



PURPOSE, VISION, GOALS

Do You Have A Definite
Purpose That Guides
Your Ambitions, Vision,
And Goals?

BOB PROCTOR

WITH ALEX
MANDOSSIAN





About Bob Proctor

Imagine landing on just one solution that catapults you to the life you always wished you'd have, one that's abundantly rich and rewarding in every facet.

That solution exists. In fact, it exists today, this very moment — in your own mind! Every person walking this planet carries this key, but few know how to plumb their mind's depths to excavate a more rewarding life for themselves.

That's where Bob Proctor comes in. For 40 years, Bob Proctor has focused his entire agenda around helping people create lush lives of prosperity, rewarding relationships and spiritual awareness.

Bob Proctor knows how to help you because he comes from a life of want and limitation himself. In 1960, he was a high-school dropout with a resume of dead-end jobs and a future clouded in debt. One book was placed in his hands — Napoleon Hill's *Think and Grow Rich* — which planted the seed of hope in Bob's mind. In just months, and with further support from the works of Earl Nightingale, Bob's life literally spun on a dime. In a year, he was making more than \$100,000 and soon topped the \$1 million mark.

Bob then moved to Chicago to work for his real-life mentors, Earl Nightingale and Lloyd Conant. After rising to the position of Vice President of Sales at Nightingale-Conant, he established his own seminar company. Bob Proctor now travels the globe, teaching thousands of people how to believe in and act upon the greatness of their own minds.

Your better life is already housed within you... It doesn't matter how you grew up, or what you've struggled with in life — your mind is unscathed by any circumstance you've struggled with in life — your mind is unscathed by any circumstance you've yet lived... and it's phenomenally powerful! Let Bob Proctor's live seminars, best-selling books and recordings show you how to excavate the wonderful gem of your own mind.



About Alex Mandossian

Alex Mandossian is considered one of the top 10 freelance direct marketers in America today and owns one of the largest marketing libraries ever assembled... with over 1,800 rare books and volumes dating back to the 1800's.

During the past 14 years, Alex has helped his clients generate over \$203 million in sales from TV spots, infomercials, QVC, Home Shopping Network, national retail catalogs, space ads in *Parade Magazine* and *USA Weekend*, direct mail, web marketing, and of course, postcards.

Here is what Mark Victor Hansen, public speaker and best-selling author of *Chicken Soup For The Soul* and *One Minute Millionaire* series, has to say about Alex:

"The first time I watched and heard Alex Mandossian give a marketing presentation, my pen ran out of ink because I took so many notes! Alex's greatest gift is the way he uses the power of stories to make his marketing strategies stick in your mind."



With one of Alex's websites that sells just one product, Alex makes five-figure cash profits every month, and has done so — on auto-pilot — since that site went live in April of 2001.

Here is what Jay Conrad Levinson, best-selling author and acknowledged "Father of Guerrilla Marketing," has to say about Alex:



"Alex is a Guerrilla Marketing genius. I hope you take the time to listen to this man because he'll teach you how to convert your shyest, most skeptical prospects into lifelong customers. Plus, his sincerity shines through with every speech he delivers."

*There are
good things
happening
all the time*

Alex: My name is Alex Mandossian. I am so looking forward to this session because people are really pumped up about it. This has rarely been done before. What a privilege to have private phone access to Bob Proctor on a topic that really no one living knows as much as he does, in my opinion.

Bob, can you tell us a little bit about yourself. What have you been doing lately? What have you been up to?

Bob: I've been up to the same thing lately as I usually am. I'm flying around to different places, working with different groups, setting up new deals, setting up new people.

We've got a brand new lady who I think is going to join us. She's absolutely brilliant. It's a great opportunity for her, good for us. There are just good things happening all the time, Alex.

Alex: You have graced us with a bonus gift called *Purpose, Vision and Goals*. It's a special report you wrote and an audio version that could be downloaded on MP3 or podcast.

You can go to www.AskBobProctor.com/askthanks.php and download it. You will see a golden arrow pointing to the special report with a picture of Bob and a little icon that says PDF. You click the link that says, *Purpose, Vision, Goals* and you can download the MP3 file, which says "Podcast Now."

*You can
program
your mind
to attract
money and
wealth*

That is what you're doing. You are podcasting it whether you know it or not. Later on in this session, you will get access to another report.

Before we move on, I also want you to go to the notes page at www.AskBobProctor.com/notes.pdf.

We are going to cover these notes one by one. The questions we're going to be asking will be covered as a result of the survey.

Bob, before I introduce you, I just want to give a little context of how this came to be. What is about to happen did not just come from Bob's mind. This came from the collective minds of everyone who submitted questions to Bob's Ask® page.

Thanks to a methodology that's 2,600 years old and thanks to Socrates, we utilize the Socratic Method on a web page.

There's a picture of Bob. There's Bob audio, which he recorded by phone and there's a question, which reads, "If you had 30 seconds to ask Bob Proctor one question about programming your mind to attract the money and wealth you deserve, what would your question be?"

That, of course, is at www.AskBobProctor.com.

We got 3,000 questions and the top subject that came in was about reprogramming the mind, daily integration and the way that works, how to clear the mind, eliminating debt, the prosperity focus,

programming other people's minds, measuring the results, and then we have a bonus question at the end.

Those are the topics we're going to be covering. It's on your note sheet, and we are going to begin.

For those who may not know Bob, for 40 years, he's focused his entire agenda around helping people create lush lives of prosperity, rewarding relationships and spiritual awareness.

Bob knows how to help you because he comes from a life of want and limitation himself. In 1960, he was a high school drop out with a resume of dead end jobs and a future that was clouded in debt.

One book was placed in his hands and that book, Bob, was what?

*Bob helps
people
create lush
lives of
prosperity,
rewarding
relationships
and spiritual
awareness*

Bob: *Think and Grow Rich.*

Alex: It's right on your web page.

Bob: It's right on my desk, too.

Alex: How many times do you think you've read that book?

Bob: I've read it thousands of times. I've been reading the same copy since 1963 every day. I carry it everywhere I go.

When you read a good book through the second time, you don't see something in it you didn't see before — you see something in yourself that wasn't there before

Alex: Doesn't it have different meaning sometimes when you read it over and over again?

Bob: Every time. I think it was Hubbard that said, "When you read a good book through the second time, you don't see something in it you didn't see before. You see something in yourself that wasn't there before." You're raising your level of consciousness. You're increasing your level of awareness.

That's really what life's about, developing great awareness. Everything's here. We've already got it. It's becoming aware of it.

Alex: Well, that book planted the seed of hope in your mind in just months and with future support from the works of Earl Nightingale, you literally spun on a dime. In a year, you were making over \$100,000 and you soon topped \$1 million dollars.

How can a man who had a completely different background and different history financially, all of sudden spin it around after reading a book? How is that possible?

*Find
someone
who
believes in
you more
than you
believe in
yourself*

Bob: I think it's a matter of following direction, Alex. I was very fortunate that I had met a man, and he instilled belief in me. I believed in his belief in me.

I didn't believe in myself, but he had such a belief in the fact that I could win, that for some reason or another, I made up my mind that I was going to do what he told me.

That's really what I did, and I think it's one of the secrets of winning.

Alex: There are specific incidents that have changed my life. Is there a specific time in your life you can think back on that first inspired you to program your mind and attract more money and wealth?

Bob: Absolutely, and it was the man I'm talking about, Ray Stanford. He asked me a couple of questions. I think you know there are two things we have to know. We have to know where we are, and we have to know where we're going.

There's a tremendous emphasis placed on where we're going, setting the goal and having the target, but there's not enough emphasis put on where we are. That's really what he did.

He asked me if I thought he was a happy guy. I said, "Yes, you seem pretty happy to me." Then, he said, "Have you ever seen me sick?"

*You have to
realize you
have to
change in
order to
change*

I had to admit I hadn't. He said, "Have you ever seen me when I was broke?" This guy always had money. I said, "No."

He said, "You're one of the most miserable people I've ever met. You're always broke, and you're not the healthiest guy in town." I think it was the way he put it across. He made me stop and look. I think for the first time in my life, I was honest about where he was.

