

Announcer: Bulletproof Radio, a state of high performance.

Dave: You're listening to Bulletproof Radio with Dave Asprey. Today's guest is a guy who probably doesn't need an introduction. His name is Jack Canfield, and he's the guy who created Chicken Soup for the Soul, which if you're living you've probably heard of. He wrote this book 25 years ago in 1993 and get this, there are 500 million copies of this book in print, 40 New York Times bestsellers and he's had seven books on the New York Times list at the same time, which set a Guinness Book of World Records.

Jack's just a profound human being, a psychotherapist, an educational consultant, an award-winning speaker and a personal development and transformation leader. But what you may not know is he's also a corporate trainer and keynote speaker who's been focused on success as a big part of what he does, where it's not just personal development, it goes deeper than that where you need to develop yourself but the result of that can be success.

I wanted to have him on Bulletproof Radio today to talk with us about how he became successful and about the latest work that he's been doing, which is a new book that he'll be talking about. I called new. It's only a million copies sold or something, about success. Jack, tell me about your new success direction, like why you wrote a book about success because clearly you've read enough books you probably never have to write a book again. What drove you to write something about that?

Jack: Well, I had achieved such amazing success with 500 million books sold and trainings all around the world. I've trained in over 50 countries and millions of people, and multi, multi, multimillionaire. I have a great family and I live in a wonderful house in Santa Barbara, California. My life was pretty amazing and it started out not that way. I was a poor kid from West Virginia whose father made \$8,000 a year who was very fortunate though.

I had an aunt who had a son named Jack who was killed and as a result of that, she kind of adopted me. I didn't live with her, but she paid for me to go to a good school and I ended up getting a scholarship to Harvard. All those things that turned out very very well. But what really turned it around for me was I was in Chicago teaching in an inner city school, I wanted to make a difference and contribute to society. This was back in the early 70s and late 60s and I met a guy named W Clement Stone who was a self-made multimillionaire worth about \$600 million in 1969 or 70, so that'd be worth \$1 billion today.

I ended up working for him in a foundation called the Foundation for [inaudible 00:02:51] Motivation, like how do you motivate people to achieve more? He wanted to give back to society. He was a good friend of the guy who wrote Think and Grow Rich-

Dave: Napoleon Hill.

Jack: ... Napoleon Hill. They were good buddies and they actually coauthored a book together. So, that was my ... In my early 20s I was exposed to one of the giants of this

whole world and I got to learn how to teach these principles. Since then of course there's been much more. It's come along that I've learned like NLP and EFT tapping and so many different things that are now available to us to accelerate our change of consciousness, our mindset, our skill sets and so forth.

So here I am. I've sold millions of Chicken Soup for the Soul books. I'm living the life of [inaudible 00:03:27]. All of a sudden I thought I had to share with people all these principles I've been applying. So I sat down in bed. My son was sitting next to me with his laptop. He was like I think 11 and I'm sitting with my laptop and, "What are you doing dad?" "Typing out chapters I think should be in a book."

I ended up with 114 chapter titles. It was all principles, ideas. I said, "That's too many," so I combined some and dropped some out. I still have a bunch of chapters I wrote. [inaudible 00:03:53] put them into a book. But, I wrote that book and as you've mentioned it's 50 ... I think we're in 27 languages in 50 countries telling it. Whole cities in the Soviet Union who the entire city government, all the school teachers had to read the book. Transformed cities, transformed companies, transformed lives.

But my favorite story is when I got an email from a 15 year old who said, "my mom never buys books, but she bought your book. I wondered why would she buy a book? What's in this? So I stayed up all night reading it and I read it the next night," because it's not a short book. And he said, "Before that I was getting Fs in school, I was hanging out with the kids doing dope. I was smoking in the parking lot. I was taking drugs after school."

"I was basically failing out of school. After reading your book I'm getting As and Bs. I stopped smoking dope. I'm not ditching classes and my life's really doing well." And I thought, wow, if I can reach a 15 year old with it, we can also change governments with it. This is a pretty good book."

Dave: Wow! Do you think that's your best book?

Jack: I think I have two best books. The Success Principles is the ... Let me step back. My life purpose statement is to inspire and empower people to live their highest vision in a context of love and joy. The inspiration was all the Chicken Soup books I did, so I'll go back just correct the introduction a bit. 300 books in the series have sold 500 million books. The first book we sold probably 100 million.

Dave: Oh, okay got it. Only 100 million.

Jack: Yeah, whatever. So, I'd say for the inspiration side the first Chicken Soup book, and then for the empowerment side, the how to, that would be The Success Principles book, which has transformed lots and lots of lives.

Dave: It's amazing that after this level of success, you could pretty much sit in the sun in Santa Barbra, at least whenever it's sunny, which isn't as often as people might think there and just chill out. But my experience of you is that you don't. You twice a year lead a

group of the biggest names in personal development to go off without fend fare and work with each other on living the ball forward and you're till producing books and still giving back. Why?

Jack: I can't imagine not doing it. It's like asking a surfer, why do you keep surfing? It's like asking a golfer, why do you keep golfing? Because, I love doing to. If I stop loving it, I'll stop doing it. And my life's gone through chapters. I ran a lot of seminars, then I wrote the Chicken Soup books. I wrote that for 15 years and we sold the whole franchise to a group on New York. I came back to doing trainings.

I actually wrote The Success Principles so I'd never have to talk about success again. I said, "I want to just be done with it and pursue my spiritual life." And I learned you don't write a book and then not think you're going to talk about it because that's all everyone wants to talk about, is your book. But I literally have read over 3,000 books, taken over 600 seminars and God knows how many YouTube videos I've watched in my life and audio programs I've listened to.

But I said, "If there could be one book that would take everything you needed to know to be successful," [inaudible 00:07:03] content knowledge you need if you're going to be a salesperson or you're going to be an entrepreneur, but if you could read one book that would give you all the psychology of success that you would need, all the basic principles and strategies you have to use on a daily basis, could that happen in one book? And I think I pulled it off.

Lots of more things that are being invented all the time, but the core basic things ... I tell people, "If you read this book and nothing else, you'll have enough to create success in any area of your life."

