



Soulful Profit: How to Make One Hell of a Profit and Still Get to Heaven

[OneCoach](#) Expert Training Call
with Dr. John Demartini

Hosted by John Assaraf

August 3, 2005



Dr. John Demartini shares with you the relationship between spiritual wealth and material finances—a conflict that often keeps both large and small business owners from making the money they truly want and deserve. Demartini’s entirely new way of looking at, understanding, and appreciating the true nature of earthly profits and heavenly wealth will teach you how you can have both!

Author of *How to Make One Hell of a Profit and Still Get to Heaven* and founder of the Concourse of Wisdom School of Philosophy and Healing, Demartini is a professional speaker, author, and business consultant. His clients range from Wall Street financiers, financial planners, and corporate executives to health-care professionals, actors, and sports personalities. He began his career as a doctor of chiropractic and went on to explore more than 200 different disciplines in pursuit of what he calls Universal Principles of Life and Health.

Why is the concept of “fair exchange” preferable to the old adage of “it’s better to give than to receive”?

How does mastering your own inner life help you produce greater profits?

Why is constant improvement of work standards—and raising fees—so important? How do you know if you’re charging what you deserve?

This paper answers these and many other questions. His words of wisdom—and practical action steps—inspire minds, open hearts, and motivate people into action. Demartini’s revolutionary

personal transformation methodologies are transforming the spiritual and financial wealth of people all over the world.

- Master your spiritual wealth, material finances, and other key areas of your life.
- Break through to new levels of financial freedom and live your most cherished and inspiring dreams.
- Unleash exceptional power by bringing your desires to give and receive into balance.

You'll finish reading with wealth-building techniques that will lead you to a world of greater profits and heavenly riches.

Keywords: abundance, affirmations, altruism, belief system, business explosion, checklist, chiropractic, cosmic, cosmology, defeat, delegation, destiny, elation, exaggerating, expression, fair exchange, family, fees, genius, gratitude, gravitant, humble, illusion, Logos, magic, mastery, material, mindset, minimizing, mission, moral dilemma, narcissistic, "ologies," philosophy, profit, quantum physics, radiant, raise, self-image, self-talk, service, shame, soul, soulful profit, spiritual, theology, universe, values, vision, words of power, world

Memorable moment: "You'll never make a global impact and leave a historical legacy without an astronomical vision. We have to be cosmic beings to make an astronomical impact. Our soul calls us to new levels. Our senses constrict us. If we listen to our heart, we expand. If we listen to our senses, fears, guilts, futures, and pasts, we miss out on the magnificent, divine present ... We're either radiant or gravitant. If we're gravitant, our life sucks. If we're radiant, we're expanding and we're shining and we're growing."

Additional resources:

Visit our OneCoach resources page to [hear the audio from this expert training call](#) (length: 1:05:27).

Visit our expert guest's Web site to [access additional materials](#) relevant to this subject.

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Soulful Profit: How to Make One Hell of a Profit and Still Get to Heaven

August 3, 2005

Assaraf. All right. Good evening everybody, and thank you for participating in tonight's call. I am really excited tonight especially. I've got a new friend of mine—Dr. John Demartini—on the call with me, and as always it's about making more money and having more life.

Tonight we're really going to get deep into focusing on the relationship between spiritual wealth and material finances and sometimes the conflict that keeps both people or individuals, both large and small business owners, from making the money they truly want and deserve.

Now, as you all know, **achieving business success and earning more money is really imperative, but we want you to make sure that you do it while you have an abundant personal life and an abundant spiritual life.** And that's really the cornerstone of *OneCoach*. Many people dream of obtaining great wealth and yet they haven't found a way to do it and they fear it can only come at someone else's expense—and that is the furthest thing from the truth. Other people outwardly acknowledge their desire for great wealth, but feel inwardly guilty about acquiring it. Still others say they want to be comfortable and secure rather than acquire a vast fortune: another point of view. And many people have an internal struggle between their desires to give and receive.

Now all four groups have one thing in common: they're holding themselves back from breaking through to new levels of success and financial freedom and especially from living their most cherished and aspiring dreams in life.

About Dr. John Demartini

Assaraf. I hope you all read John's bio because it's pretty outstanding. He's the author of *How to Make One Hell of a Profit and Still Get to Heaven*. I can tell you I've personally bought a few of those books for myself. He didn't even give them to me: I never asked him for it. I'd heard about him before we even met, and bought a few of his other books because I really believe in what he's been researching and studying. He is the founder of The Concourse of Wisdom School of Philosophy and Healing. He's a professional speaker, author, business consultant, so he's worked with Wall Street financiers, financial planners, and corporate executives. He began his career as a doctor of chiropractic, and went on to explore more than two hundred different disciplines in pursuit of what he calls "universal principles of life and health."

I can tell you I've been studying his material and I know John. John has been part of our Transformational Leadership Council that I'm on with Jack Canfield and

a host of other people that really are in this world to make a difference in other people's lives and to live our lives to the fullest and to really shine the light on other people's lives. And I can tell you, he did a presentation for us last week when I was in Aspen, as all of you know, and it just blew everybody's mind. We had this interview scheduled ahead of time so I'm glad it's coming on the heels of what we're doing.

John, I'd love to welcome you to our expert call. Welcome.

Demartini Thank you so much for having me. This is great.

Assaraf. That's wonderful. I really appreciate it. I know you're busy. You travel: you do about 300 gigs a year in different parts of the world. I think you are probably one of the busiest people that I've met who is in the public service arena of teaching people, sharing with people, your wisdom.

Demartini I'm a crazy guy.

Assaraf. That I know. I want to get right into it. I know that a lot of people look at your life and look at my life and say, "Wow! Things look so great for you." But I know it wasn't always that way for you. I want to talk about how you came to have such a diverse background in chiropractic, psychology, theology, quantum physics, business economics. We've had discussions that you've just blown my mind and you are so well versed. Tell me how that came about ... tell our listeners.

Demartini. Well, John, I was told when I was in first grade, when I was about 6, almost 7 years old, that I was learning disabled and had dyslexia and was told I would never read, write or communicate, and probably never amount to anything or go very far in life. And so I ended up dropping out of school when I was a young teenager and I ended up going off to be a surfer—hippie bum surfer kind of guy. And then I ended up almost dying when I was 17: I shared some of this story the other day.

Assaraf. Right. Yep. You hit the road when you were 14, right?

Demartini I actually left home when I was 13, but I came back and my parents gave me a ride to the freeway on Interstate 10 to go to California when I was 14. So I ended up eventually in Hawaii and I almost died of strychnine poisoning there, and that's where I met the most amazing man that changed the course of my life—named Paul Bragg.

Assaraf. Right.

Demartini. And it was one night sitting in front of this gentleman after listening to him speak for about 45 minutes. He talked about the body, the mind, and the spirit and the

universal laws as it relates to the maximum potential of these aspects. And after listening to him speak and him giving me an opportunity to dig into my being to find out what I wanted to dedicate the rest of my life to, I made a discovery inside myself and had an epiphany, and I knew that I knew at that moment what I wanted to do. And that was to dedicate the rest of my life to the study of these things he called universal laws as it relates to body, mind, and spirit. Particularly as it relates to healing. And **I wanted to travel the world and become a great teacher and human philosopher and travel the world and step foot in every country on the face of the earth and share my heart with people.**

So that was when I was 17. I'm 51 now, so 33 or so years ago this happened and I guess every day I get an opportunity to do it, since you almost die every day, every day I get a chance to do it, I do it. This is what I love doing. And that has led me eventually back into school, taking the GED and eventually passing some tests and getting into college and then first starting with a rough period there at the beginning and then finally starting to excel, and then becoming a scholar. And I've just put my hand in the pot of glue and tried to have the glue stick in every different field in every "ology" that's known to try to understand what are the key elements and laws that govern human behavior and life in general, and the cosmology of life.

I've just put my hand in the pot of glue and tried to have the glue stick in every different field.

So I just basically led myself into every field and because I wanted to be involved in healing and almost died and had strychnine poisoning, I also wanted to be involved in natural healing, and chiropractic was the pathway. But what happened is, when I got into practice I took off and in literally nine months I doubled my practice, and nine months later I had one of the biggest practices in Texas and people wanted to know "How in the hell did you do that?" And so I started doing seminars on head space and personal development and business development at that time, and that unfolded to pretty well where it is today. So I mainly full-time do that. I haven't retired: I've retired from practice and I mainly teach. I teach about 30,000 chiropractors a year methods on how to become greater healers and build businesses and things of this nature.

