

Lee Milteer's Millionaire Smarts® Coaching Program
Attract Money Now for Entrepreneurs
Lee Milteer interviews Dr. Joe Vitale

Transcript of Tele-Seminar

Welcome to this month's issue of the Millionaire Smarts® Coaching Program for Profit and Productivity with your Coach, Lee Milteer

Lee: Hey everybody, it's Lee Milteer, and welcome to the Millionaire Smarts® and Profit and Productivity Coaching. I am delighted today to share with you Dr. Joe Vitale as our expert and celebrity guest.

Now, I've known Joe a long time, and I've had the honor of sharing the stage with him. I admire him greatly for his contribution to the world. He has written over thirty books. He has many CDs and DVDs and educational materials, and he is going to stretch your thinking.

Now, let me give you some information about Joe. First, he is the founder and president of Hypnotic Marketing, Inc. He has written over thirty books. He's written books for the American Marketing Association, American Management Association, and he also wrote the only business book on P.T. Barnum, and the name of that book was called, *There's a Customer Born Every Minute*.

He's written books called *Inspired Marketing*, *Zero Limits*, *The Seven Lost Secrets of Success*, *The Key*, and today, we're going to interview Joe on his brand new book called *Attract Money Now*. It's about how to go from survival to security, from fear to freedom, from worry to wealthy, from victim to victor in just seven easy steps. We're going to talk about those seven easy steps.

Here's the big surprise folks, you're going to get the book for free this month only as a download. So, go to our Millionaire Smarts® membership site, that's www.milteer.com. Put in your code for the month, and you'll find a link that you can download the entire book, *Attract Money Now*.

I just finished it last night. It's a fabulous book. Make sure you get your pen and paper out, and you do want to take notes because as I said Dr. Joe Vitale is going to stretch your thinking. He's one of my favorite authors and speakers, and I'm extremely honored to have him on our call today. Joe, I want to welcome you to our call.

Joe: I'm excited to be here. It's great to talk to you as always.

Lee: Thank you so much. I just finished your book last night, and I loved *Attract Money Now, How to Go from Survival to Security, from Fear to Freedom, from Worry to Wealthy, from Victim to Victor in Just Seven Easy Steps*.

Now, we're going to talk about those steps, but before we do that I was very interested in the story that you told in this book, and I'm sure shocked a lot of people, but give us a brief version of where you came from and how you got to today. I think our listeners, who by the way are all entrepreneurs and self owners of business, would really appreciate.

Joe: I'll be glad to say it. I used to not talk about the whole story because it was actually embarrassing. I had gone through a traumatic experience and didn't want to talk about it, but I've learned over the years that actually educates and inspires people because they think, "Oh, if Joe came from there and went through that, than I can achieve greatness or some levels of more success, too."

The short version of it was I was homeless in Dallas over thirty some years ago, and I left that and was in poverty for a very long time about ten years or so in Houston. I was not homeless or in poverty because of drugs or alcohol or anything like that. I actually had great intentions. I wanted to be an author. I was working very hard at it, taking lots of side jobs everything from a railroad worker to a taxicab driver to a reporter to all kind of things that I hated, absolutely hated, and wasn't good at.

I kept plugging away at it. I kept working at it, and slowly I started to get published, but my goodness, if people think I'm an overnight success, then overnight as defined as like 35 years worth of hell to get there.

Lee: I'm sorry. I'm not laughing at you. I'm laughing with you.

Joe: No, I could laugh about it now, but like I say homeless years, poverty years were no picnic in any way, shape or form. The good news is not only did I transcend it, but I'm thriving at a level is astonishing when you compare it to where I was. I'm a guy who I've actually written 52 books at this point.

Lee: Wow!

Joe: Yes, I'm amazed to, like how did I do that?

Lee: I just said earlier in your introduction, you'd only written 30.

Joe: I've written more since that introduction. I've written 52 books. I've got another one that will be coming out soon, and of course the one you just read is a recent one, *Attract Money Now*. I'm in about fifteen different movies. I've been on all kinds of TV shows from Larry King to Donnie Deutsch to CNBC, ABC, and all the other alphabet that's out there.

I've got all kinds of audio programs, DVDs. I've got my own coaching program. It just goes on and on and on, but the short story is, yes, I was homeless at one point, in poverty at one point, but by learning the principles that I reveal in my book *Attract Money Now*, I was able to get out of that muck, and transcend it and now be in a place where I'm thriving and I'm teaching others how to thrive.

Lee: That's one of the great things about Joe is not only are your books inspiring because I haven't read all 52, but I've read a lot of them, but you're like singing my song. You're all about pick yourself up by your own bootstraps, make sure you do the right things, and you'll get much better results.

Joe: Yes, that's absolutely it. I think too many people play victim, and they roll over and then they just play dead. They're actually the walking dead at that point. Henry David Thoreau when he said, "Most men lead lives of quiet desperation," was talking about most men and

women of his time period, but also today. It doesn't have to be that way.

If I can get out of homelessness and poverty, then I don't care where listeners are at. They may be struggling. They may be having low sales, high sales, it doesn't matter. If they take the energy in their own hands and direct their own ship and learn from other people, learn from you, learn from your books, learn from books, learn from the other self-help literature and the marketing literature that's out there, they can move on and keep going up the ladder of success. It's available to all of us.

Lee: It absolutely is. Just today on Facebook, I got a message from this guy in South Africa who basically says, "I don't have a credit card, and I love your materials, but I can't buy them." He was just victim, victim, victim, and we get lots of letters like that. The amount of stuff that is free - I said to him, "Just go to the library."