Dave: Where do people look for success most? You have an unusual vantage point because you've done this for decades and you've done this for millions of people. There's different domains of success like, I want success for relationships, I want to lose weight or something. Or, I want a successful company, these different domains. What matters most to the average person out there?

Jack: Well, I think most people equate success with financial and career success, fame and fortune and that kind of thing. Some people would associate it more with impact, like you're trying to change something in the world. But I look at even areas of your life. There's finance, there's professional career, there's health and fitness, there's relationships, there's fun and recreation. A lot of people are not successful at having fun in life.

There's what I call personal. Which would be your personal and spiritual growth and things you want to do just because you want to do them. Go to Machu Picchu, climb Mt Everest, whatever. And then lastly, contribution. I encourage people to be working a little bit in every one of those areas so you have a well-rounded life. I've worked with a guy who's very, very successful but was miserably.

And then a friend of his ... And this guy is worth probably half a billion dollars and the friend said, "I'm going to Bosnia and Herzegovina. I'm going to take wheelchairs for kids who have lost their legs in the war and stepped in land mines. Would you like to come with me?" He knew this guy liked him and he said, "Sure." So they went over, they landed on a tarmac and they're handing out wheelchairs. This one little boy, I think he said he was 11 years old would let go of his leg after. He was trying to leave to get another wheelchair for another kid and this kid was just not letting go.

He turned around and he said through tears and an interpreter, this boy looked up in his eyes and he said, "Please don't leave yet. I want to memorize your face so when we meet again in heave, I can thank you one more time." And he said in that moment, "The only time in my life up till then that I experienced pure joy and I realized my purpose was about contribution." And so he came back and started the Ken Behring Wheelchair Foundation.

He also builds wells because he realized giving away wheelchairs to kids in Africa, if they didn't have water it was not useful. So, he's built thousands of wells and given away I think something like 40,000 wheelchairs.

Dave: Wow! Just that one statement from a child at the right time.

Jack: I'll just say this to. I used to say success was being able to produce whatever result you wanted in any area of your life, when you wanted it, as much as you wanted it. And now I say, success is fulfilling your soul's purpose. So, whether you're religious or spiritual or neither, you have some purpose. It's built into you, which is why certain things excite you and they turn you one.

You and I are on the bench here where we're recording this where we heard from one of the top two surfers in the world and he just had to do that. Couldn't not do that. That's where his joy came from, so his purpose was around that. Now, it's expanded beyond that as he's gotten older and so if you fulfill the purpose that you were meant to express into the world, and that can evolve, then I think you're successful.

For somebody that might be writing poems in [inaudible 00:10:39] in New Hampshire, for someone else who might be being an entrepreneur like yourself and changing the idea of what health is really about longevity is really about. For my son who's a hip hop artist, it's about coming up with really creative rhymes that make a difference, that make a statement, that talk about change. For another one of my sons is being a singer. He's at Berklee College of Music learning to take it professionally.

Dave: Take me back to the first time you felt real success, like maybe your first book or when you got your job as a trainer. When you first realized, I have more than enough money to be safe. What went through your head then?

Jack: Well, it was an adjustment period. It was after the first Chicken Soup For The Soul book took off. I think I made \$6 million dollars in one year, which was way beyond ... When we published that first book, I was making \$140,000 a year after taxes. That's what I had

to spend. I was grossing around \$400,000 for a little tiny speaking company, but all of a sudden \$6 million. I got about \$3.5 million. I can spend \$10,000 a day and not run out of money. It was like, "Okay."

But it was weird because I grew up poor. When I was at Harvard, I was the kid on scholarship. The other kids were named Larry Rockefeller, Max Factor the Third, John Hopkins the Fourth and so for me, it was a sense of, "Wow! I can really go live where I want," to now ask the questions, "Where do we really want to live now? Where I have to live?" I didn't have to make decisions like, "Do I want to get the blue cashmere sweater or the burgundy? I'll get them both." It was weird because it took me a while to get comfortable with my wealth and stewarding it and managing it became a new professional concern that I have to spend time on. It's a responsibility.

But I loved it because it allowed me to get good health care, put my kids in good schools, take vacations. But more importantly, to fulfill my purpose. I was able to hire staff. I was able to have the resources; the computers, the office space, put the brochures together that brought 1,000 people to a seminar instead of 100 people so I had more impact. It's always been about making a difference for me, but also having fun and enjoying the ride at the same time doing what I love.

Dave: So you had an adjustment period. Did you have like a day where it just kind of all landed on you and is there an experience there that you can share?

Jack: The day I wrote a check to the IRS for ... It was about a little over ... I think it was a half a year we had to ... Anyway, it was a check for \$1 million to the IRS. I went, "I can't freaking believe I'm writing a check to someone else for \$1 million. I earned that money, wait a second." And then I went, "You are so lucky to be able to write a check to the IRS for \$1 million." I think that was the day. And then I think the other day was when I wrote my first check to a charity for \$100,000. I was like, "What did I just do?" It was kind of a weird thing. It's more than I used to make.

Dave: Right, right. So, you became comfortable with that and you continued pursuing success.

Jack: Yes, yes.

Dave: What's the first principle out of these hundred or so that you've distilled down into-

Jack: 64, 67 now because we did a redo 10th anniversary where we had a whole thing on social media, a thing on leadership and a thing on networking. We felt we needed to bring those three principles.

Dave: Those are definitely part of success. What was the very first rule that came into your head when you were writing those books in bed with your 11 year old?

Jack: The first chapter in my book and the first thing I ever talk about in a seminar or a speech is take 100% responsibility for your life and your results. And, the idea that 99% you're

always going to blame the 1% on somebody else, so give up blaming, complaining and excuse making, which is hard for people to do. We're pretty addicted to it.

But everything else follows from that because ... I teach a formula in the first chapter of the book says E plus R equals O. The events of your life plus how you respond to them equal the outcomes you get. We celebrate outcomes and we complain about outcomes. Anyone goes to therapists are complaining about the outcomes; I'm depressed, I'm overweight, my kids won't talk to me, I've lost my job. Those are outcomes.