Assaraf. I've got to tell you. I've met a lot of people and I'm not going to edify you, but I've never met somebody who knows more about so many different topics than you do, and it ...

Demartini. Well, what I did, you know when I was younger I came across the term called the "Logos" when studying theology and philosophy, and I thought, "Well the Logos is like the source of all existence, the source of our being theologically," and I said, "Well, if I'm going to study the Logos I have to study all its fractionations—the 'ologies.'" So I went and made a list in the encyclopedia of all the different "ologies"

that a human being can study. I compiled those and I figured that the average Ph.D. would have about 75 to 100 texts read on each one, and so I just started devouring them. I made a goal to read you know, 25,000 to 30,000 text books and so I've done that now and I eventually became a speed reader so I was reading sometimes thousands of pages a day to do this.

And I'm very grateful because I'll tell you what: the love of the universe only grows the more you explore it, and the more humble you are to this magnificent intelligence that permeates it the more, I guess, awakened to the magnificent order that's underlying everything.

Assaraf. I find it amazing. I was talking with Dr. Joe Dispenza and he was talking about just how perfect everything is and just what's going on in our bodies and how just in the universe there's about 7.5 million species that are operating simultaneously in perfect harmony and order. And this intelligence you're talking about is what's really making that all happen.

Demartini. Well, Albert Einstein used to say, and I'm paraphrasing, he used to say, "It is enough for me on a daily basis to humble myself to the intelligence that permeates the universe." So he would just sit in humbleness on that, and I totally understand it. Leibniz had said the same thing and Pascal and as I went through all the Greek philosophers and even the modern philosophers of the last 2,000 years, I'm just absolutely inspired by the minds that have really dug deep, and have found a magnificent tapestry and fabric underlying all existence. And I am definitely one of those people that get tears of inspiration thinking about it.

The Inspiration for His Book

Assaraf. I'm right there with you. Let's move onto your book. I've read it a couple of times now: *How to Make One Hell of a Profit and Still Go to Heaven*. You've got to admit that's a unique title for a book. What inspired you to write that book?

Demartini. Well, a number of years ago I was living in Manhattan—lived there in Trump Tower—and I went down ... there's a nice restaurant down on Madison Avenue ... and I was walking in this restaurant and I sat down and I can't tell you but that title just came to me. It just popped in my head and I wrote it down on a little piece of paper that I had in my pocket and I said, "I'm going to write this book someday." Because I really believe from doing all my consults with people and talking to people, that so many people have an internal moral dilemma and conflict concerning the spiritual and material integration.

I always say that **spirit without matter is expressionless, and matter without spirit is motionless**. And so many people have those somehow divided. And I think that

many people are afraid to live an absolutely spiritual quest and receive an absolute fortune doing it. And I believe that we are designed to integrate those two.

Assaraf. I think our inherent birthright is abundance.

Demartini. I believe that's it. You know the Great Book, the Book of Wealth which is really one of the greatest textbooks ever written on financial matters, has stated it beautifully in its first volume of 10 volumes. It's stated very clearly that **spiritual domains that are not materially integrated leave individuals and cultures stagnant, but once they become integrated—the arts, sciences, religions, philosophies of culture—and those same things inside the individual expression emerge.** And without question, those are to be integrated and the thing is we don't give ... **a lot of people don't give themselves permission to live an extraordinary materialistic life as they fulfill a spiritual quest that they feel called to do.**

Assaraf. Yeah, I think a lot of it is social conditioning, and a lot of it is just our conditioning as children: what we learn from our churches, our synagogues, our parents—who didn't have an abundance mentality.

The love of the universe only grows the more you explore it.

Demartini. Well, it is truly ... in the second century ... I read through most of the religions and I came across the history of Christianity. I found Tertullian in the second century and found something interesting: he said, "We must keep them ignorant, we must keep them impoverished for if they ever discover our myth and discover our plan, we fall." He was an early Christian writer.

Assaraf. That's beautiful.

Demartini. And I believe that **wisdom is transcending that constraint and boundary and realizing that inside all of us is a temple of absolute genius and that we deserve to invest in it.** It was Vasari who wrote the history of Leonardo da Vinci who said, "Until da Vinci commercialized himself he was a nobody, but the moment he started to integrate that, then the world received him."

Assaraf. Yeah, I find it amazing that he was drawing things that we didn't even have the metals to make at the time.

Demartini. Yeah, he was ahead of his time.

Assaraf. Unbelievable. **He was tapping into that intelligent infinite source that I know we've talked about and that people on this call are very privy to.**

Fair Exchange: Give a Little, Get a Little

Assaraf. We talked a bit about abundance, but most people were taught that it's better to give than to receive. But I know you've got a different philosophy. I know in your book you talk about the concept of fair exchange. Let's get into that little bit.

Demartini. What I found in researching and observing people is you know we have a time when we build ourselves up and exaggerate ourselves and feel proud and inflated and puffed up, and in that moment we tend to be narcissistic and think that the world deserves to pay us, and we exaggerate ourselves over others, and we go on a narcissistic slant. And other times when we beat ourselves up and we minimize ourselves into shame and kind of a miniscule deflation, we tend to go toward altruism and think that others are more important than us and we tend to go towards doing and working as a slave to others.

And I've found that **because most people live with a fantastic idealism that they're shooting for in their life and they're not grounded in their reality, what they do is they beat themselves up because they don't live up to these fantasies.** Like they say I'm supposed to be nice and not mean; kind without cruel; give without take; positive without negative, always trying to be one-sided magnets instead of embracing their full magnetism. And whenever they do that they beat themselves up and they don't live up to it and then what happens is they think that altruism will get them out of their own guilt.

And the truth is that **wisdom is fair exchange. It's the only thing that allows us to be present and not get caught in fear of the future or guilt of the past.** Because when you owe money or have money owed to you, you're absolutely not present. And so fair exchange at instantaneity is wisdom, and so ... I teach that. **I don't fall into the illusion of the minimization and altruistic concept.** I think fair exchange. We all have a hidden agenda of narcissism with every bit of altruism. We should put those together and become true beings.

Existing in Equilibrium with Your Self-Image

Assaraf. I know in your book you talked about you'll never allow anybody to hold you above what your own self-image is, and nor will you let somebody put you down below what your own self-image is.

Demartini. The thing is you build yourself up and put yourself down more than anybody else and if you build yourself up higher ... **if somebody puts you up and you think you're bigger and better than what they put you, they'll bring you down, and if they put you down, if you put yourself lower than that, they'll lift you up.**

Nature equilibrates, and nature's attempting for us to become awakened to our true and balanced nature. And it's there: it's already there, but sometimes our mind is unaware and that's our lessons in life—learning **how to become aware of the magnificent order and balance that surrounds us and permeates us.**

Assaraf. **There is no imbalance in nature.** I think again in your book it says every electron is accounted for.

Demartini. Well there's a charge parity law in quantum physics that—a symmetry law—that says **all positives and negatives are conserved through time and space** and the same too in our life. But we sometimes become addicted to one-side monopolies so then set ourselves up for the opposite pole looking for futility.

Assaraf. That's very, very true. I think that's a learned behavior, don't you?

Demartini. Yeah, because you know some cultures have a little bit more balanced orientation and more of a Taoist-Buddhist concept and they understand that. But many times in our western culture we're looking for these idealisms. Albert Einstein said that religious idealisms are sometimes the source of human suffering, and the Buddhists say the desire for that which is unattainable is that which is a source of suffering. And I agree that we're here to set realistic objectives instead of fantasies.

When we get all elated with ourselves we set goals that are too big in too short a time frame and set ourselves up for defeat. And then what happens we then fall into defeat and we set too small a goals in too long a time frame and never get off our feet. So either way it's trying to teach us to speak from our heart and set goals from the heart, and set times that are reasonable to our objectives.

Mental Mastery Means Business Benefits

Assaraf. I love that. One of the things I know we've talked about a bit, and that's mental mastery: the importance of mental mastery. Specifically when it comes to accelerating your earnings and your business growth, how can you master your own inner life, or how can mastery of your own inner life help people produce greater profits? We've got small business owners on the call: solopreneurs, small business owners. So let's talk about the importance of mental mastery and how it can help ...