He said, "Now, that's not bad and it's not good, either. It just is. You've got to recognize where you are." He asked me if I wanted to change and I said, "Of course I want to change." I didn't know I could, and I don't think I ever really knew that I could.

I honestly believed this was my lot, this is what comes along, and I had to deal with it. Of course, that wasn't true and he was the first one to tell me so. I can still see us having the conversation and him putting the *Think and Grow Rich* book in my hand.

He said, "If you will do what I tell you and do exactly what this author says, your life will change." I had a lot of people attempt to get me on the right track, Alex, and none of them had ever succeeded, but I think this guy really wanted to help me. I believed in his belief in me. I honestly believe that's what happened.

This is looking back after many years. At the time, I never analyzed all this. I didn't know, but in answer to your question, that's the specific incident that really turned me around and said, "Go that way."

*The Law of
Attraction
can change
your life*

Alex: Recently, my wife Aimee came home with a DVD and said that I should watch it. I said, “What’s it called?” She said, “The Secret.” I said, “Really?” She said, “Yes, in fact, I think you’re going to be on a teleseminar with one of the guys on there.”

Honestly, Bob, I hadn’t heard of it. She slipped the video in and sure enough, there you were.

You talk a lot about the Law of Attraction. Is there anyone who’s influenced you in learning more about that law? If there’s a single, life changing impactful event that’s happened in your life as a result of the Law of Attraction?

First, what is it and second, how does it work?

Bob: I think the person that really put me onto the Law of Attraction more than anyone else, in fact probably the only one that really got me onto it, was Earl Nightingale.

I had been listening to him for quite a long time on the “Strangest Secret” record. I used to drive around with a battery operated record player playing it, and he was just a voice to me. He was like God in the car with me because he had such a phenomenal voice, and his message was so powerful.

When I went to work for him, I decided I wanted to work with him. I went to work for him, and he’s the one that brought it up and got me looking at it.

*When we
move into a
vibration,
we start to
attract
thoughts
and things
and people
into our life*

The Law of Attraction is a sub-law, actually. It's based on the Law of Vibration. Dr. Warner Von Braun, who is probably the father of the space program said the natural laws of this universe are so precise, that we do not have any difficulty building space ships, sending people to the moon, and we can time the landing with the precision of a fraction of a second.

Now, one of the laws is the Law of Vibration, and you and I are in a certain vibration right now. Our mind and body vibrates. You may move out of your body, but your body won't stop moving.

If you go to a funeral parlor, pick up the remains and look at it with the proper microscope, you'll see it moving. If it wasn't moving, it would never change to dust.

The whole Universe moves. We live in an ocean of motion. We have the ability to control the vibration that we're in, but most people don't know that.

When we move into a vibration, we start to attract thoughts and things and people into our life. If someone's come into your life recently or at any time where there's a strong feeling, that's the Law of Attraction at work.

You're on the same frequency. Vibration works on frequencies. There are millions of frequencies. We put ourselves in the vibration by virtue of the thoughts that we think. That then controls what we do and what we attract into our life.

*You can
only attract
to you
energy
that's in
harmony
with you*

We're not going to get into this law in the length of time we've got to any great depth, but my hope on this session is that we would create an awareness that there is such a law, and people would want to study it.

Law of Attraction is based on the law of vibration. You can only attract to you energy that's in harmony with you. If you feel a strong attraction to someone or something, I can assure, you're in harmony with it. That's where the attraction comes from.

Alex: Moving on to others because contribution is a big part of my life and I know yours, why did you decide to go to others on how to reprogram their minds and attract more wealth, more money, and just about anything? It's not just about wealth or money.

Bob: Oh, no, it's about everything. It's relationships. It's health. It's the books you read. It's about your entire life.

I decided that I wanted to teach this Alex, because I had such a difficult time figuring out what happened to me.

Alex: After it happened?

*You do not
have to be
very bright
or educated
to become
wealthy*

Bob: After it happened. When you go from \$4,000 a year to over a million, and it happened in a very short period of time. I went from \$4,000 to \$175,000 in a year. That's an enormous change. Then, it kept going to over a million.

I wasn't satisfied. A lot of people, I guess, would've been satisfied just earning the money. That was okay, but I wanted to know what the heck happened to me because almost everything I had been trained to believe was false.

I was told if you don't go to school and get a good education, you'll never get a good job. I was told that if you're going to become wealthy, you've got to be very bright. You've got to really be smart. You've got to have a good education. If you're going to build a business, you have to have experience. I had none of those things.

I was operating a business in Canada, in the US and in England. I hadn't gone to school. I had too much high school. I had no business experience.

You see, all this stuff was starting to be in false in my mind. I was raised that you had to be very bright if you're going to earn a lot of money. I have found absolutely brilliant people who are broke and others who are functionally illiterate, they can neither read nor write, and they're worth millions.

It puzzled me why I changed. It took me nine years. I was going to all kinds of seminars. I was listening to recordings. I was reading books, and I couldn't find the answer. I could not find the

answer. I was going to these seminars and I thought, “I’m in with people who want to learn how to win.” I was already winning. I wanted to find out why.

*People
need to be
woken up
to how they
have had
the success
they have*

I thought, “If I’m not finding out here, they’re not going to learn how to win.” That’s the reason why people keep going back to the same seminars over and over and over again hoping they get it.

They’ve already got it, but they’ve got it on the wrong level. After nine years, it finally dawned on me. I was doing a seminar at the Waldorf in New York quite a number of years ago, and this great big man came up to me and he said, “For the first time in my life, I understand what I did. Your seminar has really woken me up.”

I said, “Well, what did you do?” He said, “I won the gold medal in the decathlon at the Olympics.” He was the greatest athlete in the world, and he didn’t know how he had done it.

I’ve worked for some of the largest companies in the world, and they don’t know why their top leaders are the top leaders. They don’t know why the top performers are the top performers. Most very successful people can not articulate why they’re very successful.

They’ll say, “Well, you do this and you do that, and you do something else.” Other people already know that, and they’re doing some of these things, but it’s not happening.

It was almost like I was putting the pieces of a puzzle together, and when I had them pretty well put together, I thought, “I’ve got to teach this. I am going to teach this. I am going to help as many

*We have to
take control
back into
our own
hands and
minds*

people as I can become aware of this. I believe I can show anyone how to become wealthy.”

I have taken kids in school who were getting C and D averages to honors almost overnight. We’ve got to understand how to reprogram our mind. I can understand why it came up for everyone worldwide because it’s a subject that everybody’s looking for.

School’s not teaching it. Most seminars don’t teach it. I think most seminars are incomplete. They’re good, but they’re not complete.

Alex: The media programs our mind. If we don’t have the control to take it back in our own hands and minds, then weird things happen. You have some specific success stories. Tell us more about those.

Bob: You say that the media programs our mind. The media supports the programming that’s genetic and environmental that’s already there.

I met a woman who many people know, and if they don’t know, they should get to know. You want to go to a store and buy her book, *The Millionaire Maker* by Loral Langemeier. I began coaching Loral Langemeier when she worked for Chevron. She was only making \$75,000-\$85,000 a year.

She is a brilliant lady, and I said, “You know you’ve got to get out of here. Let me liberate you. You’ve got to start working for yourself. You can be worth millions.”

*People from
all different
backgrounds
can take this
information
and succeed
with it*

She has probably made over a thousand people millionaires. She has a few hundred now on target to become millionaires. She owns hundreds of companies. She is a multi-millionaire.

I think she's probably going to be the first billionaire that I'm intimately involved with, that I work very closely with. Loral Langemeier's a brilliant girl. She wrote, *The Millionaire Maker*. She's actually on "The Secret."

John Assaraf is also on "The Secret." He wrote the book, *The Street Kid's Guide to Having it All*. It's a great book.

John Assaraf was a real estate sales person in Toronto when he first got into my material. He and I began to become pretty good friends, and he has been using my stuff for years. He's earned up to \$18 million in a year. John will tell you I wrote the forward to his book.

Then, switch gears completely, Mike Ashley, he hired me to work with his bank. He's got a mortgage bank in New York, a pretty big one. He drives pro-modified drag racers. They spend millions of dollars on these things, and he could not win.