And so, think of it as a mathematical formula, two plus two equals four. And if you're not happy with four, means you want five or six, meaning more money, more wealth, more relational fulfillment, more happiness whatever, you can't keep doing two if the universe is doing two. You've got to change or two to a four, which means you're going to have to learn something new. It's going to be uncomfortable because all new behaviors by and large uncomfortable.

And I do a whole lot of work around comfort zones and things like that, but there's only three responses you have any control over. That is your thoughts, the images you hold in your head; your fantasies your dreams, and your behavior; that's what you say and do. These are the three things you can control, you can change. I go deeply into how, do we change our thoughts? What are the thoughts of successful people?

Just to give you an example, I was working with the RE/MAX franchise owners up in New England. It was right at the height of the recession, right around 2008, 2009, whatever, and one guy was doing better than everyone in the room. He was up, everyone else was down ... You talk to most people, during the recession they were down 30%,40%, 50% in their income including speakers I know and so forth and he wasn't.

So, I brought him to the front of the room. I said, "Let's start thoughts. What do you think?" He said, "Everyone else thinks [inaudible 00:16:11] recession. We got to cut back, can't afford a bunch advertising, we're going to have to cut back on the staff." He said, "My thought is I don't care what the economy is doing. I always do better than everybody else. I do well." That was his thought.

That thought then leads to behavior, which then leads to outcomes. So, you have to learn how to think like successful people do. We have to eliminate words like can't, try, wish I were able to, have to because there are no have tos or I'll choose tos. So, go into deep language analysis because we hypnotize ourself with negative thoughts.

And then images. If you're scared, fear ... You've heard this before. I'm sure everyone has these days but fear is fantasized experiences appearing real. They're just fantasies, you're making them up. But if I imagine I'm going to lose my home, I'm going to feel bad. If I imagine I'm going to survive the recession. I'm going to feel good. Now, we can choose what ... Most people say, "Well, it's just what is."

No, you choose, you can choose, replace. Cancel that thought, I'm going to replace it with this thought. So, daily visualization of what it is you want actually reprograms the

brain to see things differently. I actually show a video in my trainings. A lot of people have seen it these days in this work, but it's a video of six people. Three in black shirts, three in white shirts and they've got ... Each team, we'll call it a white team and a black team has a basketball.

They're passing it back and forth between each other of their same color. And I say, "Focus on the white team. Notice how many passes they pass." And then I say, "33% of the people get this right, everyone else gets it wrong," so they really focus. It's 37 seconds. In the middle of that video, a man in a gorilla suit walks across the stage, stops, pounds his chest and walks off the stage. More than 50% of the people never see that because they're focused on the white team.

So, we are so focused on our current beliefs about reality, the way it is, the way we've been conditioned by our parents the culture whatever, that we miss all the opportunities that are always there. When you start visualizing your goals as completed, what's the vision of you? I don't know what your vision is for Bulletproof, but you've got a vision. If you sit and visualize that for a couple minutes every day, the reticular system in your brain opens up. It's a certain part of your brain. Opens up and it perceives things that most people will never see and you didn't see until you did that.

And so, we're filtering out all kinds of opportunities, resources and things like that. So, visualization, the images, fear, all that we address that. And then finally, your behavior. What are the behaviors of successful people? Successful people get enough sleep. Successful people worry ... They don't worry about it, they take care of their energy, big thing that you're into.

Successful people ask for feedback. Successful people are open to being taught. Successful people plan. Successful people adjust their plans based on feedback. So, there's a lot of things that you can learn to do that most people don't do. Only 3% of Americans have goals. Only 10% of kids in high school have ever been taught how to set a goal. You wonder why the 1% exist, and part of it's the economic structure of our culture set up that way, but a lot of it is how they were educated and what they believe. Anyway, long answer to a short question.

Dave: But just full of gold. Let's go back to language. In my house, those words you just talked about; can't, try which predisposes failure and have to, I've taught my kids ... We just don't use of those words. My son loves to say, "Well, you can't travel to the middle of the sun without a spacesuit or any kind of technology. There's one can't." And I just say, "Well, what if you change the laws of physics?" He makes a face at me and the idea is, if I use one of those words, I'm going to get called on it because kids are the best at calling their parents on anything right?

Jack: Yeah, yeah, yeah.

Dave: But in my company, this is in our culture. We don't use a passive voice, we don't use the weasel words because people use them to weasel out. Nothing really will stop a conversation faster than if I tell someone, "I want you to do this," and they say, "I'll try."

I'm just like, "Full stop. Either you're going to do it or you're not going to do it." And it's okay if you do it and fail, but you're going to do it. Otherwise if you tell me try, I just heard you're probably not going to do it. But to build that into a rapidly growing organization so that we all hold each other accountable, that has been one of the biggest challenges.

Jack: What we do in our company, we have a ... You know how some families have swear jars if you swear you got to put a quarter in it or the kids lose their allowance kind of thing?

Dave: Yeah.

Jack: In our company we have fish bowls in different offices and if you say can't, if you say try, if you say have to, whatever the words are, maybe, things like that, it's a \$2 fine right on the spot. Now, it's not to punish them, but it's to make them aware that there's a cost to using those words. But it makes it visible and you can see it. And I do that at my seminars to on either side the stage. And anybody can call you out. I get called out occasionally.

And if you make an excuse, that's another \$2 fine. "The reason I'm late is," No, reason you're late is you ... "Traffic made me late." Well, you've been late eight out of the last 10 days because of the traffic. It's called leave sooner because that's what the traffic in LA does. But I think of the physical thing as a really good way to do that so that everyone sees it. And then you hold people accountable to it.

By the way, a good retort to your son with the word can't is you say, "Is that something you really want to do? You really want to fly in a wing suit to the middle of the sun?" And they go, "Not really." So, people don't say can't about things they don't really want to do.

Dave: Oh, interesting, okay. What's so bad about try?

Jack: Try, I'll tell you where it really came home for me. I'll ask people in my audience I'll say, "Put something on your table or on your lap you can pick up. A pen, whatever. Pick it up as high as you can," and they do. They put it back down. I just be like, "Pick it up as high as you can," and everyone does it. "Put it back down." Then I say, "Now this time just try to pick it up." First of all, one no moves for a minute, and then you see a few people kind of struggling like they're lifting a 50 pound weight and it's a pen.