Demartini. You know there's a number of things that I picked up along the way that I found helpful to me and I've found it helpful also to clients. One of the things is that every single day that when you're working, every time you find something that you know works ... well I used to **put it on a checklist and add it to an on-growing checklist. And every time you find something that's not working, obviously delete it.**

But focus on what's working and concentrate on it. Set up a check list and review that check list every day. I reviewed it in the morning and I checked it off each night and then in the morning I looked at what I didn't do yesterday and what I did do, and I concentrated on making sure I did it, and then I gave myself an incentive to get them all done and do everything that I know works. And I found that if I wasn't doing it I did things like made sure I took staff out to pay for them for lunch or dinner if I didn't do it, and they had to buy me lunch if I did. Little things like that to give me incentives to make sure I did everything that I know works.

Another thing that is found is whenever I get elated and have this super-high day, instead of getting cocky and elated and exaggerate myself and then get slammed by the spouse at home or the dog biting or something, **I make sure that when I leave the office I ask who did I forget to call, what did I not do, and I humble that.** So I go home with my heart open instead of elated. The same thing if I have a day where I felt like I didn't accomplish something, I'm sort of defeated, **I ask the questions that ask me well what did I accomplish, who did I call, what did I serve. And I ask questions that lift me up.**

Strategies build wealth and emotions destroy it.

Because I found that when I came home with my heart open and balanced in my mind, I ended up having the most stable business and when I go in up or down I became volatile. **Small companies are volatile, large cap companies are stable, and if you want to be a large cap company you have to be stable.**

Assaraf. Interesting. So the mental mastery is not getting caught up in the emotions of a moment or an event, up or down.

Demartini. Well, I always say that strategies build wealth and emotions destroy it. And Warren Buffet said the same thing, that **until you can manage your emotions don't expect to manage money.** Because the second you make a lot of money and you get all elated with it you'll do foolish things with it and then you lose a lot of money you'll do foolish things with it. It's wise to have a strategy, stick to the strategy, keep refining it like a master in any field, and make it so refined that ... I always like to say that when you're being a sculptor you go out and start with a block of stone and you take and chisel away big chunks and then smaller chunks and smaller chunks, and finally you're sanding it and filing it and then finally it's just fine sanded.

Every day you want to keep refining your mission, your clarity, your objectives, your strategies, and your feedback to clients and customers and staff until you're literally a master refined.

Assaraf. The details are important: God is in the details.

Demartini. Well, I always say **a master's one who can focus on ever finer details and manifest their dreams.** If we don't hold ... I always say that we can't keep concentrated on what's important to us unless we know the details and can keep fluently going from one detail to the other like on a journey. Our mind will tend to be distracted by brain noise and side tangents and infatuations and resentments and elations and depressions if we don't have a clear pathway that we're constantly focused on the details on. So a master is one who does that.

Assaraf. One of the things that I suggest and I teach is one of the reasons we have clear-cut visions and goals for ourselves, is not so ... it's great to have those, but also to be able to eliminate all the distractions from your life by just being able to say no, no, no, no no: it doesn't fit into my vision.

Demartini. Well, **if you're not planting flowers in the garden of your mind, you're going to be pulling weeds all your life.** So you have to constantly focus on the flowers, not the weeds. The hierarchy of your values dictates that, and if you don't decide what those flowers are somebody else does, and you'll be living somebody else's values instead of your own.

Assaraf. I totally agree.

Charge What You're Worth

Assaraf. Let's talk a bit about quality control, or increasing the standards of one's work and raising people's fees. I know that you think people should charge what they feel they deserve. Why's that important?

Demartini. I use the story that when I was in my 20s and I started professional speaking significantly, I put a little bowl out one time. I had about 20 people in my apartment and I had a bowl out and it said, "love donation." And at the end of the night after doing a great talk, nobody put any love in there. Nobody loved me. So the next week I said, "Alright, a minimum love donation is 10 dollars," and the next week I think I got two 10 dollar bills. The next week I put fifteen or twenty dollars on there and still hardly anybody put any money in there and finally I said, "Minimum fee twenty bucks." And then people put ... about 85 percent of them put twenty dollars in there.

And I realized that until I value myself I can't expect anybody else to and if I don't invest in myself nobody else will. So I must constantly invest in myself, believe in myself and act as if that's true and keep refining my skills and raising the standards. And raising my fees. **Because every time I've raised my fee my business has grown in exact proportion**

and ratio. So I look forward every year to raising my fees and growing my business to bigger domains.

Assaraf. I find that awesomely amazing because we found the exact same thing. **Whenever we raise our fees, we find more people of the caliber of people we want to work with.**

Demartini. Exactly.

Assaraf. It's almost like it creates a vacuum.

Demartini. **The universe is waiting for you to declare your magnificence and everyone's a billionaire waiting to declare it to themselves: they just don't realize it.** And it's just a matter of ... because what's interesting is, the more you raise your fees the more creativity you allow yourself to receive from the universe. It's like a field of consciousness that you're attuned to and you get creative ideas because you're saying I'm investing in myself. **A person wouldn't invest in themselves unless they had great ideas, and so if you act like you do, you'll get them.**

Assaraf. Yeah, I also think that what happens is you separate yourself from the competition that way as well. So many people don't value what they do. They don't value what they have, and so they're not feeling like they're separated from anybody else. They look the same, they smell the same, they act the same, and I think one of the ways you do it is by raising your fees.

People should charge what they feel they deserve.

Demartini. Well, that's absolutely true and you know it's interesting, if you don't ... if you are really, truly yourself and you're being honest to yourself, you are unique. And that's your unique selling proposition. You've got to be true to yourself, know thyself, love thyself kind of thing.

Now there's a little tool that I found to help people raise their fees that will definitely expedite it if I can share it?

Assaraf. Absolutely.

Demartini. What I find is, let's say a person comes to me and said, "Well you know, my fees are X" and I tell people "What would you love it to be?"

"I'd like to be X plus 20 percent or something."

And I say, "Okay, whatever that X plus 20 percent is, I want you to write down 500 benefits to your customers, clients, of doing so." They say, "Well I can't think of that" and I said, "Well, do it. Just think of it. Spend the next day or week thinking of the benefits to the clients of raising your fees and then write down about 500

reasons—if you can't do 500 do 200, but I say 500—do 500 reasons why continuing this lower fee, how it will hinder your business.”

And what it does, it stacks up new associations in the brain until you really own the new fee, and once you own it, the universe gives it to you. **The only thing that's keeping people from raising their fees is their own belief system about themselves**, and this system automatically changes that dynamic. I've done this in hundreds of cases and it's quite amazing. I had a lady that was doing \$2,000 a day and she went to \$7,000 a day in a month. I watched her change this: it was all a mindset. And she got the business. It came to her and it grew.

Assaraf. **The mindset is the absolute single most important thing in my opinion. When you believe it the universe starts to believe it. You start to enact the will of the universe when you start to believe it.**

Demartini. I believe that we are really true geniuses. I always say it's wise to stand on the shoulders of giants and see new time and space horizons and allow yourself to be absolutely an amazing person on the planet. I've been having a dream ... my teacher Paul Bragg told me to set my goals when I was 17: first for myself, then my family, then city, then state, then nation, then world and then beyond my life. Posthumously.

At a Glance: Giving Yourself a Raise

1. Calculate how much you'd like to raise your rates.
2. Write down 500 (200 if you must) benefits to your customers that would result from this raise.
3. Write down 500 (200 if you must) reasons why NOT raising your rates would be detrimental to your business and customers.
4. Give yourself a raise!

Assaraf. I love that.

Demartini. I've been doing that and I've got my goals all the way out to a thousand years and I already have some of the things that are posthumous already accomplished. It's quite interesting.

Assaraf. That is ... I love that.

Demartini. So a part of me has already died and already accomplished and I'm still alive, so I figure I'm just getting momentum going.

Assaraf. **Every second we're dying and being reborn again.** Every nanosecond.

To Delegate or Not To Delegate

Assaraf. When you talk in your book about streamlining your actions and becoming more productive by delegation. I know one of my beliefs is find what you're best at doing and do it all day long. How do you suggest people determine which activities they should delegate?