Seriously folks, if you're really broke - I mean, didn't you go to the library?

Joe: That's actually where my life changed. I've always been a fan of books. I am a bookaholic. I write them, collect them, read them, give them. I'm just addicted to books. When I was homeless in Dallas, I actually lived at the public library.

Recently, CNN wanted to do a TV show on me, and they asked me to return to Dallas and go back to where I was homeless, and go back to the library while they filmed the whole thing. I was not looking forward to that at all because it's like send me back into hell and film it.

We went there, and as I was back at the library, I actually relaxed. I thought, "This is the wisdom of the universe." Thank goodness. Thank the world that we have libraries because anybody can walk in, pull the wisdom off the shelf and start reading it.

The cool thing for me was being back at the library, as I wandered around, my books are now on the shelf. It's like, all I did was I went to the library. I read the information. I, of course, applied it, and kept working at it, and today, when I went back and CNN filmed me, I was

in my Rolls Royce Phantom being driven to Dallas and going back to the library and seeing my books on the shelf.

Here's the secret to the success right here. Go to the library. Read the free books. Apply it, and life's going to change.

Lee: Absolutely. Let's talk about your book because I want everybody to have this book, particularly since all of our folks are either in sales, they're self-employed, they own their own business.

One of the great things about this book, folks, is Joe has created seven relatively easy steps. They're not hard, but the first step is alter how you think, and it's all about mindset. So, we talked about it a little bit, but Joe, I'm sure you get this. A lot of people just can not seem to get it through their head that that's the secret of success.

Joe: I know, and it's ironic that you said they can't get it through their heads because that's where it's all taking place. It is in their heads, and that's why it's actually the very first step in the book because my personal belief is unless you take care of your belief system, your mindset about yourself and your expectations, then I can teach you how to write a business plan.

I can teach you how to write ads. I have a lot of books on copywriting, on marketing, on promotion, advertising, publicity, and you will either not apply it or you'll apply incorrectly and you'll find some kind of way to self-sabotage yourself.

So, I've learned that you've got to take care of the very first thing, and that is your belief system, your beliefs about money, your beliefs about success, your beliefs about deservingness. I actually get in people's face in the book and I say, "Look, virtually every single person on the planet has an issue with loving themselves. They don't feel they are deserving of success."

They don't feel that they're deserving of having good in their lives, and this is one of the fundamental reasons, the very basic but sweeping statement, the fundamental reason why most people

sabotage themselves and don't have the success they want. Unconsciously, they don't feel they actually deserve it.

Lee: We're all self-fulfilling prophecies.

Joe: We are. Again, it's all taking place between the ears, and in the very first chapter, the very first step we're talking about, I say, "Look, you've got to clean up your beliefs about money. You have to realize that you do deserve success. You have to realize that you are worthy. You are loveable. You are likeable, and you have to deal with that whole self esteem thing."

The other part of this is you also have to look at your beliefs about money because almost everybody has the belief that money is the root of all - I'm pausing because people are mentally filling the blank. They're saying money is the root of all evil.

Lee: Right, because when we grew up, how many ministers and preachers talk about that?

Joe: They said that. The truth of the matter is more what George Bernard Shaw said, the great playwright. The lack of money is the root of all evil, and the actual Biblical quote actually says, "It's the love of money that can be the root of all evil." I go on to further explain it by saying the wealthy people I know including myself, we're not in love with money. We're in love with power, freedom and time, and money is a way to help us have those things that we want.

Money is actually just an agreed upon tool of exchange. It's just an energy exchange. We use it instead of bartering, but it's not the love of money. Even people like Donald Trump will say he doesn't love money. He loves deal-making, and he uses money as a way to tell if he's winning or not at deal-making.

So, all of these beliefs about money, deservingness, love, all of this is in between the ears, and this is the first step. To me, nothing else is going to work unless we take care of this deservingness issue.

Lee: Now, I know you grew up in Ohio, and you say in your book that your family is still flabbergasted at who you are today. Of course, part of

that is because they have belief systems that hold them back of what's possible. Is that right?

Joe: Yes, and that's a great observation. I'm glad you brought it up. In fact, I was just talking to my sister earlier today, and she's in Ohio yet. I'm in Texas. So, they're 2,000 miles away. Everybody, my entire family still has that old mindset. I had left that mindset. I left my family a long time ago, and of course, it wasn't easy. I was homeless. I had nobody to turn to and all of that.

The good news was I was able to break out of that mindset. They're still in it, and they're reinforcing it within themselves. They talk among themselves. They complain among themselves. They're still in the same kind of ballpark in terms of income. They still have the same kind of struggles. It's all because their thought pattern has not changed.

There's a rule of thumb that says your income is going to equal about the average of the five people closest to you. So, if you look around and go, "Okay, who are the five people closest to me, the inner circle," and it could be family, friends, people you hang out with, business partners, any of those. The average income is going to end up being your income.

The way out of this, of course, is to get out of that circle, or include higher income people in your circle, but again, I don't want to go on and beat this down. It's so important to realize it's the mindset for success that enables you to attract money now or not.

Lee: One of the things that I've observed, Joe, is in this particular case about families and people staying in their own hometowns is they somehow are embarrassed to be more successful or earn more money than their family or their friends, and I know that I grew up on a farm in Chuckatuck, Virginia, population 60.