As soon as you say try, it assumes it might not be possible, and so now they're confused. Before it was just pick it up. If I say to my son, "Try to keep your room clean because your grandfather's coming over," that assumes that it might not be possible for him to do that. If say, "Keep your room clean," it's like that's what you're going to do. They may resist and all that kind of stuff, you have other ways to play with that. But the point is, as soon as I say, "Try to have your homework done by noon, try to have this in on time, try to get that report done," it assumes that I think it might not be something you could actually pull off." The whole brain just goes, "Okay, we got an out."



Dave: Why is there this internal resistance? Why does the brain always want it out? Like how hard is it to clean your room or make your next sales call? Whatever that procrastination or that resistance is.

Jack: I think it's a lot of different things for different people. I think for some people, cleaning their room really goes against the whole way they structure reality. Well, if you look at like Picasso, Picasso was a really messy guy. Samuel Clemens, Mark Twain, I've seen pictures of his office. There are books piled on the floor, on the chairs. Creative people work like that like my daughter.

For some people they're saying, you're not the boss of me. Kids will say that, "You're not the boss of me. You're not the boss of my body," so it's a control issue. "You can't tell me what to do." My wife is a physical trainer and she's all about nutrition and she'll say things like, "You shouldn't eat that." And then I want to eat two of them right in front of her just to prove you can't tell me what to do. But that comes from ... I explored it once and in my childhood because when my dad would tell me what to do I hated it and that was the way I would respond to prove I'm in charge of my life.

And then sometimes there's things where people have been wounded. You asked somebody to do something that in the past led to shame or to failure or to social censure like they spoke in front of the class, some people laughed so now you say, "Well, go up and tell the group what to do," and they panic. They can't do it. I mean they can, but all that resistance-

Dave: They feel like they can't try.

Jack: Exactly.

Dave: How do you turn that off? Every entrepreneur I've ever worked with has some of these things and they're mostly invisible to us. We don't really know that's why they're doing it, but it seems to always go back to relatively small or sometimes large childhood traumas.

Jack: Almost always.

Dave: This is not something that's taught in business school. They didn't teach you that at Harvard, they didn't teach me that at Wharton. It's out of the universe, but we all will feel shame, "I didn't do that," and we don't know that there's a reason we didn't do it and it isn't really a logical reason. How do you go about either in your own life or when you're working with someone making them aware that they have a pattern and that the pattern is tied to trauma?

Jack: Well, the awareness at that a pattern usually comes from external feedback or it can come from an internal awareness that I'm not creating the results I want. I'm not getting what I want done. In my seminars the technique I use is, I call it releasing blocks. I'm writing a book with Lise Janelle about it called The Heart Freedom Method because she

does something similar she named that, so we decided it needed to get out to a bigger audience and her 100 or my couple thousand live seminar people, whatever.

So, I ask them to close their eyes [inaudible 00:25:30] context on this. Almost everything that's blocking you happened between the age of three and eight. Sometimes later, could happen when you're 18, whatever. And so, something happened and you made a decision, "This is never going to happen again. I'm going to avoid this." Or you made a decision, "I'm not worthy of love," or I'm not worthy of this or it's not safe to talk about sex or it's not safe to ask for what you want or it's not safe to, whatever.

So, I say to people, "Close your eyes. Get in touch with something you want to achieve and manifest that you just don't seem to be able to pull off." Relationship, get your company to work, make \$1 million, be healthy, lose that less 100 pounds, whatever it is. Everybody has something. Then I'll say, "close your eyes and imagine ... When you think about that, what do you feel? What's the emotion?" Frustration, resignation, fear, anger, whatever.

And then, "Scan your body form head to toe. Notice where in your body do you feel either a string physical sensation or a numbness or a pain." So, pain, physical sensations. First time I ever did it, it was like a bar across my back, a to by four. Then I'll ask them to describe it in great detail. How wide is it? How thick is it? We're doing all these things to draw their attention because most of us don't pay attention to our body. It's that whole mindfulness movement that we're in now.

And then finally after all these things; what color is it? Is it solid? Is it hollow? Is it wet? Is it cold and hot and all that? Inside that sensation, see if there's another feeling. There almost always is. Sometimes the same one, but it's different. Now, go back to the earliest time you can remember feeling that same sensation and that same feeling. Almost everyone goes back to three and eight somewhere.

Then I'll say, "where are you?" I did this with 8,000 Herbalife distributors in India. It's a powerful exercise. You can do it with a large group. Where are you? Who's there? Are you alone, with people? What are you feeling there? Is there something happening to don't want, which is often the case? They're shaming you, sending you to your room, punishing you, accusing you of something you didn't do. Or, is there something you're wanting that you're not getting? Attention, love, security, protection, whatever it might be.

And then, what decision did you make at that point in life that might be still limiting you? What belief did you take on? And then I have you as an adult go back and talk to that inner child with all the wisdom you have now and tell them, "Hey, maybe it wasn't personal. Your dad was just pissed off that day, just lost his job. Your mother didn't know any better," blah, blah, blah, blah, blah.

And, maybe it's something you needed in your development to give you the compassion to do the work you do today, because a lot of people that are therapists and trainers do

it because of something that happened to them as a child that they don't want anyone to every experience again, and now they know what it feels like.

And then finally, you go into the future, become your enlightened self ... Some people say you can access a spiritual teacher, either one works, you're accessing the same wisdom. What advice would you have for the adult sitting in the chair who started this whole thing? By the end of that 98% of people have released it, it's gone, it doesn't come back, doesn't affect them anymore. And write it down, things like that afterwards, but basically it's very, very powerful.

Dave: That id very similar to the stuff we do under neural feedback at [inaudible 00:28:43] where you can start to see if you're wiggling around, like whether you're still resisting it. But no one taught me that stuff. When I was about 30, i did a personal development program and I actually went back to when I was born, a little before three. It was kind of scary because I didn't know that that was possible.