Demartini. Every quarter on the solstices and the equinoxes, I think it's wise to schedule that and **stop and make a list of everything you're doing in a day and identify it and prioritize it based on what is most fulfilling, most profitable, and most skilled and inspiring and just prioritize them.** You may do a hundred things and you may find out that twenty of them are really, really things inspiring to you, or five of them are.

And what you want to do is you want to see if there's enough on the lower list that you can hire somebody to give you freedom of time by delegating it to somebody else, and freedom of time to go make more and produce more and be inspired more. Every time I've done that, and I do that regularly, I find myself delegating more and getting onto things that are more inspiring to me, and I'm free. And what that does is it just raises my value, it specializes my inspiration and allows me to enroll new people into new careers that they're inspired by.

Quick Look: Demartini's Delegation Process

1. Every quarter, make a list of everything you do in a day.
2. Identify which items are the most fulfilling, rewarding, inspiring, and profitable for you.
3. Delegate as many of the rest of the items as you can.
4. Enjoy your freedom!

And when I hire somebody I always ask them before I hire them, "If I give you \$5 million and you never had to work another day in your life, what would you do?" and if they don't tell me they'd love to do whatever that job description I just made up is, I don't hire them. I only hire people that match the job description because I'm not interested in motivating people. I want people to be inspired from within.

Assaraf. **One of my rules is to hire people who play at things I have to work at.**

Demartini. That's exactly it.

Assaraf. People who play at ... I love what I do. Right now, I don't know it's 6 o'clock here and I'm just loving doing this. I wouldn't do anything else in the world right now.

Demartini. Well, since I was 17 years old I dreamed about being a teacher and a philosopher and that's exactly what I get to do. And I'm fully believing that everybody on this planet can be doing that at whatever level they want. Some people have different levels of awareness of themselves so there's a place for everybody in the magnificent design.

Assaraf. I agree. I think you hit the nail on the head in that there's different levels of awareness. And the key is how do you keep raising your own level of awareness? **How do you really realize how spectacular you are and then how do you fill in the gap between that new reality and where you're at?** I think that's the quest we're all on is how to really see how powerful we really are.

Demartini. I have a number of exercises and methods that I developed. One's the Demartini Method that what you do is you find somebody that you think has got an extraordinary life that's just living way out there and really doing it, and then you go through and you make a list of every character trait you see in them, and then you find and dig honestly within yourself and find it. And don't stop until you find that you have the same character trait in some form to the same degree.

At a Glance: The Demartini Method

1. Identify someone with an extraordinary life
2. List every character trait that person possesses
3. Search within yourself for each of those traits

And you think, "Well, there's no way," but I had a lady that came to my Breakthrough Experience program a number of years ago—a little over 8 years ago—and she says, "You know, I'd really love to break through from going from McKenzie Corporation as an individual consultant with them to my own company." And I said, "Well, so let's go do it. Let's organize it. Let's make a plan. Let's appreciate what we've got while we make the plan and transition." And so she worked on that a little bit, we did a consult and I told her to make a list of all the people she wanted to do business with and all the things she wanted to accomplish. We got that mapped out and then she said, "I'd love to be a consultant to the leading 100 Fortune companies in Australia," and I said, "Great!"

And I said, “So here’s your exercise. I want you to make a list of 100 of the leaders of these companies and I want you to get on the Internet and get books or magazines or whatever it is and go do research and find out every single trait of every single one of these people and then I want you to make a list of at least 50 traits of each one. And then I want you to go in there and identify where you have every one of these traits to the same degree so you can prove and honor yourself as being a great leader.” And as she did this, and this took her months to do, she’s got 39 of these 100 Fortune 500 companies as clients today.

Assaraf. Wow.

Demartini. And what she did is she basically dug in there and found out, **so she didn’t put them on pedestals: she put them in her heart.** And what happened is whenever you put them on pedestals you minimize yourself to them and then you dis-empower yourself. Whenever you identify what you see in others as the seer, the seeing, and the seen is the same, you empower yourself because the truth is you have it. It’s just in a unique form and you’re not honoring it and you’ve got to dig. **And the quality of our lives is based on the quality of the questions we ask, and if we ask incredible questions like these, opportunities and doors open to us.**

Assaraf. I’m going to ask you to do something that most people don’t ask you to do and that is to speed up a bit. I’m just kidding.

Demartini. You don’t have a speed listening program: I can tell ...

Assaraf. John did this presentation for about an hour to our group, I think it was on Saturday or Sunday, and he just went at this pace for an hour and everybody’s jaw was just dropped.

Demartini. I started off slow and then kind of picked it up in that last second I think.

Assaraf. Everybody, just trust us on this part. Your brain is picking this up and it could go faster. So trust me, the right part of your brain knows exactly ...

Demartini. You don’t have time to think about it or judge it: it just goes in.

Assaraf. It just goes in. That’s exactly right.

Business Explosion Formula

John Since we've got a ton of business owners, again on this call, I want to talk a little bit about your formula for business explosion. Would you touch upon that a bit?

Demartini. Yeah. I just worked with a guy in Denver a couple of days ago. It was quite interesting. He wanted to grow his business. He had a ... but he had a hazy vision. I said, "Well, tell me where you're going?" I put him on the spot right in the seminar. I said, "Where are you going with it?" He goes, "Uhh, I want to grow it." I said, "Vague. Bzzt" You know—like a gong show. I said, "Now what do you really see?" and he was hesitant.

And see, **you really don't have a vision until you can articulate it with your eyes closed with such audacity that somebody else can actually see it, feel it, experience it, sense it and repeat it.** And if you can't do that, then somebody doesn't really see it and you don't see it.

So I'd say **the first step in exploding a business is being absolutely crystal clear on where you're taking it.** If you don't know where you're going with it, the company runs you and it takes you where it wants to go. And usually wherever the staff want to go and the employees want to go. So it's important to be really clear about where you want to take it.

Quick Look: Exploding Your Business

1. Be crystal clear on where you want your business to go.
2. Make sure you have a product or service that will be useful to as many people as you want to have as customers.
3. Always have a vision one level above where you currently want to be.
4. Ensure you're setting goals in alignment with your highest values.
5. Share the vision—inspire your team.

Number two, you want to make sure that it's truly a service to as many people as you want to serve: otherwise you have an incongruency in the goal. If you say you want to do a billion dollar company or a 10 billion dollar company, you have to make sure that you really have a product that can reach that many people and that you have a distribution network that can do that. So it has to be clear in your mind and it has to be of true value to people. I always say when I ask people by the thousands if they've ever used Microsoft Windows. They all put their hands up and I said, "Now you know why he's a billionaire."

Assaraf. That's right.

Demartini. I say then why don't you create something that valuable that every single person wants? You want to be able to say, "I'm indispensable to planet earth" and you want to be able to say that you know a billion people or five billion or whatever—six and a half billion people—need my service. And if you don't, then it's time to be thinking about that type of product or service or idea, if you want to get those kind of returns.

Assaraf. I think you can start, but those of you who can't think that big yet or don't want to, you can start on a local level then a national level, then international level.

Demartini. Absolutely. I always say you can't make a difference in yourself and get beyond yourself until you have a vision at least as big as your family. You can't make a difference in your family until you have a vision at least as big as your community. You can't make a difference in your community—be number one in your community—until you have a vision as big as your city. You can't make a difference in your city and be number one in the city until you have a vision as big as your state. You can't be number one in the state until you have a vision as big as the nation. You can't be absolutely nationwide and be number one in the nation until you have a global vision, and you'll never make a global impact and leave a historical legacy unless you have an astronomical vision. **We have to be cosmic beings to make astronomical impact.**

You want to be able to say, "I'm indispensable to planet earth."

Assaraf. I think we have to transcend ourselves at that level.

Demartini. Well, our soul calls us to new levels. Our senses constrict us. **If we listen to our heart, we expand. If we listen to our senses and fears and guilts and futures and pasts, we miss out on the magnificent, divine present.**

Assaraf. Right there is the fight that goes on in every human. The fight between the spirit wanting to expand and the other part of us that puts ourselves down.

Demartini. We're either radiant or gravitant, and if we're gravitant we suck: our life sucks. **If we're radiant we're expanding and shining and we're growing.**

Assaraf. And that's what I hope and wish and pray for everybody on this call and everybody on planet earth, is that they see their magnificence and start ...