Well, he'd win. He'd come in, but he really couldn't make it. He wanted to become the world champion. The following year after I started to work with him, he won the world's championship. Last year, he won the world's championship again. Mike Ashley, the world champion pro-modified drag racer.

These people come from totally different backgrounds, but we're teaching them exactly the same information, Alex, showing them how to reprogram their mind. It was all through proper coaching.

*God has
given us the
talent to be
happy,
healthy and
prosperous*

In fact, at CoachMeBob.com, people can find information. I'll teach others what I've taught them. I am passionate about this.

I think everyone should be prosperous. I think everyone should be happy, and I think everyone should be healthy. God gave us the talent to do it. The problem is we're not using it.

Alex: Let's go on to reprogramming the mind. This is the number one topic that came up over and over and over again. It went into all these questions. Over 3,000 of them went into a special database, and we have a search engine that searches the most popular topic. This came out as number one.

I'll just shout out a few names that asked reprogramming questions — Raphael, Bob, Ken, Rachel, Doug, Jerry, Donna, Sandia, Eric, Chico, Ross, Morton, and the list goes on and on. Thank you, all of you.

The topic is reprogramming your mind. The website that Bob just mentioned, www.CoachMeBob.com is on page five under, Recommended Resource for Peak Performance. We'll talk more about that in a bit.

Right now, reprogramming the mind — here are the questions that came in. You can see these right on your notes sheet. What's the step-by-step process? How fast will it take to affect my behavior? How long does a newly reprogrammed mind last?

Bob, what do you say to those?

*The first
step to
reprogramming
your mind is
understanding
what it is
you're working
with*

Bob: Let's take the first one — what's the step-by-step process? Solomon talked about the first thing we require. It's all the way through Proverbs in the Bible. Solomon was a very wise guy. He said in all you're getting, get understanding.

The first step to reprogramming your mind is understanding what it is you're working with. If you don't understand how the mind functions, the odds of reprogramming it are probably slim to none.

I say probably because I did and I sure didn't know what I was doing. I think I was an exception case. I honestly do because I had such phenomenal coaches and mentors.

I think the first step is gain an understanding of how the mind functions. Then, how fast will it take to affect my behavior. That would depend totally on how much you wanted to change.

I was sick of living the way I was living. I was sick and tired of being sick and tired. I really wanted to change. When Ray Stanford was adamant that he could show me how, I thought, "I'm going to do whatever this guy tells me until I find out he's lying, or he doesn't know what he's talking about."

He never lied, and he did know what he was talking about. When I coach people, I tell them that. I say, "As long as you will do what I tell you, I will be there and I will help you. If you stop on history,

Earning money is probably one of the simplest things in the world to do when we know how to do it

you probably won't see me. I'm not going to waste time trying to teach somebody who doesn't want to learn."

One of the strange things about coaching is that most people want you to coach them their way. If I coach them their way, I'm going to end up where they are, and they're not going to end up where I am. It just doesn't work.

Alex: That's so true.

Bob: I only know how to show you one way, and that's my way. It's not that I think my way is the only way, but it's the only way I know. I often say I've got to get a license to brag about all the ideas I've got because none of them are mine. I've just been super curious all my life, and I've never stopped studying.

How fast will it take to affect my behavior? Well, it didn't take me long. The first year, as I said, I went from \$4,000 to \$175,000 a year. Then, I took it over a million.

I honestly believe I could sit at this desk for an hour or two tomorrow, put an idea into motion that will earn me a million dollars whether I work or not next year.

Earning money is probably one of the simplest things in the world to do when we know how to do it. If you don't know how to do it,

it is without question one of the most difficult. It won't take long if the desire is strong enough, but understand, it has to be preceded by understanding. It really does.

*Reprogramming
will last until
you decide to
reprogram your
mind again*

How long does a newly reprogrammed mind last? Well, it will last until you decide to reprogram it again. That's how long it will last.

I keep reprogramming mine. I keep raising the bar. I want to get better at everything I do. I want to experience the fullness of life. I don't want somebody else's idea controlling what I do, how I live.

Most people live the way they think other people think they should live. If you go back to the time when you were a little kid, you'd hear the parents ask, "What would the neighbors think?" I found out what the neighbors think. They don't, and who the hell cares what the neighbors think.

If we're going to be free, we've got to be me. That's the way Bill Gold put it, if I want to be free, I've got to be me.

How long does a newly programmed mind last? Until you decide to reprogram it again. It will last for a lifetime.

Alex: Going back to the first part of the question, the step-by-step process, you say you reprogram your mind all the time.

Just part the curtain, what do you do physically or with your eyes or with your mind, where's your attention focusing on, on changing behavior that is not supporting you?

Bob: First of all, get a piece of paper and draw a circle about the size of the bottom of a Coke[®] bottle or something like it. Then, put a horizontal line right across the center of it.

*The body is
a servant of
the mind*

Draw another little circle directly below it about the size of the dime, and then run a vertical line from the big circle down to the little circle.

Now, let the big circle represent your mind. Let the little circle represent your body.

Let's understand this. It's the body that moves into action that produces the results, but the body is a dumb terminal. It'll just do what the mind tells it to do. The body is a servant of the mind. That's really what it is.

As magnificent as it and it truly is magnificent, it is a servant of the mind. It will only do what the mind tells us to do.

Now, let's go upstairs to the mind. The top half of the circle, we're going to call conscious mind and the bottom half, we're going to call the subconscious.

You're going to hear people say, "Oh yeah, I've learned about this conscious and subconscious." Listen, I would venture to say that almost everybody reading this has enough information stored in the top half of this circle in the conscious mind, good information, information that would earn them millions, information that would free them from the mental prison that they're living in, but they haven't got it in the right place.

*The
subconscious
mind will
accept
anything you
give to it*

School teaches us to gather this information and repeat it. You read the book. You remember what it said in the book, and you repeat what's in the book, but that doesn't mean we're going to do what's in the book.

Now, the subconscious mind will accept anything you give to it. I'm going to ask everyone right beside that big circle to draw a half circle. Just draw the subconscious mind with no lid on it.

That's the way you're born. The subconscious mind is wide open. It had no ability to reject. It'll accept anything you give to it, and stop and think what you're given.

Stop and think of the genetic conditioning that's programmed right into the genes. You see, the ideas that go into our subconscious mind over and over and over again become fixed in there, and fixed ideas are nothing but habits. Those habits turn into something called conditioning.

The conditioning in the vernacular is called a paradigm. Our paradigm is producing our results, not the information we've got in our conscious mind.

People who are reading this right now may say, "Well, hell, I've heard this before." You've probably heard it many times before, but the question is, "Are you doing it?"

You see, that's what I did. I took and I reprogrammed that paradigm. It took me nine years to figure out that that's what I had done. It didn't matter.

School teaches us where to find information, but it doesn't stop us from winning or help us win

All these reasons why I couldn't win, they didn't mean diddly, didn't mean a thing. The fact that I didn't go to school — well, that made learning a little more difficult. I didn't know where to find information.

I was doing programs that I was earning tens of thousands of dollars for Field Enterprises, and they gave me a set of encyclopedias. I didn't even know how to use them.

I did not know how to use an encyclopedia. I was earning millions of dollars, and I didn't know how to use an encyclopedia. How do you learn how to use it? Well, you probably learned that in school, but I didn't go.

Do you see when you don't go to school, your hands are sort of tied in getting some of the information that you're looking for? School teaches us where to find information, but it doesn't stop us from winning. It doesn't help us win. We've got to change that paradigm.

Now, that's what our whole program is about, Alex. When I do a coaching program, I don't do it for a month or six months or six days or six weeks. We do it for an entire year. We take a person through a whole series of programs, and the whole thing is designed to alter the paradigm.

We get people to do what they already know how to do. It's amazing how this works.

*You will
need to
spend at
least an
hour a
day to
reprogram
your mind*

Alex: As far as daily integration, which was the second most asked about topic, how do you integrate that?

Those are their words, not mine — daily integration. How much time do I spend each day to reprogram my mind for best results? I can get coached, but how much time do I personally have to spend to get the desired results?

What are the recommended techniques if you have any?

Many people asked these questions, but a special thanks go to Nancy, Donna, Ulysses, Ernesto, Helen, Phil, Davie, Richard, Jeanette, Kathy, Eve and the list goes on and on.