My parents were farmers as far back as we could go. They couldn't understand business. My father was like this intuitive farmer, but just horrible in business. It was like "buy high, sell low," kind of mentality. They could never understand that you had to read. You had to seek

out knowledge. It was all about staying status quo, not to put on airs or be better than other people.

I'm sure people are still suffering from that with their families and their childhood friends. I love what you just said about you said you left your family. Of course, you didn't emotionally leave them. You just intellectually left them.

Joe: That's exactly right, and I still go back to visit. I'm still involved in my family. I'm still a member of the family. It's just that I've transcended the mindset that they still have, and I would love for them to transcend it as well, but they look at me and they're more confused.

In fact, fairly recently, I just spent a quarter of a million dollars on a handmade luxury sports car that was made in Holland. There's only thirty of them in the United States, and I bought it to add to my car collection.

Well, my family is still driving a clunker. They are still worried about car payments. They're still working for either minimum wage or some sort of basic salary, and they're not extending their mind to go in a different direction.

I'm not putting them down or making fun of them. What I'm trying to do is illustrate to your listeners that they have to work on their mindset. They have to read books like yours and *Attract Money Now*, and all the other stuff out there to help them get out of that stuck perception.

My family doesn't read books. None of them have ever read books. I was the only one who read books growing up, and again, they looked at me like, "Why is he doing that? Why don't we go play baseball, or go get a hot dog or something?"

So, I would like them to change. Now, the other thing that I've got to point out that you were illustrating there is that until we look at how we were brought up, and we look at our parents and their own beliefs about money, we will tend to stay below what they made in terms of income.

This was a wake-up call to me because something like fifteen years ago, or when the internet first started coming out, and I wrote one of the first books on internet marketing called *Cyber Writing* that came out in '95 or '96, and I was making more and more money on the internet. I realized that there's no ceiling to how much money I can make on the internet. There's no sort of government watchdog that says, "Oh, you can only make so much money."

However, I was running up against some sort of invisible ceiling. I was making really good money. It was coming as residual income. I'm having a blast making it on the internet, and I'm bumping up against some sort of invisible ceiling that says, "Okay, you're only going to make this much."

I remember thinking, "Why?" Somehow in me that's where I was comfortable, and making more than that much money I wasn't comfortable. Then again, I explored why, and I realized I didn't want to make more money than my parents. That was a huge insight. I didn't want to make more money than my father for example.

I remember thinking, "Well, he might be embarrassed, or I might feel guilty." I had to look at this, and again, I tell the story in the book *Attract Money Now*, and again, it's all part of the first step, and I had to realize that, "Wait a minute. He wants me to be successful. He'll be proud of me, and the more money I make, the more I can help him or my family or causes I believe in." As I got comfortable with all that, of course, I took down the invisible ceiling, and I was able to make even more money.

Now, the sky is the limit, and in fact, in many ways there is no limit. The sky is not even the limit. You can go beyond that.

Lee: We call it "there are no universal limits."

Joe: That's beautiful. There are no universal limits is exactly right. The only limits are again in our mind, our perceptions, our beliefs, what we think is possible, what we think we deserve.

Lee: I so relate to everything you say. I have slightly a little different story in the fact that I was the first born child. Then my brother came along, and my father wanted boys being farmers. So, he turned me into the boy in the beginning.

So, when I started becoming super successful, and I was out-earning my brother, and there was great resentment in my family that I had sort of outshined the male heir of the Milteer family. In fact, my father passed away ten years ago, but he could never understand being a speaker. He just thought this was so bizarre. He used to say to me on a regular basis, "Let me get this straight. They pay you to talk?"

My father was a great reader, but of course, he didn't read self help books, and no one else in my family read. By the way, I can tell you, they don't read my books. They don't listen to my DVDs, or read my newsletters. What could I possibly know?

I think a lot of us out there who are listening to this also have the opposite problem of being resented for succeeding and leaving people behind. I actually had had people in my family say, "You left us behind." I do feel bad for them, but I also realize this is the life they choose. They have the capabilities. They don't choose to use those capabilities, and I'm certainly not going to limit my capabilities just to make them feel better.

Joe: That's exactly the case. When the movie *The Secret* came out several years ago, and of course, it's done fantastically. It's an inspiring movie, and I'm in it. So, I sent a copy of it to my sister, and she didn't watch it. I called her, "Well, did you watch the movie?" She said, "No." I said, "Well, why not?" She said, "I don't have a DVD player."

Okay, I bought her a DVD player, and sent it to her. Then, I let time go by, and I said, "Did you ever watch the movie?" "No." Well, it's like I can't feed them this information. I do provide it, but it's like you and I. We write our books. We put them out there. We promote them, but it's up to people to actually pick them up and read them. Then, of course, the next step is to read them and implement them.

When it comes to the family, I love them. I will do my best to help in any way, shape or form, but I can't go and actually do anything for them.

Lee: There has been a lot of material on how you have to leave the tribe to be really successful.

Joe: That's a great insight. I believe it.

Lee: It took me a long time, and maybe a lot of talking to different people to get it. When I would read books and it would say, the most successful people on earth have left their tribe because as long as you stay in the tribe, you're in a condition mindset.

Joe: That's a brilliant insight. In my book *The Attractor Factor*, and I don't remember if it's in *Attract Money Now* or not, but I do talk about going up in levels. What I mean is that when you're with your family, you're on one level of consciousness, and until you get out of that, you'll stay on that level of consciousness. Again, I'm not saying abandon the family. What I'm really saying is awaken to our programming.