Demartini. I always say humbleness to divinity is what brings certainty to humanity. Every day I stop and before I go to bed and before I get out of bed—before I leave this world into the dream world and the dream world into this dream world—I go in and I count my blessings and get into a state of gratitude and balance my perspectives and think

about what I am grateful for. And **I keep an ongoing daily list of the things that I accomplish and the things that are blessings that I didn't anticipate.** So I review those and I get into a state of gratitude and I go inward and ask the inner voice and inner vision to guide me. **And when the vision and the voice on the inside become more profound than any opinion on the outside, I begin to master my life.**

Assaraf. I love it. I love it. I hope all of you are getting as much from this as I am because it's just so enlightening and I know that's your ... you're fulfilling your mission in the universe right now, John.

Demartini. I feel like that's the destiny. I don't feel like it's impossible not to fulfill my destiny. I don't know how to describe it but I feel that everybody deserves to have that feeling because deep down inside they're magnificent and extraordinary beings and it's wise to say that to themselves, you know?

I learned about the way we talk to ourselves years ago, and **I believe it's time to talk to ourselves the way we'd love our lives to be and watch what happens and unfolds.**

Assaraf. Self-talk is probably the most important part of any human's day and life. I totally agree. When you talked about some of that this weekend, I just loved it because it's very, very important.

Is there any other part of the formula for the business explosion?

Self-talk is probably the most important part of any human's day and life.

Demartini. Another thing that's important is making sure that you're basically setting goals that are aligned and congruent with your true highest values. Many people set goals that are incongruent. The brain automatically deletes incongruent goals and so ... I had a doctor who came up to me and said, "I want to grow a million dollar practice," and I said, "Okay." So he said, "I want to see X number of people—200 patients—a week. I want to make \$60 a visit." And we added up all the numbers and they were all incongruent. He hadn't thought it through. **So if you want to practice a business explosion or a company explosion, you make sure that the visions and the goals and the objectives and strategies are all congruent.** Otherwise the brain just deletes them. The weakest link becomes the deleter. So it's important to do that.

And then you want to make sure that you **share the vision and inspire the team.** You know whenever I come into my office, which isn't that often, I'll sit down and I'll share where we're going and I'll read my mission statement and my mission book: I have a giant 495 page book of every single detailed goal that I have in my mind and life. And I'll sit down and read some parts that are inspiring to me that I've recently updated and I'll share it with them and they'll sometimes get in tears and they'll go to work. They love to go to work where they're following an inspiring vision.

Assaraf. Yup. I agree. And I felt that I had a lot of work written down with about sixty pages.

Demartini I'm a neurotic guy. I guess when you almost die you have a different viewpoint on life and I feel like I've been blessed that way and so I'm kind of neurotic. I figure that once I learn these laws and principles it's not just something I tout: it's something I live. And when you do it, and you see it works, you go, "Why wouldn't I spend time on myself: it's my life!"

Assaraf. I agree. There's a holding company I have called Praxis and Praxis means the integration of your beliefs with your behavior.

Professionals are the ones that practice in between their performance, not at their performance.

Demartini. Well, you know professionals are the ones that practice in between their performance, not at their performance. And I always say **it's wise to be practicing and visualize it and affirm it and think it and feel it and map it out in between your performances and then go live your life.**

Assaraf. Absolutely. I'm right there with you.

Pay Yourself First

Assaraf. Let's talk about getting paid. Let's talk about ... one of the concepts I know that everyone on the call has heard about, and that's that the wealthy pay themselves first. And again, that's not a new concept but I know you've got a unique take on this. So let's talk about why you think that's important.

Demartini. I'm absolutely certain about that. I've learned many different ways through my own experiences and watching really thousands of people play this game. There's no doubt in my mind that **if you pay yourself last you'll end up with either the dregs or the spit at the bottom of the barrel. If you pay yourself first you'll get the richness.** And the thing is we pay ourselves according to our values and if we don't have a value on appreciating and valuing money and building wealth in our life, then what we'll do is everything that's higher on our value list than money and saving will end up being what we spend our money on first. So I always say, **"the hierarchy of your values dictates your financial destiny."**

Assaraf. One more time. Hold on John. "The hierarchy of your values..."

Demartini. "...dictates your financial destiny."

Assaraf. Okay.

Demartini. I had a lady the other day who came up to me and said, "I've been working: I've made a lot of money, but I've got nothing to show for it," and I said, "Let's look at your values." So she came up to the front of the room and we found out that her kids were first, her kids' health was second, the home, vacation, time to go and do things on retreats, meditation, books, and way down at number 18 on her list was building wealth and saving money. And when she saw that she just about fell into tears, and she goes, "No wonder I don't have any money." And I said, "Exactly: your value system is automatically spending it. The second you receive money you're spending it according to your values and way down at the bottom is saving money." I said, "Until you have it near the top four or five, don't ever expect to have wealth."

I've interviewed a lot of billionaires and a lot of millionaires and I assure you it's got to be near the top if you're going to have a lot of cash flow working for you.

Assaraf. Whatever you focus on expands.

Demartini. You know, **whatever's highest on your values, you tend to bring discipline and order to**, which means, do, and whatever you have lower on your values you tend to undiscipline and distract. And so you're kind of a dud at the bottom and you're a doer at the top, and if you don't have a value on saving money and building wealth, you can't fake it. It's what's real. Your life demonstrates it.

I'm not interested in motivating people. I want people to be inspired from within.

Assaraf. Yeah, the results don't lie.

Demartini. The results don't lie. When I first got into practice years ago, I was the last one paid. I did this. I paid my bills first: I paid a little bit to my lifestyle which was there. I was behind on my taxes and I had no savings. And I said, "You know, this sucks. This will burn you out really quick." And so I finally reversed it and I paid myself first, then I paid my taxes second, I paid my lifestyle third and I paid my business bills by priority fourth. From that day on I built wealth. It was just amazing once I reversed that, and once **I realized I was the most important investment in the company**, and nobody's going to get up and inspire the company as much as me. So **I started to invest and pay things according to true value to the company, and that was the day wealth began**. And since then it's made enormous wealth.

Assaraf. Listen folks, if you haven't heard anything other than the last minute of discussion, you just hit the payload right there. Pay yourself first.

Demartini. Don't listen to anything else I said: just that one.

Assaraf. If you haven't heard a thing John has suggested, he is so on the money ... one of the things I learned a long time ago is **for every result you want, there's an absolute way of thinking and behaving that will produce that result.** If you want wealth in your life you just heard the formula.

Demartini. I was in with a doctor in Italy near Trieste, Italy, and it was interesting. I worked with him and his wife, they had a little practice—this was about a million dollar practice—and they were not saving hardly anything. They had about \$180,000 income and they had no real big savings and they were doing well, but they just weren't really cranking. So what I did is I said, "Alright, what we're going to do is we're going to force some savings. The doctor's not even going to know about it." I worked with his wife. I said, "We're going to force some savings. We're going to put \$8,000 in starting this week, into savings, in addition. You'll just take it off the top and we'll put it in there: we'll put it in savings."

Mental mastery is not getting caught up in the emotions of a moment or an event, up or down.

And we set up an investment company. He didn't even know about it. That next month, he went up the roof. His business just went up. He said, "I can't explain it: I don't know if it's just because you're in my office or what." The following month I raised it to \$20,000 and believe it or not he saved \$260,000 the next year—more than he'd ever saved. The following year all the money he'd saved before. And he didn't know he could do this. His practice went out the roof. And what it was is just investing in himself and valuing himself and forcing the savings and once he structured it, it was amazing what happens. So **once money is structured and strategized and you've gotten emotion out, magic occurs.**

It's just like the investment companies from the insurance companies. When they put you on an automatic withdrawal from your account to their account, you never miss a payment. But if they asked you to write a check for it you'll emotionalize on it and you'll miss it. Sixty-nine percent is the probability if you write checks: 96 percent if you do it automatically, because there's no strategy other than do it.

Assaraf. I love it.

Demartini. And so this is the key. **You have to put yourself under an automatic savings program—forced automatic savings technology—fast, if you want to get wealthy.**

Assaraf. Forced automatic savings technology. I love it. That's actually another program you have.

Demartini. That's another program I've developed, yes.

Assaraf. Hey listen friends. I can tell you, I don't think I've met anybody who has more programs than John does.

Demartini. I have 55 courses I teach and I just found out I've got another one today.