Bob: Well, I would say at least an hour a day, Alex, but when you say that...

Alex: Wait a minute! An hour a day?

Bob: Yes.

Alex: That's a long time.

*One hour is
only 1/24th
of a day,
and you
can find
that time is
probably
being
wasted
right now*

Bob: I don't think it is. I don't think it's very long at all. It's only 1/24th of a day. It's such a little bit of time, and you see when you say that — what you just said is probably what everybody's thinking, "An hour a day?"

I probably spent a few hours a day in those first few years, and I still do, but I don't necessarily sit down let's say from seven to eight or from six to seven. I get up at five. I go to the gym at six. I usually come back and I'll read for a bit. I may put on a CD and listen to it.

I did it when things were pretty tough to do. I did it with records. In fact, I'm sitting in my library right now, and I've got a bunch of the records behind me. These are records that Earl Nightingale made.

I had to drive around with a battery operated record player. Today, we've got iPods. We've got MP3 players. We've got CD players in cars. When a person is in the car, they've got to get rid of the radio. You've got to get your CDs on.

Take a subject that you're having difficulty with, and play the same CD maybe a thousand times. You'll get to the point where you could almost go verbatim repeating what the person is saying. If you do that, you could spend quite a bit of time doing it.

I was reading in a Toronto newspaper today that the average person spends three weeks a year sitting in traffic commuting. Do you know that's a year out of every 17 years that's three years in 50 that you're sitting in traffic?

Alex: Probably in LA, twice as long.

*When
you're in
your car,
you can
turn it into a
learning
center*

Bob: I'm not one of them. I wouldn't do that. First of all, I wouldn't take a job where I had to sit in traffic.

The point is when you're in your car, you can turn it into a learning center. It's a matter of habit. If you've got to consciously and deliberately allocate an hour, it's probably difficult. If it's a habit, it's not difficult.

People spend an hour doing all kinds of stuff wasting time. It may even be destructive time. There's no creative experience from it. There's no physical gain from it. Why do they do it? It's a habit.

Well, you see, what we want to do when we reprogram, what we're really doing is dropping old habits and creating new ones. That's what programming is all about. What we want to do is stop and ask ourselves how our habits form.

There's only two ways to reprogram the mind. One is through an emotional impact. That's whack — you really get hit hard. Anybody that's old enough would remember when John Kennedy was assassinated. They'll know where they were, what they were doing, and everything else. That's an emotional impact.

The other way is constant spaced repetition. That's what you can do with your CD, with your iPods or whatever.

If we clearly realize that the creative power in ourselves is unlimited, then there's no reason for limiting the extent at which we may enjoy what we can create by means of it

Alex: Now, constant spaced repetition, because I heard you say something earlier and it may or may not have caught the attention of everyone listening. I just want to amplify it a little bit right now. You said find a subject that you're in love with, that you really like.

If I fall in love with this subject, then I listen to the CD on that topic. I think one mistake I've made is I listen to many, many different people on the same subject, and sometimes there's conflicting data.

What you're telling me is listen to the same CD or listen to the same person giving that information that you really believe in and really have fallen in love with.

Do it over and over and over and over, and repetitively do it just like you kept reading, *Think and Grow Rich* to this day. It's on your desk right now. Is that what you're telling us?

Bob: That's one book that's on my desk. I've got another one that sits in a little holder that holds the book open, and this book that's sitting there that's held open is called, *The Hidden Power* by Thomas Troward, page 118 and 119. I've been reading those two pages for probably a year everyday that I sit at my desk. I may read them two or three times.

It's all about this spirit of opulence. Get into the spirit of opulence, and do you know what you're going to get? You're going to get opulence. He says right on that page, "If we clearly realize that the creative power in ourselves is unlimited, then there's no reason for

Where we are drawing from the infinite, we need never be afraid of taking more than our share

limiting the extent at which we may enjoy what we can create by means of it. Where we are drawing from the infinite, we need never be afraid of taking more than our share.”

You’re not dealing with a limited supply. When you’re a little kid, “Now, leave some for your brother. Leave some for your sister.” They may leave some. It’s like air and breath fill your lungs. You’ve left a lot for everybody else.

There is a most ancient writing, and it says, “From abundance, he took abundance, and still abundance remained.” That blows the mind. That tricks the intellect. We can’t seem to grasp infinite. We’ve got infinite energy.

You’ll hear people say, “Where do you get all the energy?” You don’t get energy. We release energy, and desire is a triggering mechanism. When you’ve got desire to do something, you’re going to have an abundance of energy.

Alex: If you like doing what you do, the energy continues to flow. Would you say that is true?

Bob: You should never be doing stuff you don’t like doing. You delegate everything you don’t like. I don’t like going to the bank. I haven’t been to the bank in years. I don’t like cashing checks. I haven’t cashed a check for years. I don’t like paying bills. I haven’t paid

When you love something, you're not going to have to work at focusing on it

bills for years. I don't do anything that I don't like doing. I got somebody else doing all that stuff for me. Why would I do it if I don't have to do it?

You don't have to. You can spend your days doing what you love. When you love something, you're not going to have to work at focusing on it. It's going to dominate your mind.

Alex: It's interesting. One of your students, John Assaraf, has a famous quote I utilize all the time on the platform. That is find people who play at things you have to work at.

Assuming you do the things you love to do in this daily integration process, those things that you don't like to do — for me, it's putting up a web page. I don't know how to do it. I don't love doing it. Yet, I have thousands of web pages up.

I just find and hire people who play at those things, and I get to play at my things. We both find our unique ability in the process.

Just for the sake of amusement, just some of the things you dislike doing that you have other people do for you other than the ones you just mentioned.

Bob: I don't cut the lawn. I don't look after the garden. I don't look after the pool. I don't fix anything around our house. I don't go to the

*Focus on
what you
do best*

cleaners. I don't go shopping. I don't clean the house. I don't do any work in the house. I don't look after my own calendar. I don't book airline tickets. I don't book hotels. I don't book appointments.

Just say, "What do you do?" I do what I want to do — just the things I want to do. I want to study. I want to talk to people. I want to sit down and stretch their mind. I want to open up. I want to help them change the paradigm.

I do what I absolutely love to do. I've heard John say that many times. He's said it to me many times. That's right. Let other people do the things they love and the things you have to work at. It's the only way to live.

Alex: I don't think you could've coached as many people as you have and continue to do so. I think it's accelerating if you had to work at that.

You find others who just play at those things you have to work at, and then you focus on what you're doing best. That's basically coaching, teaching and innovating.

Bob: The strange part about this Alex, when you really love it, you become super effective at it. I am very good in our coaching program. We've got a woman that administrates the whole thing, Carol Gates. She's incredible at it. She's an incredible person, and it shows up in the work that she does.

*You have to
learn all
you can
about
yourself*

We have people from all over the world. Now, we run our coaching program probably different than most people. It's more of a study program. It's more of a reprogram the mind program.

Most people think they have to learn more about what they're doing if they're not doing well at it. They don't have to learn more about what they're doing. They have to learn more about themselves. It goes right back to understanding the mind.

We have people all over the world studying exactly the same thing. I've gone into many different countries, many different cultures, but it's a strange thing. People in Malaysia have the same problems as people in Kentucky.

It's the same worldwide. The culture's different, but understand culture is a group habit. When you get past the culture, people are essentially the same. We're spiritual beings. We live in a physical body, and we operate in an orderly universe.

When we can really understand how to integrate this, how to take and integrate the information and our consciousness into that paradigm, that's when you take off. It's like you've been sitting here racing the engine, and all of a sudden you let the clutch out and away you go.

That's what happened to me. That's what happens to a lot of people I work with.

That's what happened to Loral Langemeier, multi, multi-millionaire. It happened to John Assaraf. It happened to Mike Ashley.

*You've got
to be going
after what
you love,
and then
you'll clear
the mind*

Alex: The third question after integration, and this is a nice little segue into it, and I know this to be true, is the about the cluttered mind. The confused mind is not an effective mind. A lot of questions came in on this, and it was amazing to me. I hadn't even thought of clearing the mind.