I had made this decision because I was born with the umbilical cord wrapped around my neck. When I came out they put me somewhere else. I was just a very young baby, and it was pure emotion, no real thinking about it. But I made a decision, if I'm going to be alone, then I'll be alone. And I literally lived my life where I just wouldn't make connections with people for 30 years because of some decision I made when I barely had a brain.

I went back and I successfully recontexted that and let go of that. And since then, I've militantly gone through anytime I can find any of that stuff. And I started teaching my kids like my 10 year old daughter. I'm like, "Why don't you draw that feeling? Where is it?" She'll draw a picture of a red ball and things like that to try and call this out. But I put myself into my 30, 35 year old entrepreneurial self before I'd gone down the path that I've been down and I think, "okay, I can hear this interview and I can say this all sounds really good."

Number one, I don't believe it because I'm going to have my own internal resistance because it just can't be that simple and because I'm smart. I'm smart enough to know if my body was doing something that stupid. Do you recommend that people work with a trainer, a coach, a therapist, a friend? Usually it helps to have someone guiding you through this. What's the most effective way you found for people to really just get rid of this stuff?

Jack: Well, there are people that can listen to a CD at home and go through a process like this, which they get it. But, I find we're very tricky at tricking ourselves. The ego is trying to protect us. The ego is not all a bad thing. It can get in our way, it has its uses and it wants us to survive, but it's like you're walking around in ... I always use the metaphor, if you saw someone walking down the street with their scuba gear on and their big fins and tanks and all that stuff you'd say, "dude, you're not in the ocean anymore. You can take that off."

But we don't see it on ourselves, so we trick ourselves. So, I think having a therapist, a coach, a counselor, a guide, a trainer, whatever that's skilled in these techniques is the best way to go. And there are so many new techniques like EFT tapping. I know you can release beliefs through tapping. You can release trauma through tapping, pain through tapping.

Dave: By the way, I just interviewed at this same place in Hawaii, I interviewed Dawson Church about tapping, so people listening can find that episode. It'll come out before or after our episode.

Jack: Dawson's a good friend of mine. I wrote a book called the 30 Day Sobriety Solution which Dawson helped me write a whole chapter on how to tap away the craving for alcohol. It's pretty amazing stuff.

Dave: Now, this is another one of those things that triggers skepticism across broad numbers of people. Here I am, I'm a successful human being, I've managed to have a family and a career, now you're going to tell me I'm supposed to tap between my eyes three times and tap over here. Even with the 100 studies that Dawson talks about and things like that, there's so much societal resistance to these things that seem to work, even if we don't necessarily know all the reasons they work. Like, if you do A, B, usually it happens therefore doing A might be a good idea. Where does the resistance to these relatively rapid and relatively risk free things, where do you think it comes from?

Jack: Well, there's the research of Carol Dweck about open mindset and fixed mindset and how certain people really believe that they're not fixable or that being fixed is dangerous. Like, I might all of a sudden not love my wife or I might not want to be a father anymore. I might want to quit my job and go grow worms in Timbuktu. There's that fear.

And I think there's another fear that if I engage in some of this, stuff might come up that's painful that I don't want to feel. A lot of the reasons we shut down these emotions and turn them into tension or pain in our body is because they were painful. And as a child, perhaps you didn't feel you could handle that pain, you didn't have the capacity to let it move through your body, you did but you didn't know you did and so ...

I use to be a psychotherapist many many years ago. I got really tired of it one-on-one in a room. I like to be out in the world with big groups. But, I would hear people say things like, "Well, if I start crying I'll never stop. If I allow myself to get angry I'll explode." They rally thought it'd be peeling parts of their body off the wall, or they'd hurt somebody or they'd hurt themselves or it's just too painful.

I think there's some of that in there on a subconscious level that people don't know that all you have to do with an emotion is experience it and it will pass through you. There's that piece of it I think to. And I think a lot of it is, people don't want to be seen as silly. They don't want to be conned. They don't want to be seen as stupid.

You'll see people sitting in the airport now tapping to get rid of their fear of flying, and you look a little dumb. But I've had people, including some people at this conference who were sexually abused as children, who had done years of psychoanalysis and nothing changed it. One of them took a seminar with me and we did about eight minutes of tapping and it was gone. The PTSD was gone. The fear of that happening was gone. The sexual holdback was gone.

I was working with one guy in [inaudible 00:34:07] and his wife. He had had a traumatic brain injury. He was in one of those motorized wheelchairs, the real kind where you can hardly blow through a straw to make something happen. His wife finally admitted that she'd married this dynamic young guy who was a big TV producer, he was cool and now he's like this baby that she has to take care of. She was just feeling resentful and angry about it, but she was a saint also.

We started tapping. She was going to tap on this feeling to get rid of this sense of resenting her husband. We didn't even complete a complete tapping segment of the nine points. She only got to three of them and she started laughing and it was gone. That's how profound it is. And so, when I teach this to like 600 or 1,000 people, I'll bring someone up on stage who I say, "Who has a fear of singing in front of a group? Bring them up, we'll do tapping." Within about six minutes they're singing some song in front of the group so everyone goes, "Whoa!"

Now, we'll have all 600 people tap simultaneously on some issue of their own and 99% of them, it goes down to a level of intensity of one or zero. Then they go, "Oh, okay, I get it." But you kind of have to see that if you're a skeptic to believe it.

Dave: I'm looking at ways of bringing lots of these, I'll call that a technology. It's a way of access a state of the human body that we really didn't know very much about. And there's things like EMBR where you move your eyes. And I've see just profound changes from almost any time you're applying these things.

I want more people to be open to the idea of trying, especially the ones that don't have side effects. The worst that'll happen is you'll have wasted eight minutes of your life yapping right?

Jack: Exactly.

Dave: So, there isn't a lot of be afraid of. And when I look at what happens online, it seems like there's a small, really vocal, I like to call them science trolls who have this mantra that says, "That can't happen, therefor it didn't." Where does that psychology come from?

Jack: I honestly don't know the reality of that one. I know that there's a lot of scientists who are very skeptical of anything that is not evidence based that has been clinically testes with all kinds of double blind studies and on and on. But here's the deal, Dawson Church as we mentioned has a ton of research on all of this stuff. There's a ton of research on all of this stuff now, HeartMath Institute and so forth.