Assaraf. Ha, ha. I love him. I've had my staff on your Web site ordering stuff, personally. And I can tell you that one of my staff members ordered something from your Web site in Australia by accident, and I got an e-mail from them saying, "Are you sure you want to ship this from Australia to the United States? You might as well just buy it in the States."

Demartini. We have a brand new Web site as of actually yesterday, so if they check today it's a totally new Web site.

Assaraf. It's DrDemartini.com, right?

Demartini. Yes, please. It's DrDemartini.com and in Australia, the southern hemisphere, it's globalonetraining. So either one of those. But DrDemartini.com in the States. That's Demartini.

Assaraf. If they're a little confused ... like Assaraf. We'll make sure we give it to people at the end.

Traits of the Truly Wealthy

Assaraf. Let's talk about some of the qualities about the truly wealthy, specifically one that they appreciate their wealth and how **love and appreciation can help anybody create a hell of a profit and more lasting wealth.**

Demartini. **If you're not doing what you love and loving what you do, and if you're not inspired in the morning to go up and do it, all the money in the world doesn't feel the same.** But if you're inspired and you love what you're doing, it's amazing ... and you have a value on wealth. I mean I know people that are doing what they love and they love what they do but they're in poverty because they have an aversion to wealth. They literally have a belief system that's "Oh, I'm not in it for the money: I don't want it," and

they literally sabotage any form of wealth because they keep it out of their life because it's low on their values.

But that eventually interferes with the growth of what they love doing, so they finally get banged—you know their head against the wall—and get kind of frustrated and they've got a hidden agenda of narcissism that eventually surfaces that tries to change that value system around, and if they hopefully do it sooner or later, they turn that around. But I'm a firm believer in basically you know valuing it because the second you do, the more people get it. **If you really want to serve people, value you. Value what your service is and pay yourself and make sure that your service gets paid.** And your work and your service and your product and your ideas will grow. I guarantee you.

Assaraf. I'd like to piggyback on that. And also become *outstanding* at what you do. **You've got to become outstanding at what you do.**

Demartini. Yeah, you want to do something outrageously unique and believe in yourself and capitalize on what is unique. If I asked somebody and said, "What's your goal?" and he says, "Well, I want to be the best at this," I say, "What does that mean? **What's your uniqueness factor?**" And if they can't say it, they don't own it yet. You've got to dig in there and find uniqueness.

What is it you're willing to do?

See, I know my uniquenesses. I know some of the things that I do that nobody else even wants to tackle. And so that's what you want to concentrate on. What is it you're willing to do? I'm willing to literally travel 585,000 miles last year to speak in 300 days in over 50 countries in one year. So that's unique. Nobody's willing to do that. Everybody else is too ... thinking that's neurotic. I like it when they think that I'm neurotic because that means I've got the free open market.

Assaraf. So that separates you from the competition.

Demartini. Yeah!

Assaraf. Absolutely. That's one of the things I learned a long time ago, is what separates you. What segregates you from everybody else? There's a great book that I talk about called *Purple Cow* written by Seth Godin and he talks about if you saw a purple cow in the middle of the street, what would you do? You'd stop and look at it because it was so unique and so different.

Demartini. That's it.

Assaraf. **You've got to look at your product and service in such a way that when people hear you speak about it, hear you talk about it, they go, "Wow, that is ..."** The wow factor.

Demartini. Exactly: you want everybody to feel like ... **always give people more than they expect, no matter what it is.** When people get off this phone tonight, I would hope that they walk away going, "Whoa, that was different: that was a lot more than I was expecting." And I believe that's important: to give more than what people expect. Just really go for it. Give it 100 percent. As Brian Tracy and I discussed one time, be absolutely present in what you're doing and watch the market expand.

Assaraf. Absolutely. There's a guy by the name of Rick Barrera... I've met a couple of times here in San Diego. He wrote a book called *Overpromise and Overdeliver*.

Demartini. Yeah!

Assaraf. And he's getting booked all over the place because everybody's saying underpromise and overdeliver. He says you've got to change the tune. The times have changed. **Everybody's promising so much you've got to deliver it.**

What segregates you from everybody else?

Demartini. One of the things I like about my nature is I always say that the universe is my playground, the world is my home—literally—and every country's another room in the house. I'm never away from anybody because it's all one big house and **I have a huge house with six and a half billion people living in it.** As far as I can see is my yard! So I'm basically ... everywhere is inside the house so I basically own the house. But anybody that's in here is part of my market. It's all a cosmic game: you've got to play a bigger game.

Assaraf. That's right. **We don't have to think outside the box, we just have to remove the box.**

Demartini. You know in Plato's time and Socrates' time they criticized Socrates for teaching the students astronomical and theological terms and thoughts, and he says, "Look, I'm preparing them for bigger pictures." And he didn't understand that the mercantile beings at the time couldn't comprehend him, but he knew the big picture and he's immortal: they aren't.

Assaraf. I absolutely love it.

Affirmations: Words of Power

Assaraf. Let's talk a bit about one of my favorite topics, and I actually was interviewed earlier today for homeschool.com where they were talking about "How do we program our kids for success?" We had people from all over the country on there and we were talking a bit about affirmations. I know you're a big, huge believer in affirmations. I know you've got one that I borrowed from you that I use today and that I gave to my children as a gift from you.

Let's talk about do they really work and maybe give us some examples of how we can use them to become more spiritually and materially rich.

Demartini. I think that affirmations or words of power, I prefer, because I went back and studied them and it goes all the way back to the Egyptians and they used very, very strong words of power in statements to, you might say, invoke transformation in themselves and others, and we call them affirmations which means "to make firm." And without a question **what we say to ourselves is like a check list of the things to remind ourselves of things to do and live.**

So you'd never, ever convince me that affirmations don't have power, because I'm a living example of thousands of affirmations that have fed my mind for the last 33 years.

Assaraf. I agree.

"I'm a genius and I apply my wisdom."

Demartini. My first affirmation was given to me by Paul Bragg. He said, "Every single day, say to yourself, 'I'm a genius and I apply my wisdom.'" At the time I was a high school hippie dropout, long-haired surfer guy and didn't know how to read and basically—if you saw me, if you saw pictures of me, you'd laugh. It was pretty bad. So anyway, if somebody had told me then that those affirmations were going to do what they did I wouldn't have believed it, but I can tell you right now that **that affirmation literally transformed my life** and within two years the students at the school I was going to were starting to nickname me "the genius."

And today, I own it. **I believe I am a genius. A genius is one who follows the inner vision and listens to the inner voice of their soul and obeys.** An affirmation is absolutely critical to that objective. You know your chief aim in life, if it's affirmed strongly and clearly and concisely, and stated every single day, it'll move you in the direction of that. And so I said to myself, "I'm a genius and I apply my wisdom. I'm a master of persistence: I do what it takes. I'm a master reader: whatever I read or retain I master. I'm a master healer: whoever I touch becomes healthy. I'm inspired. I do what I love, I love what I do. I'm a master of universal genius." I basically say, "I'm a multi, multi, multi billionaire. Everything I touch has turned to gold." **I have different affirmations I fill my mind with and magic occurs.**

Assaraf. It is magic. **You're wiring your brain for success and you're lining up with universal truth and universal intelligence every time you do that.**

Demartini. I said when I was 18 that I will do whatever it takes—travel the distance, pay whatever the price—to give my service and love, and people will do whatever it takes—travel the distance, pay whatever price, to get my service or love. Today I keep a record of that, and literally from around the world, I get to go around the world and the people come from around the world. And I know that affirmation at 18 is now reality.

My life would have been a mess and a shambles had I not learned how to do this.

Assaraf. It's magical how it happens. I remember in 1982 I was introduced to the world of setting goals and visions and affirmations and I have those laminated today because I showed these to people. You know I'm 44 now and I've been writing my affirmations and my goals and my visions every year. I review them daily and I've got different methodologies that people on this call are familiar with, with neural-reconditioning and really embedding them at the non-conscious level.

And my life would have been a mess and a shambles had I not learned how to do this and had I not learned from people like you and people like me who have done the research and done the studying so that we can show other people how to basically paint by numbers. Just follow the steps. And I look at it, and I know you do, as life is a big path and **we've got a light in front of us to shine so we can see in front and one of our responsibilities is to have a light behind us so other people can see along the path as well.**

Demartini. Well, I'm a firm believer in what we say in affirmations. I keep a checklist every day with me of things that I know work, and I have my affirmations in front of me—"I love what I do, I do what I love, I have a mission and I'm here to fulfill it. I have a vision and I'm here to manifest it. I have a message and I'm here to share it. I'm one of the most inspiring speakers in the world. I'm traveling all over the world to share my inspirations. My words inspire millions. I'm a master of persistence, a master of presence, love, gratitude, certainty."