You also have to look at your circle of business partners, the mastermind group that you're essentially in. One of the books I co-authored is on masterminding. It's called *Meet and Grow Rich* with Bill Hibbler. What we do is talk about how to form a mastermind group. This is where consciously select the people that you're going to support, and they're going to support you.

What you're doing is transcending your tribe. You're transcending your level of programming that you're getting, and you're choosing what programming you want. We're all programmed. I've been a hypnotist for thirty some years, and I know that we're all in a trance of one sort of another.

What my first step in *Attract Money Now* is about awakening from the trance, awakening from the trance of limitation most of which has come from family, friends, the tribe that we've been around for the most part, the tribe we're in right now.

Lee: Let's extend that to the lovely media poisoning everyday. There's not really a nice way to put that, but it's like putting poison in your veins every single day that you attach yourself to too much CNN, newspapers, negative magazines. It's literally imprinting in your brain that the economy is lousy and is only going to get worse.

Joe: Well, they call it programming for a reason. All that television stuff, all that negative mainstream media is programming, and unless you're profoundly aware, and you're almost a walking Buddha, it's going to influence you. I've told people many times. I've said, "Look, one of the biggest secrets to success, turn off the freaking mainstream news."

Lee: You and I are on the same page.

Joe: It is not serving you. You do not need to know all of that. I had one friend who is a billionaire, and he is a regular interviewer by the media. He says he watches the news for five minutes just long enough that he's up to speed on what's going on in the world because they're going to ask him about what's going on in the world when the interview him.

For most of us, we're not being interviewed about the news. We don't need to know about the news. We don't need to know about the murders that were on the other side of the planet. That doesn't serve us, and in many ways, it's bringing our energy down, our optimism down, our enthusiasm down, our health, our stress is all being affected by that news. I'm saying, turn it off. Be selective. Listen to what the kind of things you and I are doing.

Lee: Substitute the negative news for something that uplifts you, excites you, gives you possibility thinking because for my group, we're all earning our own paycheck, and there's no guaranteed paycheck. We earn that every week, and if you lose your enthusiasm and your possibility thinking and your creativity, you're losing income.

Joe: That's a great insight. I believe that all the great salespeople will tell you that it's enthusiasm that actually makes the sale, and if we can stay enthusiastic about ourselves, about our product, about our service, about life, we're going to be contagious to other people meaning

they're going to be attracted to us, which of course is all about *Attract Money Now*.

So, I say turn off the mainstream news. Be selective about what you're listening and watching. Stay up. Do the things that are fun for you. Follow your passion. All of these are clues and secrets and keys to receiving more money.

Lee: We're on the same page. That's why I love interviewing you. In step two, we're not going to talk about this too much, but I do want to share with you, I so loved reading your book because when I started my business a number of years ago, I literally isolated myself for six months and did nothing but read prosperity books and actually do every technique in the prosperity books I could.

When I started speaking, there weren't a lot of women speaking, and I was just making it up as I was going along. How I got speaking was I went to the printing shop, and I had cards made that said, "Lee Milteer, professional speaker." I made it up.

I'm one of the few that actually in my group when we all started at the same time survive, but in step two, you talk about tithing. I remember a time when I read about tithing a number of years ago. I was like, "Man, I'm dating for food here. That tithing thing is way over my head. What the heck? I can't be tithing anything. I've got a car payment. I've got a house payment."

But, once I got any money, I literally forced myself to give that ten percent. I remember it was so painful in the beginning, but I want you to talk about tithing because there's so many people right now who their incomes are kind of stuck, and they need some kind of bump. I think they have forgotten about one of these universal wisdom secrets.

Joe: That's the way to describe it. By the way, I'm still laughing about "dating for food." I think that's a title. You should write about it at some point. It sounds hysterical.

Lee: My idea of dating at the time was you have a girl, you can afford talk me out, yes, let's go. I'm ordering a lot so I can have a doggie bag to take home with me.

Joe: It comes to the second step in *Attract Money Now*. It is a universal principle, but like you, I was so hesitant because I was skeptical beyond belief. I just saw it as a scam. I saw it as this big scam by a minister or a Biblical reference to it just to get me to do it. I remember thinking that all these people who were telling me to give money wanted me to give money to them.

I said, "I'm on to you. I'm not doing that. I'm not falling for that scam. I'm smarter than that, and of course, as I was smarter than that, I remained broke and struggling and almost never making ends meet, going in debt, declaring bankruptcy, homeless, poverty, all of this, all because my ego said, "I'm not falling for that crap, that scheme."

I remember, I heard it so many times and I read it some of the prosperity books that have been out there. They're still out there. I thought, "Okay, let me just try," and like most people I just kind of squeaked out a tiny little portion. It wasn't even ten percent. It was like, "I'm not giving ten percent. I'll give one percent. Let's just see what happens."

I noticed that the first thing that happened is that I felt different. There's a psychology going on here. Let me see if I can explain it. I talk about it in the book. When we don't give, we are telling ourselves we don't have enough money. We're not going to have enough money. We don't have a belief in the future. We don't have a belief in prosperity. We certainly have a belief in lack and limitation and scarcity. So, you're giving yourself the wrong signal.

When you do give, even if you give a little bit, you're starting to give a different signal to yourself and the universe, and the signal you're giving to yourself at least unconsciously is, "I have more than enough. There is an abundant universe. I can give. I'm going to be getting more money." That's a very different happier bubblier up more energetic feeling, and that feels better.