I think another thing that occurs for people is for years, I've been against this and I admit it works, then I was wrong. I don't want to admit I've been wrong until now. There are actually cases of people in history whose scientific theories were proven wrong by some new scientist who actually committed suicide, because they couldn't cope with the fact they'd been wrong.

And so, there's a lot of energy about not being wrong. I never took the S Training, but I know that was one of their big issues, was the fear of being wrong and addressing that like, can you be open to not knowing? Can you be open to having been wrong? It doesn't mean you're bad. I always tell parents ... I used to do parenting workshops. I say, "I'm going to share a lot of things with you today about how to be a better parent." And you're going to go, "Oh my God! I've been doing that to my kid. That's kind of screwed them up."

Now, you could beat yourself up and say, "Look what I've done. It was so bad to my child." Or, you could celebrate that you no longer have to do it. I really invite you, you didn't do anything wrong. You did the best you knew how to do with the awareness, tools and skills you had at the time. But a lot of people have been trained by scientific parents, parents who are lawyers that love to argue about things and be right and they're really invested in being right. To give up the position that you held for many years is very challenging for that mindset.

Dave: That's useful because I always ask and scratch my head when I come across people like that. It's like, well, if it didn't happen then you're on the wrong social media page by now. There's no conversation to be had with you, but if it's, how could that possibly work? Then there's a good conversation.

Jack: Well, I have friends and you know some of them who literally in their seminars will say to people, "Are you open to know that that's not the way it is," and he says, "Well, you're in the wrong seminar. You can leave now." They got full refunds, no questions asked. They're going to be miserable for the next three days otherwise.

Dave: You talk about something else in a lot of your work and pretty much many of the things that you write. You talk about being born with a purpose and how you believe that people are born with a purpose. I've had a lot of people especially younger entrepreneurs I've had a chance to talk with saying, "Well, I'm not sure I know what my purpose is."

Number one, how would someone who has lots of energy, wants to do this but maybe just doesn't know how to find their purpose. Is there a path or a process or one of your books they should read? What's the recipe for knowing your purpose if you're not sure for you just don't know?

Jack: Let me give a large contexted answer before I answer that really specifically because the second chapter in my book The Success Principles is Get Clear Why You're Here, which is all about purpose so that when you set goals, the goals can be aligned with your purpose and life's just easier.

But a lot of people get stuck there. What I've come to is to be able to say to people, "Look, you can create a very successful life and never know your purpose. You can choose a purpose. You can create a purpose. You can lean not things that feel joyful to you and pursue that and a purpose may evolve out of that. So, don't stop because you didn't get your purpose clear thinking you can't do the rest of all this good stuff."

However, the three ways I know to best get in touch with your purpose, number one is to do a joy review of your life. What brings you the greatest joy? In my life I was always a leader, a teacher in the Cub Scouts, Boy Scouts I was a troop leader. In the Christian fellowship I was in as a kid, I'm involved into a much more macro view of religion and spirituality these days, but I was the head of my youth group in church and I was the captain in my military school that my aunt sent me to.

Then I went to Harvard and I was vice president of the fraternity. I would've been president, but they didn't want to send a guy to the national conference who had a beard. I had a beard, so I was vice president. But then I became a high school teacher, then I was a teacher trainer. Then I was a speaker and trainer. And I'm happy when I'm doing that. My wife says, "Why don't you retire?" And do what, play golf? I wouldn't be happy. This is what I love to do. So, look back over your life.

There's a story in my book about a woman named Julia [inaudible 00:40:43]. But when she was in college, everyone said you should be a veterinarian because you love animals, and so she went off to Ohio State to become a veterinarian because she did love animals. But then it wasn't about petting animals, feeding them and walking them. It was about biology and biochemistry, anatomy and all that and she was miserable.

So one day it was raining out and she said, "I'm miserable. When was I happy?" And again for her, it was always when she was in leadership positions. She was the school president. She was a leader in her sorority and all this. So, she went to the university and she said, "Can I get a degree in leadership?" And they said, "We don't have a degree in leadership," which is kind of silly when you think about.

And she said, "Well, can I take journalism courses, psychology courses, speech courses for influence and all that?" And they said yeah, so she developed an independent study leadership program, which then Ohio State adopted and created a program. At 24 years old, she was teaching leadership at the Pentagon to military officers and now she has a leadership academy for young girls and women because she figured out, when was I happy?

I had a doctor who was miserable and he realized that he was part of a private practice and they were all trying to maximize income and charge people an arm and a leg. He was happiest when he was doing pro bono work because he would love the effect it had on the people when they were ... People that couldn't afford a heart surgery and the family would come in and say, "You saved my dad's life." So, he totally changed the nature of his practice and now he was happy again.

The second thing you can do, there's a paper and pencil test if you will in my book. You ask yourself what are two qualities that you ... If your friends were describing you, what would they say your two best qualities were? Mine would be loving and joy. Two qualities you love expressing, and other people would tell you. And two ways you love expressing it. Well, for me it's inspiring people with stories, empowering people with tools.

And then, if you were to describe the world as perfect according to you, what would it look like? Well to me it's everyone would be living their highest vision. For someone else it might be everyone's living an ecologically sustainable lifestyle. For someone else it'll be everyone's taking 100% responsibility for their life.

Now, that vision of how the world would be if it was perfect according to you, you're supposed to use your two qualities and express them in the way you love expressing them to create and bring about that kind of world. Now, you don't have to be in the Peace Corps to bring around a peaceful world or to help people in third world countries.

Your qualities could be humor, but I know a bus driver who just tells jokes to the people on his bus when they get on in the morning and everyone gets off his bus feeling well. A doctor, what was his name, Patch Adams who used to use humor. His major quality was humor, but he was doing it through comedy, so that's another way.

And then the third way is a guided visualization where you go inside and then a guardian angel comes and you get a gift that symbolizes your top qualities and that it's your life purpose. I always get a heart and usually a sword, so empowerment and love. For me it's always been congruent.

Dave: Are guardian angels real?