We live in an information age. The questions came in saying something like this, "How do I clear my mind from the everyday distractions that prevent me from attracting more money, wealth, and even relationships?"

You can just fill in the blank — Roger, Angelo, Linda, Dave, Janice, Ann, Patricia, Jeff, Marcy, Bob, Brian, Vincent, and many others. Thank you for this question. Bob, what do you say?

Bob: The answer to that is so obvious, and it's so easy.

Let's say you have a picture or a painting that you love looking at, do you have to clear your mind when you're looking at it? No, because it consumes your mind. I've got a beautiful picture that I love looking at. It consumes my mind. I don't have to worry about clearing my mind.

When you're going after a goal, when you've got an objective, and you're in love with it, you don't have to clear your mind.

Stop and think when you fall in love with a person. It's a new thing. It's so phenomenal. That person's head is like a hologram sitting out in the front of the dash of your car.

*Success
is the
progressive
realization
of a worthy
ideal*

They go everywhere you go. You sit down to eat, they're in the potatoes — everywhere. You don't have to work at keeping that picture there and clearing your mind.

You've got to do what you love to do. You've got to be going after what you love, and then you'll clear the mind. people who have a lot of confusion in their mind don't have any dominate ideas that they're in love with.

Earl Nightingale has the best definition of success I've ever heard. He said it is the progressive realization of a worthy ideal.

Now, think about that, it is the progressive — that doesn't mean go, stop, level out. Progressive, meaning you continue going up, going up, going up. Progressive realization — you see the materialization of a worthy — it's something that's worthy of me. I'm going to trade my life for it.

If I'm going to spend time with someone, I want to spend time with someone that I really enjoy spending time with. If I want to do something, I want to do something that I really enjoy doing because I'm trading my life for it. Life is so short.

It's not, "Am I worthy of it?" It's, "Is it worthy of me?" James Allen in his classic little book *As a Man Thinketh*, said that an ideal is an idea that you have fallen in love with.

Love is resonant. Love is when you enjoy talking about the same idea, when you're emotionally involved in the same idea, and then you have a great physical relationship. Mind and body are locked in.

*Keep your
mind clear
by falling in
love with
an idea and
dedicating
your life
to it*

How do you keep your mind clear? Fall in love with an idea, and then dedicate your life to it. Find out what you're good at, and then say, "I'm going to do this for the rest of my life." I made that decision that I was going to do what I'm doing for the rest of my life, and I was going to take as many people with me as I could.

As a result, we have people all over the world. We have all kinds of people come into our business. In fact, this probably would be a good time because you have people from all over the world reading this, Alex.

If somebody wanted to work with us they can find us at www.CoachMeBob.com.

Alex: When you go there, you'll see a green button. There's a free report that you get when you click on that green button.

Not everyone is eligible for the coaching, but just for submitting that information, in the comments area, after going to CoachMeBob.com, and clicking on that green button, you'll get a report.

You can't miss it. It's at the very bottom, under comments. Just for filling that stuff out because that's the first point of commitment of course in making a decision — he has a report on decision making.

One of Napoleon Hill's principles is being decisive. It's changed my life. Napoleon Hill is, of course, the author of *Think and Grow Rich*.

*Make a
declaration
to be more
decisive on
your road to
success*

Just write in, “I’m more decisive” in the comment section, and Bob’s office will send you that report as an added bonus, just for filling it in. You may or may not be eligible for the coaching, but whether or not you are, once you click that submit button, you will get that report sent to you via email.

Again, that’s CoachMeBob.com. What could be easier than that? Click the green button, and write this down. You may not be doing it right now, but write it down somewhere, “I’m more decisive.” Why don’t you add a few exclamation points while you’re at it, two of them, not one! “I’m more decisive!!” Let that be the first declaration on your road to success.

Bob, before we go to eliminating debt, which is the next question, take a moment and talk about gratitude. I know what clears my mind instantly, what just steeps my mind. I don’t think of anything else.

I can’t feel anger. I can’t feel hurt. I can’t feel resentment. I can’t feel jealousy or any of those other negative emotions that bring me down. When I’m grateful, it just consumes me. Where does that play in clearing the mind?

Bob: Gratitude is an attitude that puts you in harmony with your source of supply. Think of what I just said. Gratitude is an attitude. Attitude is thought, feeling and action. It’s all three. Its not just any one thing. Gratitude is an attitude that hooks you up to your source of supply.

*Be grateful
for all the
people you
meet and
all the good
that comes
to you*

We should be grateful for all the things that are coming to us, for everything that we've got. I'm grateful for the people who I meet. I'm grateful for the people who I'm going to meet. I'm grateful for good that comes to me.

When I write an affirmation, I always put, "I am so happy and grateful now that..." Gratitude is probably one of the most phenomenal vibrations that a person can move into. Unfortunately, not too many people stop and think, "Where did this good come from?" It's where did it come through?

Every time you receive a check or an amount of money, say you get paid from the company. You don't get aid from the company. You get paid from spirit. Spirit is the only source of supply. It came through the company.

We should be grateful. We want to have this attitude of gratitude. It's the most phenomenal concept. It's in chapter seven in *The Science of Getting Rich*. There is a whole chapter written on it.

If you contact us, I want you to mention that you were part of this session. I'm going to send you something on gratitude just for the fact that you're part of this because this is such an important subject. I want you to have that.

I'm going to send you something that is very, very valuable on gratitude, but whatever you're contacting us for — I don't care what it is — if you say, "I was part of the Access to Leaders session with Alex Mandossian." I'll see that you get it. It's a special gift.

Alex: So, *Purpose, Vision and Goals*, the article and the special report on decision making, and now the gratitude bonus gift. By the way, can I get that one, too?

*Do what
you know
inside*

Bob: You sure can. In fact, I'll even add to what we're talking about here. You talked about decision, and we're sending a report on decision.

Napoleon Hill wrote a whole chapter on decision, and did you know that all the wealthy people who he studied, he found that they all made decisions very fast, and changed them very slow, if and when they changed them at all.

If you go through an analytical process to make your decisions, you probably aren't going to make very good ones. If you will follow spirit, if you will follow your emotions, follow intuition, and make your decision fast, it's for the best.

I always say, "Don't even look sideways. Don't ask anyone what they think you should do. Do what you know inside."

Alex: The fourth question really comes from the fourth most asked topic which is debt elimination. I guess, that's the opposite of attracting money and wealth — having debt and attracting more debt.

How can I attract more money and wealth — the question goes, and this is exactly the way it was stated by so many hundreds of

people — how can I attract more money and wealth when I'm up to my neck in debt, and it just keeps getting worse?

*You attract
whatever
you think
about*

Bob: Do you want to know the answer to that? You can't. You're never going to attract money. You're never going to attract wealth when you're up to your neck in debt.

You're focusing on debt. In the things that we're giving — I like giving. The law says give, and you'll receive.

In the second chapter of the *Born Rich* book, we talk about debt. It's a debt elimination program. You've got to set up automatic and get it out of your mind.

If your goal is to get out of debt, understand this. That's the worst goal in the world because you're thinking about debt. If you're thinking about debt, you're going to attract debt.

You say, "But it's get out." I don't care if it's get out or get in. If you're thinking debt, you're attracting it. You're attracting whatever you think about.

You've got to set up an automatic debt repayment program and then forget it. Get it out of your mind, and then set a beautiful prosperity goal. See the money. Count the money. Mentally, count it.

Keep imaging it. Start to imagine what you're going to do when you have it, and start to see it coming to you. I've got an

*If you're
thinking
debt,
understand
you're
magnetized
to it*

affirmation. I just keep repeating it. “I am so happy and grateful now that money comes to me in increasing quantities through multiple sources on a continuous basis.”

Let's say that together. You say it to yourself as I'm saying. “I am so happy and grateful now that money comes to me in increasing quantities through multiple sources on a continuous basis.”

Repeat it. “I am so happy and grateful now that money comes to me in increasing quantities through multiple sources on a continuous basis.”

You get that kind of an affirmation going, and don't let a slow down stop you. You do not think debt. If you're thinking debt, understand you're magnetized to it. It's going to walk right into your life.