So, I would give, and the first thing that happened was internally. The second thing is I did start to receive. It was just a little bit, and I was real critical of course. I thought, "Where's my money? Where's my hundred times the investment here," not remembering that I didn't give ten percent to begin with.

So, I had to slowly - and again it's embarrassing because it took me years to get to the point where I would start giving ten percent. Now, I know, "Give even more." Now, I'm more like - we've heard Buffett and Gates and all these guys saying, "Give half your money away." Well, what I realized is the more you give, the more you open yourself to receive.

Our mutual friend Dan Kennedy has often said the window that you receive money from is created, the size of it is created by the amount you give money. So, if you want a bigger window to receive give more money to create a bigger window. The more you give, the more you will receive. This is a basic principle. I think it's a universal principle. I think it's a psychological principle. I think it's a principle about money itself, the nature of money, but at least those three levels, giving is primary. It's fundamentally important. It's a key.

Lee: I was excited about talking about that because I have - I'm not going to talk about it today because we want to hear from you, but I found that when I started giving, the results came from out of the blue. Not ever from the place I'd given to, but just doors opened and miracles happened for me of clients calling and recommending me.

My big break was getting to speak in front of a thousand people at AT&T, and then all those people went back. Then, I got this huge contract all over North America to speak. I was starving too, broke, broke, broke, and just one person recommending me out of the blue to this corporation - by the way, they almost didn't hire me because when they asked me how much, I charged so little that the woman actually said to me later after she hired me, "We almost didn't hire you because we thought, 'Oh my gosh, if she's charging so little, she can't be very good.'"

That was my poverty mentality talking being afraid to ask for more, but we digress here.

Joe: These are actually important insights, and they're relevant. I also agree that I have given a lot of money just spontaneously, and then later either the same day or the next day but really quickly behind it, something unexpectedly wonderful would happen.

I remember one day, I looked at my email, and there was a notice from PayPal saying I hadn't looked at my account for a while. I remember thinking, "What account?" I hadn't looked at that. I don't even remember having that account. I looked in it and there was thousands of dollars that had been accumulated from an affiliate program that had been paying me through PayPal through that account, and I wasn't paying any attention to it. I had completely forgotten about it. I didn't even know I was making any sales from it, but I had given money that morning to a complete stranger because I felt inspired to do so.

I think this is a secret to where you give. It doesn't have to be a church. You give to wherever you're receiving spiritual nourishment, and that can be a waiter, a waitress, a taxi driver. It could be anybody.

I had given money. Later this same day, I get this notice from PayPal, and there's suddenly thousands of dollars, many times over what I had given, and that's the kind of thing that seems to happen. You get surprised and unexpected ways with more wealth.

Lee: Well, your book has one of the greatest chapters on tithing, and you did talk about how you were skeptical, and I think a lot of us felt that way. You describe exactly how I had felt about it, but due to time, the next thing I want to talk about which you don't hear people talk about very often is prosperous spending. I love this because I believe in this. So many people are just into, "I'm afraid to spend money."

Joe: I would say just stop right there and look at that. When somebody says, "I'm afraid to spend money," they're again telling themselves they don't believe in themselves. They don't believe in the future. They have no optimism. They don't have any faith that money is going to

actually circulate back into their lives. They're giving themselves this reinforcing message that's actually going to create their reality.

They'll end up having money problems because they haven't bought that thing that they could've bought in that moment. So, they've given themselves the wrong message. This is something that as far as I know, I don't know anybody else that's talked about this. So, I coined the phrase "prosperous spending," or "prosperous purchasing."

The way I define it is in the moment that you are there with a product or service that you really want to buy and you have the money to buy it, you must buy it. I'm not saying go into debt. I quickly always run up and say, "Look, I'm not talking about tapping out credit cards. I'm not talking about you borrowing money." I'm saying, "Look if there's a hat you want or shoes, or in my case a car and the money is there, the desire is there and everything in that moment is saying, yes get this, and you're not going to be in debt if you do." I say, "Do it."

You have to do it because it's a prosperity programming signal to your unconscious mind. You are affirming that you are a wealthy person. You are in a wealthy abundant universe, and you are going to have more. The thing that happens is not only do you feel fantastic and you end up with whatever that product or service happens to be in your life now, which also feels fantastic, but you've given yourself this message which is going to cause you to attract more money. This is how it works.

Prosperous spending is going to end up being the prosperous attractor for you as long as you do it the way I'm talking about it. When you're inspired in the moment, you're not going to go broke, everything is there saying yes, and you know you really want it in your heart, you must say yes to continue to attract money now.

Lee: I think, Joe, this is one of the biggest surprises in my entire life is this entire concept. You have your cars, and I have jewelry. Over the years, I always found that when I splurged on some kind of piece of jewelry that I knew, "It's invest jewelry. I'm going to wear it for the rest of my life." Whenever I would splurge on that, I was always amazed at

prosperity that flowed me to the point that I almost got to the point of saying, "The more money I spend on myself, the more money I make."

Joe: That is a great affirmation right there. What a wonderful line to have.

Lee: So, needless to say, my insurance company loves me because I insure all those jewelry, but I wear lots of beautiful real jewelry. It makes me feel like a million bucks. When I put on whatever jewels for that day, the way that I feel is I'm not that poor little farmer's daughter anymore. I am a successful business woman in my own right. I earned it myself.

Nobody can take that away from me because no matter what happens on this earth, I can always go out and create money because I'm smart.

Joe: I love that, and you know what you've described is what happens to everybody, not if they buy jewelry, but if they buy something that's important to them. They're transforming their energy. They're transforming their self esteem, they're transforming everything within themselves to allow them and to help them attract more money.