Jack: I don't think there's things with wings flying around in the sky, but I do believe there are energetic forces that are on your side. I've done a lot of mediations, a lot of visualizations and we see these projected images in our iconic ... Images that we have in our subconscious mind just like a ... If I say, "What's the symbol for wisdom?" Everyone goes, "An owl, Merlin's cap." So, we know at a deep level what those are.

But I can ask ... I ask for guidance. I ask for ... I've actually seen psychics tell me they see people, like energies around me-

Dave: Yeah, there are people who tell me that to.

Jack: Yeah, and whenever I ask questions [inaudible 00:44:28] answers if I use them. My life works better. So, I do believe there are energies, which we would call beings that are on our side that are there to help us. And when we did Chicken Soup for the Soul, we did a couple Chicken Soup for The Christian Soul books; Christian mother, Christian Soul. We did one for angels, and the stories are unreal.



This one story was this one guy, his car broke down, bad neighborhood. He was walking across a bridge. It's over a very narrow river in this ghetto type of area and all of a sudden he sees six guys walking toward him with pipes, tire chains and things like that and he went, "Oh ..." I won't say what he said but, "I'm screwed." And all of a sudden, they just stopped, turned around and ran, ran. He looks around, there's nothing around him and he figured, "what the hell just happened?"

Well subsequently, I don't know how but at some community meeting he saw one of these guys that came up to him and said, "You know, you look like the guy on the bridge we were going to beat up," and he says, "Yeah." He says, "what happened? You guys just turned and ran." He said, "All of a sudden there was some guy standing behind you. He looked like he was 10 foot tall and it was just was clear we were not going to mess with you."

Dave: Wow!

Jack: And another story where this kid, he actually crashed through a plate sliding glass door and there was a piece of the top that was like a guillotine piece of glass that didn't fall. He was stunned, he looked up. He then crawled out and then the glass fell. His dad was in the yard running toward him and he saw him and he said, "Oh my god what happened?" He said, "Dad, there was this angel who was holding up the piece of glass and as soon as I got out, he dropped it." I could tell you story after, story after, story like that. So, you hear enough of those stories after a while you go, just form the anecdotal evidence that there are.

Dave: It's become really apparent to me traveling to Tibet and studying with masters and talking with shamans and experiencing my own things. There's something interesting going on that's hard to see and characterize, and I don't know that there's a name for it. But my experience of success has been that people who are unwilling to pay any attention or at least acknowledge that I can ask something, whether it's all in my head, it's all in my energy or it's something else and you'd give it a name. If you're unwilling to do that, it seem to make you less successful and les happy.

Jack: I think it's true. I think it's true. Here's the deal, title for Chicken Soup or the Soul, which is now a multimillion dollar brand. It's worth a lot of money. We sold our company for multiple tens and tens and tens of millions of dollars. That title, I said I need a title for a bok. Mark and I, my co-author decided we would meditate and ask the universe, God, source energy, whatever you want to call it for a title.

Monday nothing happened, Tuesday ... I sat for an hour each day just in expectation. Wednesday, this hand comes out and a big chalkboard appears and this hand writes chicken soup on the chalkboard. Then I said to the hand, "What the heck does chicken soup have to do with my book?" And then the voice, I assumed it was God or an angel said, "When you were sick your grandmother gave you chicken soup."

And I said, "But this is not a book for sick people." Then he said, "We know," or, "I know." I can't remember what it was." And then he says, "But people's spirits are sick."

It was right in the middle of the 1993 recession, '92 or '91, whatever that was. And so I went, "Chicken Soup for the spirit, Chicken Soup for the Soul." Then I got goosebumps. Then I called Mark and he got goosebumps. Told my wife, she got goosebumps. Told our agent, he got goosebumps.

Went to New York, met with 21 publishers in three days and nobody got goosebumps. So, we got rejected by 144 publishers before the book got sold. And I think there's some Bible quote, you turn your cheek 12 times 12 or something [inaudible 00:48:29]. But the point is, there was a higher power that spoke to me. Whether it was an angel, God, my own higher unconscious, we can debate that forever, but I hold that it's ... and there's so many people that sit so much higher in consciousness than I do who would say there are disembodied beings who were helping us.

Dave: Some of the people with, I'll just call them the creepiest powers, not in a bad way but just like, how could you possibly know the things that you know that no one told you? I'm not one of those, but when I meet people like that, it's clear they're not faking it and they're unusual people. They say similar things.

And the same thing when I wrote my very first book: The Better Baby Book. I spent three hours in a really altered state during neural feedback and I kind of came out of this with one eye bigger than the other. I picked up my pencil and I write the entire outline for the book just out of wherever the heck that came from. And a week later, Gary Taubes introduced me to his agent, and then I had an agent. I don't think it was random.

Jack: No, I don't think it was random either. For us, we got Chicken Soup for the Soul television show with the guy that was the producer of America's Funniest Home Videos. It all just fell into place. You know, when I look back on my life, I think I've exerted way too much, meaning that there were always synchronous experiences being set up for me that I could've just walked into with a lot less effort if I'd have just been open to it.

Right now there are opportunities that are coming to me that I had guidance 20 years ago that this would be happening. Just like, "Just wait, it'll happen. It's coming." It's very bizarre. It's very bizarre stuff. You know the quote, someone said it the other day, Einstein said you either have to believe everything is a miracle or nothing is a miracle. It's your choice. I like to believe everything is a miracle.

Dave: I appreciate you being willing to talk about this stuff. I've had dinner conversations with extraordinarily wealthy [inaudible 00:50:36] people. More of them are on that wavelength than not.

Jack: I agree with you. I have the same experience, but they're afraid to talk about it. You know, we talked this morning in a small subgroup in our conference here about UFOs. What has been true up until just recently is if you talked about seeing a UFO and you were a pilot, you would land your plane and people in suits would meet you and take you into an interrogation room and basically they would question your ability to continue flying in the future. Same thing in the military. They canceled your vote. It could ruin your military career.

Dave: That didn't happen because it can't, therefore you're crazy.