I have a whole list that I go through each day, and then I have a checklist of things to make sure I do every day. Did I count my blessings and focus on being thankful today? Did I read my mission statement today? Did I read my visions and callings today? And goals today? Did I follow my affirmations? Did I refine and update my state of the mission book today? I have everything laid out. These are things that have proven to work: if I just follow them, magic occurs.

Assaraf. That's something that I know ... everybody on the call who's in the Inner Circle Program, John, gets a set of DVDs and we talk about a lot of this stuff and then we've added a whole bunch more tonight.

Demartini. I guarantee you're changing their lives if they're important. If they're doing even a small part of those they're going to make their life expand.

Assaraf. As you know, the testimonies that come in from the people is wonderful. I just wish more people ... I've always said **if I'm going to take credit for the people who are using the stuff, I've also got to take credit for not getting to the people who are buying it and not using it.** I've always tried to get you to understand that this is not theory: this works. This stuff we're talking about absolutely works.

Demartini. It works. You know I always say that **the best success is not words but the actions** and if we just go out there and do it I figure that that's ... People say, "Well, how do you raise your kids?" I said, "My lifestyle is my teaching, and I'd rather demonstrate it than talk about it. And even though I talk about it I don't talk about it unless I'm demonstrating it."

Assaraf. Yeah, the best example is the one that they can see you doing, as opposed to you talking about it.

A master is one who is a prophet of their future. They say things now that become true tomorrow.

Demartini. I had a guy that owned a big company and he came to me one time—he did consulting for me, you know, I was helping him—and he said, "The thing I like about you, why I meet with you is not so much what you say, but what I get to see you do," and he said, "that's what sticks with me." And I said, "Well, that's true." So what happens is **the words of power end up doing and initiating actions in you so you tend to demonstrate it.** What I say is a master is one who is a prophet of their future. They say things now that become true tomorrow and they have to have prophecy in their mind to know that it's destiny.

Assaraf. I love that. That's absolutely brilliant. That is very, very brilliant. What I'd like to do is I'd like to offer people the opportunity, as always at this time, to e-mail me any questions for John. We've got a couple that have already come in from people who know how we do this on our Wednesday night calls. And so e-mail me at John@OneCoach.com or John@CloningOfSuccess.com and we'll take a couple of questions, John, in about five minutes.

I've got one last question and then we can start getting to some Q&A and we'll respect an hour time limit. There's so much information here that people's minds

must be on overload and hands hurting and that's a good sign because you're doing the work.

Soulful Profit Case Studies

Assaraf. Let's talk about a couple of case studies of businesses you've worked with possibly that have prospered because they focused on what you call "soulful profit."

Demartini. I can think of a bunch of them. I had a company—actually a forest company, a major forest company in the southern hemisphere—and we're sitting there going, "You know, the Japanese market has taken over the market and what are we going to do? Our profits are down 30 percent. We may have to lay some people off." And he was really kind of down and he was really frustrated because no matter what he was doing he had a big ship there and he was not able to turn it quick enough. And he was kind of down.

I had this meeting with the four principles underneath him and himself and I said, "So where do you want to go with this?" He said, "Well, it doesn't matter where I want to go: it's what the market's doing." And I said, "Well, you don't have a vision bigger than the market. You've shrunk yourself and don't see the bigger market." And he said, "The market's bigger than me!" and I said, "Not if you have a vision bigger than the market: you've got to stand up bigger." And so I said, "Alright, so what do you see? Where do you want to take it? Let's concentrate on how you want it instead of how you don't." And he kept thinking, "Well no, the market's bigger than me," so I said, "Well what is this 'market'? Let's give in and personify it and then let's find out where you have the potential and the networks and the conscious network to do it and to turn it."

And we came up with some ideas and we found out that **he did have a network and he did have some opportunities and he did have the potential** and he did have the resources to turn it. So what we did is we went on a campaign to literally publicize how the Japanese market was not where it was going, and where his market was going in Australia and it was really interesting. We literally changed with a media blitz, changed the entire sentiment, because he got clear on his vision. And what happened is he started to invest. I told him, I said, "I want you to take a portion of the profits this month, even though you don't think you can afford it because it's going downwards. I want you to take the amount of profit you'd like to have, and I want it to go into savings and investments and reestablish back into the business." He said, "Well, this is being absolutely insane and absurd. You're asking me to do something that's like crazy." And I said, "I'm asking you to do something crazy, that's exactly right, because what you're doing is going downhill, so let's go 180 degrees and see what happens."

Assaraf. **Let's stop doing what's not working.**

Demartini. Yeah, and so what happened is we literally over a three month period, literally with a media blitz that cost him about \$80,000—that's all it took. Eighty thousand bucks, which is nothing to the size of this company, of media blitz, with articles strategically located. We changed the entire sentiment and made people believe it was moving in the other direction. **We capitalized on the uniqueness of what he had in his wood industry and why the other ones didn't**, capitalized it, put it in the media, started to tell everybody about the turnaround in the company which changed the energy of the company.

We started profits, forced profits, into the kitty again: instead of taking it out we were putting it back in, and we literally changed the entire sentiment. So we set the psychology differently, and all of a sudden people just assumed it was true, all the way down the line, and we acted from the leadership all the way down as if it was true, and magnificently turned this thing around. And literally in three months we started taking it.

He just laughed. He goes, "I was ready to give up and think about it," and I said, "Well, that's why the company was going down. **You were starting to let the outer world run you instead of the inner vision, and people that do that die.** They start to inject the values of those people around them instead of their inspiration and their heart within them, and that's when the company goes down." And so we invested in it and profited and turned that company around, literally in three months. And this didn't seem possible, but it was a doable thing and it was in the wood industry.

To have a quantum leap sometimes requires a paradoxical move.

So when you talk with a big company—that's a multi-billion dollar company—or you can do it with a small company—a little million dollar company or less even. Believe it or not, I had a doctor that I asked him sitting at a dinner table one night before ... I did a consult with him on a Thursday night and a Friday, and I said, "So where do you want to go with your company?" And he said, "Well I've got this staff problem" and he started listing all these problems and I said, "Well, tell me the name of your customers." He said, "What do you mean the name of my customers?" I said, "I want to know a list of customers." And he goes, "Well, ah, this person," and I go, "Well what's their spouse's name?"

"Aahh, well this."

"What's their children's name?"

"Ahh, this."

"And what are their real chief reasons for being there: what is your service you're providing them?"

And I had him memorize and concentrate on the clients because he was so focused on himself that he lost the vision of serving clients. And what happened is we had him memorize a hundred names of all the people he wanted to service and

sat down that night and just memorized and memorized names, family members, staff members, horizontal and vertical market software, and just concentrate and then finally what he's going to do special on them.

And literally, over the next week, 20 percent of the people that we had listed showed up, referred, appeared, manifested, showed up in grocery stores—something happened where he concentrated, he manifested, and he turned his company around. **And instead of focusing on the weeds he started focusing on what service was and his company shifted**, and he basically started investing in himself again and he realized he'd gone too far. About eight months before, he'd been to another seminar on personal development. He said he needs to be reminded and needs some mentoring and coaching.

Assaraf. Yeah. Most people don't understand how important the thoughts are, the energy and the intention that you have. One of the things that I remember Price Pritchett said to me, he said in order to have a quantum leap sometimes it requires a paradoxical move.

Demartini. Yep.

Theoretical and practical must be integrated for a mind to be demonstrating the divine beauty.

Assaraf. And that's what we're talking about. More of the same will always get you more of the same.

Demartini. If you've got a, say—I'm just picking a number out of the air—a \$10 million company and you want to make it a \$100 million company, if you're banging your head against a wall and plateauing there, it's time to start associating and hanging out with people who have \$100 million companies. And if you don't have mentorship or coach-ship under people who do, or you at least have some friendship or interaction or social networking with those people, or hiring them on boards or at least coaching with them, you're passing up a great gold mine. Because just by resonating with people that have bigger visions and know how to manage things on a bigger level, automatically takes your company up.