I've got to tell you a quick story about my cars. When I bought the Rolls Royce Phantom, I bought it about a year and a half ago, and it was never on my vision board. It was never something I intended to buy. I just ran into it. There it was. I fell in love. I drove it a little bit, and the next thing I know I'm buying it.

Here's the interesting thing. I buy this car, which is a very interested – people don't know what a Rolls Royce Phantom cost. It's like \$350,000, almost \$400,000 for this car. So, I'm buying this car. I walk around it. As I'm walking around it, and the doors are open. I look inside and I go, "Wow, this thing is big enough to have meetings in it." Suddenly, I'm inspired to come up with something that I later call the Rolls Royce Phantom Mastermind.

I tell my list about it, and I say, "Look, if you'd like to ride around in my car for a couple hours, and we'll go have dinner, and we'll brainstorm, and we'll mastermind. It'll be entirely focused on you, and we'll have this divine evening together. It's \$5,000 for one person, or if you want the car to myself, just me and this other person, it's \$7,500."

I sent it to my list thinking, "Well, I don't know if anyone is going to actually do this." I have been doing Rolls Royce mastermind every month since, and one December last year. I was doing it almost twice a week, and these people are flying in from France and Germany and Japan and Switzerland. They're flying in only to have the Rolls Royce mastermind dinner evening with me spending five grand or more.

Where did this come from? It came from me practicing prosperous purchasing. I bought a Rolls Royce Phantom. The next thing I know, I've got an idea that was so out of the blue and such a prosperity magnet that it's actually paying for the car.

Lee: I love it. I'm going to demand a ride next time I see you.

Joe: Come on down. You've got a ride on me. My whole point is like you with the jewelry and me with the cars or anything else. I've got a guitar collection as well. These things bump up my energy, and we know that energy is what's actually attracting everything that's in the world. I don't mean to talk about the metaphysics of money to a group that might be very practical from bottom line, but my experience has been that when you do these things for yourself, just look at the psychology of it alone.

It improves your sense of well-being, and you start to be more creative. You start to walk a little higher. You start to feel better about yourself, and as a result there's a ripple effect that goes on in the world and more money gets attracted to you.

Lee: I also find this with clothes. As you know, you and I do seminars, and sometimes I look out into the audience, and I think to myself, did this people get up this morning and thing they were going to clean out their garage, and show up here at the seminar by accident? What the hell do you have on?

When you wear clothes that make you feel good and make you feel prosperous, you are more creative. People respect you more. I'm not saying we always have to be dressed up all the time, but I think our

world has become so casual that people don't realize how their environment affects them.

So, if you're in a crappy office space and everything's a mess and it's dirty, how do you expect to be prosperous?

Joe: I totally agree with you. The clothing thing, I don't want people to just skip by that and go, "Oh, that's a Lee thing." I want them to realize that it says something about them to them. In other words, I was a prosperity class decades ago. I remember the woman who was teaching it said, "Be sure that you dress well, and always wear clean underwear."

I remember thinking to myself, "What?" I almost got whiplash because I raised my head. I was taking notes. It was like, "What?" She meant that you might think you can get away with something like that because the public doesn't see what you're doing, but you, your unconscious mind, your self esteem, your self love will not let that slide.

If you're not treating yourself well right down to wearing clean underwear or changing your socks or whatever it happens to be, then you will know it, and that's going to affect your thinking and your behavior.

So, I'm agreeing with you that looking well, and it doesn't mean the Armani suit type thing unless you're in a situation that that's appropriate, but I mean taking care of yourself and looking well is all part of prosperity thinking because of what it says to you about you.

Lee: The other thing that you talked about in this particular chapter on prosperous spending was rewarding yourself with something that when you create a goal for yourself, that you reward yourself. I have done this for years, and I actually like Louis Vuitton, and I wrote down in your book a new Louis Vuitton bag is on its way.

So, I have a goal for myself that right now about something and I had forgotten to do that, Joe. Even we teach stuff on a regular basis, every once in a while, it's those little teeny hints of reminding us to do

certain things. So, we all need to make sure we give ourselves some kind of reward.

Joe: I think whenever we accomplish anything big or small, we need to pause and applaud ourselves, and most people don't do that on any level whatsoever. They're just going on to the next thing.

But, what happens, and again, I'm speaking from a psychological more than metaphysical level, is that you tell yourself you are a success. You've just achieved something. I don't care if you finished the book deal or the speaking engagement, or just landed a client or you made the sale or you got paid. You have to do something to anchor the moment and reinforce the moment.

I was at a body-building and fitness contest years ago, and at the end of it, I went and bought a car that was specifically made for me as a way to anchor it. If I didn't do that, it would be real easy for weeks or months to go by and I would have forgotten that I was ever in that contest.

I think when I finish a book I either need to take a vacation, or buy a gift for myself or do something that again tells me – it doesn't have to tell the world, it tells me that I've achieved one of my goals. I'm increasing my energy, my self esteem, my self love, and it enables me to go on and achieve even bigger things.

I think it's important for all of us to do this. It reinforces our belief in ourselves, and that again is going to help us attract money now.

Lee: I think a lot of people are not doing that, Joe because again, they are hooked into the media and the scarcity thought process of, "Oh, I better not buy that car for myself or whatever it is because I'm so afraid of what's going to happen."