Alex: Again, we're running out of websites. So, if you just simply go to CoachMeBob.com, again, click that free report, that green button there. It's all you do, and at the very bottom, there's a comment box. In the comment box, you simply type in *Born Rich* to get a copy of that. Is that accurate?

Bob: Yeah, that's right, or if you just put “Alex,” you'll get everything we're talking about.

There is a cascading effect of prosperity

Alex: I'm feeling richer already. My name was mentioned. Prosperity focus.

Bob: It's attracted to prosperity.

Alex: It is, and I have attracted prosperity. In 2001, I made my first dollar on the Internet, and later that year, it turned out to be \$63,700. I have what you're talking about. Everything I have studied is parallel.

This is before we even met. It is so true, it works. The following year, that annual income became a quarterly income. The following year, that annual income in 2001 became a monthly income.

Then, the following year, that annual income in 2001 became a daily and weekly income. This past year, I have made that annual income no less than six times in an hour, one time in 10 minutes. How is that possible?

I did the exact same thing, but it just multiplies. It cascades. What's the cascading effect of prosperity before we dive into the question?

Bob: From abundance he took abundance and still abundance remained. It's attraction. It's what you see.

What you're saying here, this is what I'm doing. This is what I'm doing, and if you've noticed, you've raised the bar every time you

*You've got
to tell the
Universe
what you
want*

started a new sentence. We've got it down now to 10 minutes. Pretty soon, it'll be a minute.

I have a good friend of mine, in fact, I'll put his book in here. It's *The Millionaire Mindset* by Jerry Roberts. When I met him, he was quite proud because he had earned \$100,000 a year.

I said, "Hell, if you'd just do what I tell you, I'll show you how to earn that every month." He's earned a million in a day.

Alex: You're kidding.

Bob: No, it's like what you're saying. I did in a year. I did it in a quarter. I did it in a month, in a week, in a day, in 10 minutes. What are you saying? You're giving the Universe the message, "This is what I want. I want that much every 10 minutes."

Alex: The next question in on prosperity focus — this came from Lou, Colin, Ann, Gary, Carl, Greg, Terry, Linda, John, Lee, Bridgette, Mark, Darlene and more.

Listen to the way the question was posed and this is what's interesting because now that I'm hearing you speak, and I'm actually feeling it, it's just melting into me.

I understand that sometimes the questions are really what's causing the problem. The concept is prosperity. That's what came up in these questions.

You have to know you deserve things on both the conscious and subconscious level

Here's the question, "How do I get rid of lingering self-doubt and self-sabotage stemming from early childhood programming and attract the prosperity I've always deserved?"

Isn't that an interesting question?

Bob: It is an interesting question, "The prosperity I know I've always deserved." You see, they do know it on a conscious level, but they don't know it on a subconscious level. They don't know it on a paradigm level.

Let's think. How do I get rid of the lingering self-doubt? Let's go back to when we first operated a computer. We had doubt about whether we could work the computer.

When I first started to drive a car, I had doubt as to whether I was ever going to learn how to drive the car.

Why? I didn't understand the computer. I didn't understand the car. What is self-doubt? I don't understand myself.

If I don't understand the computer, I'm going to doubt whether I can make it work. If I don't understand the car, if I don't understand myself, I'm going to have doubts whether I can get myself going where I want to go.

God's gift to us is more talent and ability than we'll ever hope to use in our lifetime

It goes right back to the first question. You've got to have understanding. Then, you'll get rid of that early programming. That's the paradigm. That's what we talk about. You do deserve it.

It's like Steve Bowen one time said, "God's gift to us is more talent and ability than we'll ever hope to use in our lifetime. Our gift to God is to develop as much of that talent and ability as we can in this lifetime."

All the good that we desire is ours. What we have to do is learn how to accept it — acceptance is a big thing. Well, you see, we get rid of that by changing the paradigm.

That's what the year's coaching is all about. By the end of a year of coaching, I guarantee you you're going to know more about yourself than you could ever even dream you know.

Do you know there's about 11 billion kilowatt hours per pound of potential energy locked up in the electrons in the atoms of your body? The blood circulates through your body ever 33 seconds. It carries all the food in, all the garbage out in one sweeping change.

Your brain is an electronic switching station. It alters the vibration of the body at will. The central nervous system in your body is the most complex electrical system that the world has ever known.

We're just studying a few things. How do you move your finger? Why does your elbow bend?

Let's start to understand ourselves and when we do, we're never going to doubt ourselves — never. We're going to start living the

way God meant us to live. We're going to be free. We're going to do the things we really want to do. We're going to help as many people as we can understand the same thing.

There's nothing that's neutral — it either has a positive or negative impact

Alex: It's interesting. Dr. George Lozanov, one of the fathers of accelerated learning said, "There's nothing that's neutral. It's either good and has a positive impact, or it has a negative impact. There's nothing in between. Everything speaks."

When someone asks the question, how do I get rid of lingering self-doubt and lingering self-sabotage....

Bob: It just stays there. You just mentioned a name, Dr. Lozanov. He founded the Suggestopedia Institute in Bulgaria. He was teaching people languages in 20 days.

It's what we're capable of doing. The lingering self-doubt doesn't go away. Why doesn't it go away? It's a habitual part of our thinking. It's a habitual part of our personality.

I used to have lingering self-doubt. In fact, it wasn't lingering. It moved in. It rented out a good space in my mind, and stayed there for a long time, for years.

It isn't there anymore. I will not rent space to doubt in my mind. I don't rent space in it because I understand who I am today, and understand how to change myself and start to live the way I want.

*The quality
of questions
really
determines
the quality
of our lives*

Alex: If I asked a question, “How do I sell 100,000 books in one day?” Even though that may sound like an insurmountable amount of books, but I asked myself that question.

Bob, I’m telling you, and this happened after an interview with you and Mark Victor Hansen on a teleseminar. It was before an event where you were speaking.

I asked myself that question, and I came up with strategies to sell a quarter million books in one day, but it all started with the question — doubt and self-sabotage wasn’t any part of the equation.

You believe in Socrates. You believe in questions. Would you agree that the quality of questions really determines the quality of our lives?

Bob: Absolutely, no question about it. I dealt with a story in the *Born Rich* book along that line. A guy raised \$3 million in three hours and three days later because he only asked himself how he could.

When you get the *Born Rich* book, go to page 187, the 3-3-3 story is there. It shows you how to do whatever you want to do.

You got onto the idea of how to sell 100,000, and you soon realized that it wasn’t a very big number.

Alex: No, it wasn’t.

*Think of
how you
can, not of
why you
won't*

Bob: Just when you first say it, you think, “Man, that’s a lot of books.” Mark Victor Hansen and Jack Canfield along with a few of us did this seminar where they came up with the *Chicken Soup for the Soul* series. Mark says, “We’re going to sell 50 million before the turn of the century.” This is around 1990.

I’m thinking, “Fifty million, Mark, that’s a lot of books.” He didn’t sell 50 million. I think they’ve sold over a billion books. He just thought of how he could. He didn’t think of why he wouldn’t.

He’s got an escalating imagination that guy. It just runs away, but he stays with it.

Alex: It is intoxicating in the greatest sense of the word. That’s where I’m at right now. I’m at Mega Book Marketing. I had to duck out of the dinner to do this session with you.

Bob: Go and ask him about the book he and I are writing. We’re writing a book titled *God, Money and Sex*.

They are the hang-ups, the human hang-ups that people have. I’m not going to go into it here, but he and I are writing that book now.

Alex: That is a billion dollar title.

Bob: Wait until I show you how it's written. All of a sudden it will be worth two billion.

*You don't
know
what's best
for other
people so
don't act
like you do*

Alex: Let's move on to reprogramming other people .

Bob, this session would not be complete if people didn't ask questions about reprogramming other people. Lori, Mike, Patricia, Trevor, David, Nicole, and many, many, many others, all asked about reprogramming other people.

What's the fastest and easiest way to reprogram the negative thought patterns of other people I interact with such as my spouse, my parents, my siblings, my boss, my friends, etc?

Bob: I can answer that in a heartbeat. Get rid of it. You cannot do it. You have no right to do it, anyway. You don't know what's best for them. Maybe that's where they're supposed to be right now.

I'll tell you what the problem is. When you're thinking of how negative they are, you're in that vibration and you're adding fuel to the fire.