Jack: Exactly. And yet, I think a lot of CEOs are afraid that if they come out and talk about even if they meditate, if they see spiritual things, if they get inner guidance. I think it was Bill Clinton and Hillary Clinton, Jean Houston went down to work with them and had Hillary go back and basically get guidance from Eleanor Roosevelt. That got out to the press and Jean Houston lost all of her government contracts. She lost her college professorships where she was a guest professor for a while.

Now, it's come back. She's doing well again, but I think 10 years of her life and Hillary had to back peddle and pretend it didn't happen because it was making her look like an idiot, and yet that's one of the reasons the Clintons were so successful. It's what they did. I hear that a lot from CEOs that they ... And how many of them have psychics that they consult?

Dave: So many of them.

Jack: I know.

Dave: So many, and they'll never talk about it unless they're with their friends. I did not know that and it blows me away.

Jack: Well, they don't want their board of directors voting them off the CEO position. It's funny but ... We just had a psychic at our house. Her name's Michele, she's from Canada. She's the number one psychic up there. She finds dead bodies in the forest, that kind of thing. The police departments all use her.

She'd written a book and I'm doing a seminar on how to be a best seller, and she's in my living room in my house and Inga, who hates having people in our house. That's my wife number one. And also, doesn't like all of these strangers that are authors and things. Anyway, she kind of avoids the group. She's walking behind the door to get up to her bedroom and this woman goes, "Someone Norwegian just walked by. Is there a Norwegian that lives here?" I go, "Well, my wife Inga, Norwegian descent." "I've got a message for her."

So then we have these meetings with her and do these sessions and she tells her all these things that no one could know except her. And then we had another guy we just went to who channels dead people. Inga's father committed suicide when she was eight and all of a sudden this guy Jonathan I think his name was starts going, "Oh yeah, your dad wants you to know he's really sad he committed suicide when you were eight and he wants you to know that he's realized that it was mistake and he's sorry he hurt you."

He was just going on and on and on and on and on and it was like ... He did that for 10 people in the audience. "Who here does number 47 mean something?" Woman raised her hand, "That was my nephew who died football jersey number." "Well he wants you to know ..." All this stuff that only could be coming through. You sit there and you go, okay. You have to believe it because it just happened.

Here's my thought. There are people with gifts who are shamanistic, psychics, healers, whatever. And if you go into all your indigenous cultures, they are absolutely honored, respected, and utilized. And in our culture, these people we marginalize them. We call them weird. We call them witches. We stone them to death in New England and so forth because they went against the structured Christian church thing going on their puritanical stuff.

And so, we've lost. We've lost so much wisdom, so much guidance that could make our life so much easier if we just allowed it to be, but we don't. But it's changing, it's changing. We're seeing more and more people accepting it.

Dave: The fact that very successful people are willing to step out on a limb and say, "Yeah, I do this stuff." It does change things. I go back 15 years ago in Silicon Valley, no one would admit to meditating and I'm like, "I'm going to put meditation and smart drugs on my LinkedIn profile." And it was like one in 10 people after a meeting that I saw would be like, "Hey, I meditate to," and it's sort of a little secret. I'm actually so encouraged that over the last relatively short period of time, now it's like the CEOs who don't meditate are like the uncool kids. That's a really rapid societal shift.

Jack: This whole mindfulness 2.0 thing, it's guarded in Silicon Valley where all these people with a lot of money are starting to go, "okay, I want this whole life that's possible to me. I'm going to start talking about it." And now we've got all the conferences going on that are literally sourced out of the Silicon Valley meditators.

Dave: Yeah. The whole biohacking movement thing is out of that way of thinking and I love it. I have one more question for you for this episode Jack and it's, if someone came to you tomorrow and they said, "Look, I want to perform better at everything I do as a human being." Three most important pieces of advice, what would you give them?

Jack: I would say you really have to make a ... It would have to be your number one commitment. You would have to seek out the people that know how to do that. In other words, I love the phrase, there's that 20,000 hour idea to become a master it takes 10,000 hours. But there's now research that says you can get there faster with a master. It's true. So, I would seek out the people that are actually doing that whatever you want to get better at.

I would make it a daily habit to spend time working on that. Whatever the things you want to do. It's kind of a vague question because it could be anything that you wanted to get better at, but generally the idea is that ... There's research now that it takes but 66 days to change a habit. You can actually change a thought form much quicker now because of things like tapping and so forth. Some things take [inaudible 00:56:51] some research about 122 days to change. So, it's a daily commitment of time that you keep score on and you have an accountability partner for.

Big problem is, most people, and a lot of your listeners are going to be solo entrepreneurs or they're the ahead of their own little entrepreneurial thing that they put together. They don't report to anyone. No one's going to fire them if they didn't do

the thing they were supposed to do. We tend to put off the uncomfortable things last. So, do it first thing in the day. Really study hard. Go find out who the teachers are that can teach you, Tim Ferriss' approach to life, which I really admire him and what he's done.

And I would say visualize yourself being that already. Every day spend a few moments seeing yourself being that effective or having integrated these three new peak performance things you're doing because the more you do that, the more your subconscious gets involved, and the subconscious runs it all anyway. So, we program that through affirmations, through visualization.

I would also finally say, read inspirational things about people who've already done it. That's why I think biographies and autobiographies and podcasts and people who've gone on YouTube and talked about things, TED Talks, you get all this great stuff. Surround yourself in it. Make it the thing you're committed to.

Dave: Awesome answers. Jack, I think everyone knows where to find your stuff, jackcanfield.com, but your latest book, the one that I think listeners of Bulletproof Radio would really appreciate, tell me the exact title so that they can look for it on Amazon right now.

Jack: It's called The Success Principles, subtitle How to Get from Where You Are to Where You Want to Be. It's on amazon.com, all the book stores and all the websites that have it.

Dave: All right, thank you.

Jack: My pleasure, this was fun.

Dave: If you enjoyed today's episode, you know what to do. Go ahead and do something to make yourself better, and one of the easiest things you could do is really read Jack's book. If you couldn't tell from this interview, if there's anyone on earth who knows something about success, not just economic success, but being happy, grounded and of service to others and all that, Jack stands head and shoulders above almost anyone I've ever met. So, huge value in the interview, but even more in the book so check out the book and thanks for listening.

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