Joe: That's why they need to do it because they can override this fear. Again, I just want to be sure people know I'm not saying going broke. I'm saying do something to reinforce that you are achieving success and that you are breaking from the pack and that you are reinforcing this mindset of abundance.

When I bought the Rolls Royce Phantom, I didn't say this earlier, but I bought it on the very day that the stock market had dropped the most number of points since the Great Depression in America of 1929. It was like I just snubbed my nose at the media. It doesn't mean anything to me. If you listen to the media, it's going to paint the picture that we're all going down the toilet fast.

The FedEx guy came here one day, and we just sweaty and out of breath, and he looks at me and says, "There's no recession. I've got so many deliveries, I can't get to them all."

I go to the airport because we're traveling all the time overseas and within the country. I can't even find a parking place. There's so many people that are flying. It's like, "Where's the recession? Where's the depression?" That's what you hear if you pay attention to the mainstream news, and you can be immune to all of that if you follow all of what we're talking about, and of course, read *Attract Money Now*, and do all this stuff.

Lee: The next step was, and this - you said you had problems with, and I know I've definitely had problems with this one, and the next step is ask for help.

Joe: Yeah, that's a biggie, because again it goes back to the ego. I know in my case, I wanted to do it on my own, and it was kind of this smug, macho type of thing. I don't know if it's the same thing for women as men, but men really have this where they want to do it on their own to prove themselves that they are strong, that they're independent, they're a man.

I was like that. It's like, "Okay, I'm struggling, and I'm starving, but by God I'm doing it my way and I'm doing it alone." Well, of course, that's a recipe for failure. It is very unhappy, very unhealthy, and during the many periods, I was actually suicidal. I got to the point where I bought a gun. It's like when you're back into that kind of a corner, and when you realize you're the one backing yourself into the corner, that's when you've got to reach up and say, "Look, I need help."

Whether you're asking for divine help, and it's through prayer, or you're actually for help from family, from friends, from business partners. I remember, I started going to all the free lectures. There's a lot of different open minded churches and communities out there, and I started going to different lectures until I finally realized that trying to be the lone ranger was just going to get me killed. It was time for me to ask for help.

As I started to, I started to have a different level of success. I started to go up. I started to get what I needed, and of course, I wasn't expending all my energy going down the drain just being in survival. Now, I could actually prosper and thrive.

So, asking for help, that's a biggie, but for most of us, most of us don't want to do it, and again because we think we need to do it on our own. Let me give you the insight that helped me. I know you know this, but this was decades ago. I was in a seminar, and they were talking about asking for help. I remember feeling fidgety and uncomfortable, and the woman leading the seminar said, "How do you feel when somebody asks you for help?"

I thought, "Oh, when they ask me for help, I'm fine with it. I'm glad to help. It feels good. If I'm able to help somebody, and they've asked for help, I'm glad to do it." She said, "That's how they feel when you ask for help."

Lee: I think that's brilliant. I think that's a great observation.

Joe: When I got that insight, and I thought, "Oh my God, they actually want to help." If somebody can help, and they have the ability and the means to do it, and you're asking for it, they feel good to do it. I started asking for help, and I have had so many people help me, give me a leg up and of course, I turn around and do my best to help others as well. It is a big fundamental and overlooked secret to success. It really is.

Lee: Well, you have a lot of information in your step four, ask for help, and I definitely had the Lone Ranger syndrome myself, and I identified with that so much. One of the things that I love about your books, Joe,

is that the very end of each chapter, you have the takeaways, and then you have the action steps.

You make everything short and sweet. The whole chapter is summarized really quickly, and a brief statement, and then it's also summarized, and here are the action steps you must take to do that.

Joe: I'm a great believer in action, and that's another thing that most people don't do. They are kind of airy-fairy, and they just want to kind of sit and visualize, and just magically have things happen. I do believe in magic and miracles. I think we live in a wonderful time at a wonderful place, but I also know that magic and miracles happen when I participate and co-create them.

Action is my middle name. I can't have 52 books written if I wasn't sitting there actually writing them.

Lee: Right. I live in Virginia Beach, Virginia. We call them the metaphysical space cadets.

Joe: That's right though. There's a lot of them.

Lee: Because I have done prosperity seminars, and the same people who show every year, and you're like, "What the heck? You were here last year. I gave you all the secrets of success, if you just do some of them." There are some people who just get stuck in that student mentality, and not the take action mentality.

You just said something, and we only have about six minutes left, but I do want to talk about this. It's step five, and there are many other steps in the book, but it's about visualization. You and I both believe that you have to use your imagination. Talk about your visualization process.

Joe: Well, for me it's not just mental imagery. We both know the power of visualization, and you can go a long way down the road towards success with visualizing what you want. I say you have to add feeling to it. It has to be this hologram in your mind that you're one with. It's not just visualizing you've got the deal or you have more money or the jewelry, the car, the house, the relationship.

That's good, and that'll help program the mind, but if you can add the feeling of what would that be like in your body experience. How would that be on an energy level for you to actually have the money, actually have the deal, actually have the relationship, actually have the business that you dream of, and you're living and breathing it and feeling it in your mind right now?

When you do that, you lock in an order into the universe that is going to make it happen. This accelerates the process to a surprising degree. This is the way to actually turbo charge your life. You don't just visualize it, but you visualize it with feeling as if it's already done and you're participating in it in your mental reality. That's the best way I can describe it.

Lee: And, for people who don't really understand the power of mental rehearsal or visualizing, all you're really doing is you're giving your brain, which is a computer very specific instructions to pay attention to certain environments, circumstances, opportunities so that your brain is responding - so you can respond to opportunities. It's a very complicated explanation, but I have found it to be one of the most powerful techniques that I have ever used.