If you've got a negative spouse or friend, whatever it is, and you're thinking of how negative they are and that's all that's on your mind, you're in that vibration. That's like pouring gas on a fire trying to put it out.

*Come up
with 10
good things
about each
negative
person in
your life,
and it will
help change
them*

I'll tell you exactly what you want to do. Sit down and just do this with one person at a time because you've probably got a few negative ones in your life. Sit down and take one person and write out 10 good things about that person — 10 things that you admire, that you like.

You may only get two or three down to start with because you're so locked into what's wrong with them, but if you will keep doing this, you will come up with the 10.

Carry that 10 around and every time you think of them, read those 10 things. I don't care if they're with you and they are negative. Mentally, you just keep seeing those 10 things.

That's all you see is those 10 things. I guarantee you you're going to find they'll change.

Alex: What I do also is just tell myself, he or she is such a great teacher, a teacher of patience, a teacher of vigilance and everything else I'm experiencing. It really, really does work.

This is interesting because I didn't think this would be your answer. It sounds like you are saying that you cannot do it.

If they're eligible, how about if they just send them to your coaching program and let you do all the heavy lifting.

Bob: If a person goes through our coaching program for a year, they're a totally different person, Alex. They don't have to wait until a year's up. It starts right at the beginning.

If a person goes through our coaching program for a year, they're a totally different person

We take an entire library of material. We give them the whole library, everything we've got, and we've got it all for a reason. I built the program for a reason. We take them through every program in a very organized way.

Earl Nightingale taught me how to study. Earl Nightingale taught me how to teach other people to study. I was fortunate enough to work right beside him for five years. I got an education that very few people would ever get.

We do it in a whole year. If somebody comes into our coaching program and they've been in another one, they'll say, "This is different than the other one." That's right. This is effective. This is every effective.

We have learned how to gradually take people and totally turn them around. You don't do it overnight. You do it over a year, and over that year, we're going to help you form habits.

I was talking to someone today. I believe he was from England. He said he really couldn't afford it. I told him, "You can't afford not to do it."

The truth is if you have to borrow money from your grandmother to do this, go borrow the money. It will be the last money you have to borrow. I always say that because I used to borrow it from my

*You must
have
multiple
sources of
income*

grandmother. She was always good for a few bucks, and I always paid her back.

Make a decision right now. Say, “I’m going to be part of that. I’m going to let this Proctor teach me for a year.” I will dump my mind on you. I will show you every little trick. I could walk by you on the street, and I’ll tell you exactly what you look like or what you like.

I can tell if you operate from the right or left hemisphere of your brain. I have all this information I can share with you. It’s a matter of awareness.

If you are really anxious to improve, it doesn’t matter whether you’re in Africa or whether you’re in America. We have people all over the world in the coaching program. You would be in mastermind programs with people worldwide.

We teach people to set up multiple sources of income. That’s really what Alex was talking about when he said a year, a quarter, a week, a day, 10 minutes. He wasn’t there doing it for the 10 minutes.

He’s got this machine running when he’s sleeping. That’s how multiple sources of income work.

You can go back to the ancient Babylonians. Wealthy people have always had multiple sources of income. We teach this at a seminar called “The Science of Getting Rich Seminar.” It’s a three-day seminar. It’s the most phenomenal thing on money that you’ve ever been in.

*Money is
the most
phenomenal
instrument
you'll ever
lay your
hands on*

You walk into that, you walk out with a prosperity consciousness. I'll guarantee you that. We take your head off, clean it out, put it right back on again, but it is never going to be the same.

You're going to start to understand money for what it is. Money is the most phenomenal instrument you'll ever lay your hands on.

It's only used for two things, Alex, just two. One is to make you comfortable, and I think you should be comfortable. The more comfortable you are, the more creative you can become.

The second is to extend the good you do far beyond your own presence. I was mentioning earlier, we're setting up licenses and facilitators worldwide.

We want people who want to come and work with us. We want to attract like-minded people, and we're going to show these people how to really begin to live.

When you send your request in, just put "Alex," and we'll send you the information on all this stuff.

Alex: I think mentally I arrived five years ago. Financially, I arrived four years ago.

Bob: You're doing all right. You're making up for lost time, I think.

*Find a
source of
inspiration*

Alex: Thank you. You talk about giving back — my mother really was my source of inspiration, and a lot of times we didn't get along because she was an educator. Living with an educator or a teacher is difficult because she never stops teaching.

I felt like I never got a break until I had my first child, and I just fell to my knees and said, "Mom, I'm so sorry." I didn't realize what the first three months were like.

She loves two things, Bob. She loves getting her hair done, and she loves getting her nails done. I'll never forget two years ago, I gave her a lifetime of hair and nail certificates. She just tells me if she ever moves from beautician to hair dresser, and I pay the bill.

It's not a lot of money, but at the same time, the joy it gives to that woman is amazing. I feel like I've given back. That was a goal of mine five years ago.

One year later, it was realized. It starts with the thought and that's just as the kernel as to how this thing grows like the mustard seed in the Bible.

Bob: That was a beautiful act. You put a beautiful idea in a lot of people's mind when you said that.

Alex: Thank you.

It's true, and I hope nothing is as persuasive as the truth. It is absolutely the truth — she comes to my seminars. She gets on the stage and she says that.

*Nothing
is as
persuasive
as the truth*

It's so much joy. If you just ask someone, "Hey, what do you really want?" It may not be what you think they want, and then give it to them. You see the way their eyes light up and their heart is just beaming. Your relationship will change. I don't have any more conflict with my mother at all, ever. It's just amazing how much of a transformation that can create.

That's one way I measured my results is, "Wow, look what I did for mom." Many people asked, "How do I know? How do I know from the thoughts, the feelings, the visible clues that my mind is starting to get reprogrammed so I can become more inspired and more motivated to keep it going strong?"

Another interesting question, it's another, "Hey, if I get it, I'm going to do more of it. I'm going to do more of it so I do get it." It's amazing how these questions are posed. How do you respond to measuring results?

Bob: First of all, with results, you can see them. You can see them. They're measurable. Before the money starts to manifest, before the business really starts to grow, you're going to start to see the good in different things.

*When
money
starts to
come, it'll
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fast and
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you're
going to
wonder
where it
was hiding
through all
those lean
years*

You're going to see more opportunities because what you're really doing if you could imagine that your mind is a radio, and you're going from talk. You're going to really nice, candlelight and wine music.

You're changing the dial. You're starting to hear things differently. You're starting to see things differently.

It's like focusing binoculars, and these things will start to happen. Your awareness is starting to get very, very sharp. Then, all of a sudden, boom, it will start to come.

Like Napoleon Hill said, "When money starts to come, it'll come so fast and furious that you're going to wonder where it was hiding through all those lean years." He's right.

That's where the coaching program comes in. We take an organized systematic approach.

It took me nine years to figure out what I did. What we've done is restructured this thing, and we're taking them step-by-step-by-step-by-step in the reprogramming of the mind.

I can understand why so many people wanted to know this same question because that's the problem. They don't know how to reprogram the mind. They don't understand the mind.

If the people on the line go to our website, and wander around, there's an endorsement by Dr. John Mike. He's a psychiatrist, one of the top child psychiatrists in the United States. He's a great author.

He said that I taught him more about the mind in one year than he had learned in four years of medical school and five years of psychiatric training.

*You
will start
thinking like
the person
who's
teaching
you*

I found that rather amusing having never gone to school, but what I taught him was simply what Dr. C. Harry Router taught me. He knew more about the mind. That guy was so good, and I just picked his brain every opportunity I was given. Of course, I've never stopped studying it.

If you study something long enough, even if you're a little slow, you're going to pick a fair amount of it up.

Alex: You start thinking like the person who's teaching it to you.

Bob: You do. You certainly do.

Alex: Basically, you come from the lineage of Napoleon Hill and his thinking and you're passing that on and on and on, and it just keeps going on. You almost have no choice but to pass it on because it feels good. Why do you do it?

Bob: It goes beyond that. It almost turns into an obsession.

*Change the
world and
encourage
everyone
you come in
contact
with to do
the same*

Most people think of an obsession as a negative . Lloyd C. Douglas wrote a marvelous book called *The Magnificent Obsession*.

