Filters wouldn't let me write "sex" so I had to change it to "love life" but, whatever. So, I sent it out. That was the email. Do you see how easy it could be to write an email? You just tell them what's up. This is what I am doing. This is really what it was. I was sharing that I thought that the video was crazy and it was! It sucked!

But the POINT is, it didn't do any harm. I'm still here. Lava didn't pour in through my office window. It's all GOOD! Any questions?

I think that I just want to LEAVE the idea with you that THIS STUFF DOES HAVE A DIRECT IMPACT, not only on your OVERALL life, but on specific projects...specific “to do” items you have on your list for your business. You just have ALL the POWER in the WORLD to APPLY THIS INSPIRATION to your marketer, to your business, to even the entire direction of what you want to do with your business.

If you GO with your STRENGTHS and outsource the stuff that you are not good at, you have no obligation to do the stuff that you are not good at. Anybody feel like you do? Right, I struggle with that myself. That’s one of my CURRENT problems. I can tell you that what I am discovering without a shadow of a doubt is that it’s just SILLY to HOLD ON to things that you are not GOOD at! Have someone else do it: partner, outsource, whatever it takes. Then come from inspiration.

I really idolize what Joe has done, because he comes from that and he talked about that in different ways and different words, since I’ve known him, about doing things that you are EXCITED about. Promote a product IF you’re excited about it!

If you are excited about Mark Joyner’s book, then you REALLY have a lot of emotional insulation if someone says that he HATES that book. Who cares? I was INSPIRED to DO that.

So, can you be WRONG if you are inspired? If you are DIVINELY
INSPIRED, come on now, can you be wrong?

Woman: NO!

Craig: RIGHT!! Okay!! Yes.

Suzanne: I noticed that a lot of people raised their hands, as far as wanting to either
expand their lists or create one. Do you have a few tips that you want to
offer the group in regards to this?

Craig: [Chuckling] Alright. First thing that I would say about that is that your
potential subscribers are people. They are just like you. Why do YOU
subscribe to things? Why do you give your name and email address?
Because you want to. What made you want to? There is something
interesting there to YOU. It was MORE interesting than the fear about
giving out your personal information. It OVERCAME your resistance to
actually and getting MORE email to come to you. Who here wakes up in
the morning WANTS more email?

All: [Laughing]

Craig: So, the people that you are asking to join your list are just like you. They want to know that it's worth their time to even pay attention, to even RISK getting spammed by you. All you really need to do is KNOW WHAT THEY WANT.

If they want to learn how to be free of FEAR and they want to grow their business and maybe you have an idea for that and maybe you have an audio that you can OFFER them.

Because here's the thing, like everything else, they don't know you and they don't BELIEVE you. So, what's the FIRST thing that you can do? Did you ask them to give you \$1000 to come to a workshop to opt-in to your list? No. You should give them a very SMALL DECISION. Give them a decision that they don't really CARE ABOUT to make and then PROVE yourself.

Offer them something that is incredibly valuable to them, in their perception. If you have figured out seven things that make email marketing easy, then you write a little report about that and you OFFER that to people who are interested in email marketing. They are going to OPT-IN, it's not that hard. What I'd love to leave....

[Audio ended]