I use it today. I know in your book, you talk about vision mapping. Do you want to talk about that?

Joe: For me, again, you create your reality by everything that you're doing, thinking, believing, and so forth, but we know that the mind, the brain is going to respond to emotion, and it's going to respond to images. That's how it's working.

So, if you can create a vision, a vision map, on your computer, on the wall, or something you could look at that represents what you want. It could be the house that you want. It could be the vehicle that you want. It could be a sales figure that you want.

It's up there as a vision, a graphic that you can look at, an image that you can look at, and there's emotion tied to it. Like, it makes you feel really happy about yourself or exhilarated or exciting. This is the way

to program your brain so that it gets the order and starts to act on it. You're giving it a target at that point, and it turns on the radar to look for any sort of opportunity to lead you to the completion of it.

Lee: Again, it is what helped me create my speaking career. I literally used to stand in front of my livingroom which had like a six inch step-up on it, and pretend that I was in front of thousands of people, and rehearse my speeches. I would imagine standing ovations and signing books. I would imagine having my own office building, this again while I was dating for food.

Joe: It works. These are just the principles that work, and you're a testament to it. So, am I, but there are many out there that are already living it and proving it.

Lee: It's not something that takes a lot of time to do when you first wake up in the morning or just before you go to bed at night, just spend a couple of minutes imaging what you want in your future.

Now, it's got to be realistic, like I'm five foot six. I'm never going to be five foot ten. For the most part, we can imagine ourselves successful in business, and like you, you're building a bigger garage.

Joe: I actually ended up building a bigger garage and putting corporate headquarters in it, and that's where I am right now, but it did begin as a vision, and it did come about because I was collecting all these cars, but you're right. It needs to be believable, achievable. Maybe it's a stretch for you, but you know it's in the realm of possibility. It's not impossible.

When you mentioned doing this in the morning or the evening, we both know those are the ideal times to program your brain. You're just waking up, and so you have direct access to your unconscious, and the same when you're getting ready to go to sleep. Those are perfect times to do this visual feeling imagery, meditation experience.

Lee: Now, one of the things that was very interesting in your book was how you talked about the power of affirmations, but you also talked about that they were not powerful unless used properly.

Joe: Well, real quickly, people are trying to override their belief system with an affirmation, and first of all, most of us don't even know what our beliefs are. So, trying to override them is tough. Then, second of all, it doesn't always go deep enough because if, as I say in the very first chapter of the book *Attract Money Now*, you have beliefs about deserving this, and you're sitting there saying, "Oh, I'm attracting more money," you're not going to override that belief about deserving this. You really have to take care of the core belief first.

When you take care of the core belief that money is actually good for you, that you are a loving and deserving person, then you can start to use affirmations of whatever sort you want, and they'll take, but most people are just trying to override a giant computer system with one statement, and it doesn't work that easily.

Lee: They become disheartened and stop.

Joe: Then, they quit. Then they'll start saying, "None of this stuff works. It's all crap." Well, it obviously works. It's just that there's more for you to do.

Lee: One of the great things about your book, Joe is not only have you given these seven steps, but in the back of the book, there are three great bonus chapters. One of them is *Twenty-Nine Ways to Attract Money Now*, and the other one is a super bonus, which I really like, *The Secret to Attract Money Now*, the *How to Setting Effective Goals*, and I have to tell you that is dynamite.

Then the third bonus was a *Divine Way to Clear Limiting Beliefs about Money*. I can just say this. The three bonus chapters are just as good as the entire book, and I highly recommend that everyone definitely invests in this book, not only for yourselves, but for the people that you love in your life. Joe give us your website.

Joe: The website for the book is AttractMoneyNowBook.com.

Lee: You can also just go to your name, JoeVitale.com. I want everybody to know that if you go to Milteer.com, and go to our *Millionaire Smarts®* membership site, put in your code for the month, and there's going to

be a picture of Joe and me together that was taken a few years ago. There's going to be a bio of Joe, and the different websites you can contact Joe.

So, we definitely want you to pay attention to Joe because he has very, very valuable information, and as always, Joe, it's been delightful working with you, and I'm so appreciative for your time.

Joe: Thank you. This has always been fun, and I always enjoy talking to you. So, anytime you want to talk, let's get on the phone.

Lee: Definitely, and when your new book comes out, I'd like to know. I do want to also thank you. An action that I took this morning after reading your book last night is I had just had a meeting with my accounting service about a week ago, and we have created seven new products this year.

She was telling me how financially well we were doing with these seven new products, and because of you I instigated this morning that ten percent of every product that I sell on my website now will go to either the SPCA or an animal rescue charity. I really did that because of your book.

Joe: I got chills. Thank you! Thank you!

Lee: No, thank you!

Joe: I got it, and I'm glad you're doing it for the animals. We're big animal lovers here, and Animal Planet was actually here last week filming.

Lee: Animals were my - I don't know, the thing that saved me when I was growing up. So, it was the place I felt the safest, and the most protected was growing up on the farm with many, many animals. I used to sneak out at night and lay outside and look up at the stores with the five huge German Shepherds that we had. I like was one of the pack.

Today, I just feel if I can contribute back. I used to do this all the time, and somehow forgot. So, I really do want to thank you for this, and Joe, as always, thank you so much.

Joe: Thank you, Lee. I'll talk to you soon.

Lee: I'll talk to you guys next month. Bye.