I got thinking about obsession one day, and I thought it was a negative. It's only negative — it's a bad idea. An obsession is a persistent disturbing preoccupation with an often unreasonable idea.

You see, I've got an obsession. I believe that I can change the world. I really do. I believe I can change everyone I come in contact with, and encourage them to want to go and do the same thing.

We're doing it now worldwide. We have people — we have licenses in different countries from Israel to Australia, from Malaysia to Manhattan, and it's growing.

I attracted one of the most phenomenal guys that you're ever going to meet, Paul Martinelli. The guy is phenomenal, and he's the president of Life Success Licensing. This guy is so good, he has studied our material for 15 years every day, and I didn't even know him.

He was Curtis Sleva's number one, the Guardian Angels. He went in and opened up eight cities for the Guardian Angels. Now, he got an education there that you would never get anywhere else.

Paul Martinelli is a phenomenal guy. He's on our team, and he's the one that works with all the licensees worldwide. I work directly with him. It's become a fascinating thing, but it's because I'm obsessed with the idea.

*If you're not
living on the
edge,
you're
taking up
too much
room*

If I sit down with someone, I try to talk them out of a job. Get out of the job, and we're going to show you how to get into your own business and earn millions. Why work for nothing? Get out and have some fun.

Be risky. If you're not living on the edge, you're taking up too much room, Alex. That's just the way I see it.

Alex: Oh my gosh. We have talked about reprogramming the mind, we've talked about daily integration, those exercises, clearing the mind, eliminating debt, prosperity focus, reprogramming other people's mind and the fact that we can't do it, that's the advice Bob gives you — and measuring results.

I've got to end with this question. Knowing what you know today, if you could go back, what would you have done differently to accelerate your success and reach peak performance sooner?

You have a quote underneath your image, and it says, "Tell me you want, and I'll show you how to get it." What would you have done differently, if anything, to be able to make that statement earlier in your life?

Bob: Looking back, I can honestly tell you I wouldn't do anything different, Alex. I think I did the right thing, and I honestly believe I was guided. I was guided to the right people and I met

*Find a
mentor to
help guide
you, and
pass it on*

the first man, Ray Stanford. He taught me to do exactly what he said until I found out he was lying, or I found out he didn't know what he was talking about.

That's what I did. I followed his advice, and when I moved on to Lloyd Conant and Earl Nightingale, I did exactly what they taught me. That took me from one stage into another into another.

It's been a very organized climb, and I've enjoyed too the fullest. I've enjoyed it. If I died today, I'm going to tell you, I have had such a phenomenal life through this material.

I wouldn't change anything because I honestly believe I was guided, and I've done it right. That's what I pass on to other people. It works. That's the main thing.

Alex: There's no question because every one of your mentors had other mentors. I'm sure Ray Stanford had his own mentor. Earl Nightingale, and all of them had had their mentors. Socrates was Plato's mentor. Plato was Aristotle's mentor, and Alexander the Great had Aristotle mentor him.

Mentoring and mentorship, I think that is one of the secrets of accelerating growth and accelerating wealth and anything else you want to attract.

Do you want to speak a little bit about mentoring and coaching? The program we've been speaking about, many people don't even

know about it. Who is eligible? What's the process? How do we prepare? Tell us one or two more success stories.

*In order to
change,
you must
be prepared
to do so*

Bob: A person's eligible if they demonstrate that they really want to do this, that they're really prepared to change. We send out a pretty comprehensive questionnaire to everyone that we have them fill in before they come into the coaching program.

They've got to make commitments that they're going to do certain things. When they'll do that, if they will do their part, we do our part. We have them fill in the questionnaire. It's confidential. Nobody else gets it, and we've got a team here that works very closely with them.

I do all the training. Paul Martinelli does a bit of it, but I'm the coach. I don't have a whole team of coaches, and we've got a very, very effective system. We've got a director in Carol Gates who's incredible. She makes sure it runs right.

The mentoring and the coaching is the way of transferring an awareness through ideas, through thoughts, through feelings, through actions. You're transferring your knowledge that you've gathered over a long period of time to the other person.

This is how we move ahead in the world. If a person has to take all the time to get it all themselves, then we're probably not going to make much headway.

*Before I
can do
something,
I first
must be
something*

I have studied now for many, many years and they're gaining from that. I gained from Napoleon Hill's study. I bought his book.

Earl Nightingale, the most listened to man in the history of the broadcasting industry. He's the dean of personal motivation. I worked side by side with him. So, a person's getting all that. You talk about a lineage, it's such a rich one.

I feel like I've been blessed that this flows through me. Visit CoachMeBob.com. Make sure you write "Alex Bonus Gifts" in the box because there's so many extras that you're going to get as you come into this coaching program from this session.

It's a very organized way, Alex, for a person to really transform their results. Gerdis said, "Before I can do something, I first must be something."

Well, everybody wants to do something different. They want to get different results. You've got to be somebody different first. You've got to change inside, and that's what we help people do.

We help them change the paradigm, and they walk into a brand new world. It's phenomenal. It's called freedom.

Alex: I remember Mel Gibson at the end of "Braveheart", and he had one last breath, and that's all he could scream out of the top of his lungs, "Freedom!" That's the one thing they couldn't take away from him.

*True
discovery
lies not in
looking at
different
landscapes,
but looking
at the same
landscape
with new
eyes*

The one quote I want to leave with before we go to your final thoughts, Bob, is from Marcel Proust. He was a Frenchman, and he said, “True discovery lies not in looking at different landscapes, but looking at the same landscape with new eyes.”

That really is a theme for me — just looking at this same landscape which I’ve read about, heard about and felt over and over and over again, but when I have someone like you Bob who opens up my eyes and I can look at the landscape differently, just like *Think and Grow Rich* and all the other excellent books that we’ve read, they have different meaning as we grow.

Actually we grow into them. It’s just amazing the transformations that can happen. What final comments do you have to offer?

Bob: Before I give any comments, I want to congratulate you. I have been interviewed by a lot of people over the past 38 years, Alex.

I have never ever been with anyone that interviews as well as you do. I can understand why you have such a phenomenal reputation. This is the first time I’ve really worked with you, but I’m going to tell you I am very impressed as I would imagine everybody is.

You do a phenomenal job. You’ve done your homework. You’re a real professional, and it was real pleasure for me to spend this time with you.

Alex: I appreciate you for noticing. Thank you very much.

*When
you have
options,
you really
start to live*

Bob: I want to leave people with this idea. I don't care where you're at. I don't care how bad or good things are. I do know this. You can make them so much better. There's no one that is stuck where they are. Everybody can move.

Ray Stanford gave me hope. Hopefully, I've given some of you hope, and when you have hope you have options. When you have options, you really start to live.

I want to suggest that you get in and study what we study. I will give you specific people to study over a year's time. They are phenomenal individuals who have lived on over the years, and it's information that I've got and I put it together in an organized, coherent manner, and I want to share it with you.

I want you to enjoy the kind of life that I have. I say on "The Secret" that I feel like I'm living a charmed life, and I really do. I've had the honor of working with the people on the move on "The Secret." I've gotten to know the lady who created it very well.

They're such beautiful people, and you know, I'm attracting more beautiful people into my life everyday. You will, too, as you start to study this.

I do know one thing. I know that if someone's attracted into my life, they've got to be in a good vibration because I'm in a good vibration.

I want to encourage a visit to CoachMeBob.com, and fill in the information, get the report back, and let's spend a year together. You can make some phenomenal changes. Thank you.

*Don't forget
to collect
the bonus
gifts Bob is
offering you
at his site*

Alex: Thank you, Bob. I ran out of paper writing about the bonuses Bob is chucking out. I didn't expect it. I was expecting one. Just be sure to write down "Alex Bonus Gifts" in the comment section at the very bottom so you get them.

You can listen to the audio for this "Purpose, Vision, Goals" transcript at AskBobProctor.com/replay. I also want you to go back and read this over again and again.

So, please visit CoachMeBob.com and AccessToBob.com.

My name is Alex Mandossian, and on behalf of Bob Proctor and myself, we wish you well. May our paths cross often.