It's just like I say, if you have a million dollar business and you put a person that knows how to run a \$10 million business into it, they'll bring it up. You take a \$10 million business, put a million dollar manager in there, it will bring it down. **So you want to hang out with people that are visionaries and are going places and start resonating with them and finding out what they're doing and duplicate it.**

Assaraf. That's precisely why we've got people here in the Inner Circle program and our Mentoring program and our Fast Track program: we've got different levels and that's always a way that I've found, is through mentorship, through ...

Demartini. **You help other people get where they want to get in life and you get what you want to get in life**, as Zig Zigler used to say. And you know, you've got to pass the torch, and stand on the shoulders of giants.

Q & A: Latest, Most Mind-Blowing Material

Assaraf. I've got a couple of questions John. This has been absolutely brilliant and fascinating and wonderful as always, and I know we can go into a lot of different directions of quantum physics and neural-science and you'd be right there leading the pack here.

There's Roger in Roswell, Georgia who says: *You come up with a lot of really interesting almost far-out science to support your ideas about human nature. Just curious, what's the most mind-blowing thing you've learned recently?*

Demartini. The most mind-blowing thing I've learned recently? Well, believe it or not I've been working on the outer reaches of our solar system. There's a thing called a magnetosphere or heliopause. There's an inner one and there's a way outer one: it's about seven trillion miles out at the outer rim of this solar system. I've been studying the actual potential and theoretical physics and molecular interactions out there and radiation hitting it, and its impact on behavior inside the human. And the different cosmic rays and particles actually being trapped in different Schuman [Resonance Frequency] and Chapman layers around the earth and how it affects radio receiving and broadcasting systems and also human minds.

And so that's a pretty far out thing, and I've actually been doing the study of physics from Bell Laboratories on this and also at Yale University there's an interesting study going on. So I'm studying that because I believe that literally, **we are literally bombarded with a field of intelligence and the solar system is trapping some of it**, and there's something even beyond that.

And Plato said **that somewhere between the center of the galaxy and the center of the earth is the soul**, and he used that as a description of how expanded we really are.

Assaraf. Wow, that is out there: I love it.

Demartini. I could go on further because I'm interested in cosmology and I'm studying also the cosmic mode theory on cosmology and the oscillation between starburst and black hole systems at galaxy and universal levels. And how they relate to little worm holes in the human mind, because **we literally move from quantum by quantum through our development process**. And these things are occurring on micro-scales and definitely astronomical scales. So I can get as cosmic as he wants to get, but I also like to get practical. Theoretical and practical must be integrated for a mind to be demonstrating the divine beauty.

Assaraf. I think I've always believed that when we talk about quantum physics and neuroscience and cosmology, the question is how can we apply it to make a difference in our lives and on our planet.

Demartini. Well, you know there's a tremendous application, and if it's theoretical and you can't bring it practical then you missed it, because you really didn't get the theory thoroughly. But believe it or not, that has a tremendous impact on oscillating Boolean functions in mathematics and that's how our mind works. Our mind is literally an oscillating system, a strange attractor going towards a strange attractor that's trying to equilibrate and be clearer on a soulful level and be really visionary. **And so these mathematics and these astronomical studies have a major impact on human behavior if we really go into the depths of them.**

Assaraf. We're just on the cutting edge. I know we're just on the cutting edge of what's really going on with quantum physics and neuro-science.

Q & A: Strategies for Discovering Uniqueness

Assaraf. I've got another question here. This is from Mechin, and Mechin actually saw you in New Orleans and so he says hi. He thought you were awesome there and he's bought your CDs and tapes and thought they were outstanding. The question Mechin has is, *What are a couple of strategies to find out one's uniqueness, both going internal and external?*

Demartini. Our lives basically require the questions we ask: we've just got to ask that simple question and it's a really simple question. So what is my uniqueness both internally and externally and don't stop until you get it, and you might go and get and surround yourself with, you might say, a focus group to give you some feedback, but you want to dig it out of yourself and use them as just catalyst. But **just ask, "What's your uniqueness? What is your uniqueness? What do you have to offer that nobody else offers?" And really dig and don't stop until you come up with it.** It's simply probing.

A lot of times we don't give ourselves permission to keep probing and live in the world of curiosity: we want to stop at knowing instead of going out into the unknown. It's the unknown that makes us grow and stretch. So you want to just keep asking that question. "What is unique about you?" If you were here in front of me I'd say, "What is unique?" If you said, "I don't know," I'd say, "Yes you do," and my certainty would override your doubt. Let's go, let's find it. And we don't stop till we get it. Let's dig it and let's go around spiritually, mentally, career, financial, family, social, physical, and how all those apply to the business or the development of the service you so call "give to the world."

Assaraf. Hopefully that answers your question, Mechin. There's a lot there.

Demartini. Don't give yourself the option that you don't know. Don't lie to yourself that you don't know. Know that you know. When you know that you know that you know, you've got intuition and certainty and inspiration guiding you, so don't act like you don't. Act like you do and watch what happens: it'll come out of you. Don't give yourself the option to say "I don't know."

Assaraf. That's perfect. **Know that you know that you know, and the answers will appear.**

Q & A: Balancing Practical and Spiritual Principles

Assaraf. I've got a whole bunch of questions and I only have time for one more. This is from Tally in Miami, and she says, *I've been a student of personal development for a long time and I've come to believe that although the right mindset is crucial, it's nowhere near enough by itself.* That's interesting. *Can you talk about the need to marry practical and spiritual principles and how you balance the two when there seems to be a conflict?*

Demartini. Well, if you have a conflict, then somehow it's not your real self, because your real, true value system won't conflict internally or externally. So somehow you're trying to inject the values of some perceived authority into your life that you're trying to live by and **you'll have difficulty being practical and action-oriented when you're somehow injecting other people's values.** You want to make sure you're not living in should's and ought to's and supposed to's and have to's and got to's. You want to make sure it's something you're really and truly inspired and love to do, because otherwise you'll have a brake on instead of a gas pedal on and you won't go and act.

Procrastination and hesitation is an automatic result of lower priority values and inspiration is one of higher values, and when it's truly your highest value it's not from somebody else, it's our own. So somehow she must be injecting other people's values and trying to live somebody else's dream instead of her own.

Assaraf. And that is the key for us to say that was an absolute 10 and a wow, John.

Demartini. Well, I appreciate the opportunity to share. I would love to have actually seen face to face and touch heart to heart, everyone there, but just thank you for the opportunity to share, and thank everybody for being on the show tonight, the experience tonight. And for making this possible John: this is a great service you provide people. If they can get to be inspired and focused on the things that work every day, this is a wise thing to do.

Assaraf. Well, that's why we're doing this. This is from the love in Murray's and my heart and our entire team just to bring the best of the best to people to help change their lives and humanity and make this a better place to live so people can live in abundance and prosperity.

Demartini. That, you are absolutely doing.

You've got intuition and certainty and inspiration guiding you, so don't act like you don't.

Assaraf. And then ... so that's great. So for those of you who want to find out more about John's product and work, go to his Web site at DrDemartini.com. He's got outstanding stuff. I've been buying them myself and I've been learning from him and it's just excellent stuff the way he presents it. You just imagine what we've done in 60 minutes. He's got hours upon hours, days upon days of material.

I've had some friends who have personally gone and paid for his programs and the reviews have been raving. So I highly recommend you take a look at what he does and let him enrich your life and your family's life and those around you. Again, DrDemartini.com, and I'm going to open the lines so you can say thank you to John.

John, that was absolutely outstanding and enlightening and loving and I really appreciate it.

Demartini. Thank you, John. I'd love to get a copy of it myself if I could.

Assaraf. You're gonna.

Demartini. I'd love to.

Assaraf. Hold on one second. Hey everybody, did you enjoy that?

Listeners. Yes that was great. Thank you. Fantastic. Wonderful.

Demartini. Thank you. I love you all, and just know **there's a permeating universe of love and gratitude and we're all bathing in it and there's bubbles all over us.**

Assaraf. That's a great way to end the night. Have a great week everybody: we'll be here next week, same place, same time. And by the way we are going to be changing the promotional code or your passcode for next week. You'll be getting some e-mails on that tomorrow. Thank you everybody and have a wonderful week. John, you're the best. Love ya.

Demartini. Thank you, John. That was fabulous—I really appreciate it and love everyone.

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we invite you to [visit our Web site](#).