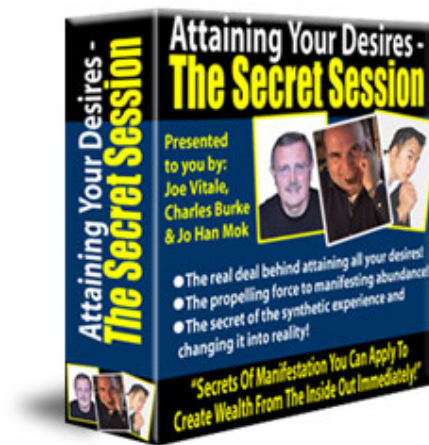


Attaining Your Desires **(The Secret Session)**



By Joe Vitale, Charles Burke and Jo Han Mok

The Secret Session

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The Secret Session

ATTAINING YOUR DESIRES

~ THE SECRET SESSION ~

This private, impromptu Session was recorded in the restaurant of the Radisson Hotel in Dallas, Texas on February 2, 2003.

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Joe: This is Joe Vitale. We are in Dallas, Texas, and today is February second 2003, I believe, and it's around lunchtime. I'm with Charles Burke and Jo Han Mok - is that how you pronounce your last name?

Jo Han: Yes, that's right. Mok.

Joe: We are gathered for a private, informal brainstorming session where we're just going to talk about whatever we feel like, and we're obviously already doing it because we forgot to introduce anybody. We started talking before we made any introductions. So that's my intro.

Jo Han: I'm seated right here in my first meeting with Joe in person. You have to meet this man. He's the guru of gurus, and I think he is really as hypnotic in person as he is in his writing. And Charles Burke is like the nicest guy on earth. Very, very spiritual, lots of intelligent insight as to how we should live our lives, and how you can take your personal development further.

I guess this will be a really fun session, to really get into the minds of these two experts and find out exactly how the mind processes all this marketing and spiritual information. One common thread between all of us is that we're not just interested in marketing *per se* but we're trying to isolate the metaphysical aspects behind the marketing and spiritual...

Ted Ciuba, one of Joe's joint venture partners, comes to the table and Joe takes a brief time-out to discuss the details of a new promotion with him.

Jo Han: Talk about both of my mentors being here...

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Joe: That's fantastic. That's great.

But I want to make a correction. He said there are two geniuses sitting here. There are three.

Jo Han: I'm not a genius.

Joe: Yes you are. There are three - now, go ahead, I'm sorry.

Charles: I concur. I'm Charles Burke, and there are two geniuses here; there's Joe and Jo. We have a copywriting genius, and an incipient copywriting genius - one of the most amazing networkers I have ever seen.

I've learned something. This is my second seminar in two years, and I've learned today that, if you don't go to seminars, you're not in the Internet business.

Joe: Oh! That's a great statement.

Charles: No, seriously. Because you can sit at home in front of the monitor, and you can pound those keys, you can write copy, you can create products, and you'll do some business. But until you go out and meet the other people, you don't get that live feeling. So going to seminars is just almost a necessity. Especially when you're getting started.

Everybody here, that I've met, who is a newbie, who is very new to the Internet, all say the same thing: "I've been studying, I've been buying books and reading them, and I just have this overwhelming feeling of all these pieces. And now, I'm meeting all these people, hearing everybody talk, hearing what they're doing, suddenly I get a picture of how all this stuff can go together." It makes it a whole unit instead of a bunch of pieces.

So, yeah, if you get a chance, go to seminars.

Joe: And this has got to be one of the best seminars I've ever been to in my life. I mean, the quality of the speakers, the information that's given, the people and their energy level, and their enthusiasm. I mean they're eager to soak up the ideas. I've given out all of my business cards. I think I have two left.

Charles: I've run out, too. I'm so ashamed.

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Joe: Well, we know why you ran out. The inside joke for everybody is, Charles went to the trouble of making business cards, but left most of them behind in sunny Japan.

Charles: Hand made them.

Joe: Yes, but you made up for it by having this outstanding personal tag that's three times bigger than everybody else's tag. And everybody knows who Charles Burke, editor of The Sizzling Edge is.

Charles: Thank you for the plug.

Joe: Yes, he made up for it by doing that.

Anyway, I don't even know what we were talking about.

Jo Han: When you come to a seminar, you'll find that Internet marketing is probably the most challenging form of marketing around because it's multi-faceted. There are just so many aspects to Internet marketing. But, if you think about it, stuff like autoresponders, pay-per-click search engines, and all that technical stuff - it's just technical.

There are certain people who make it to the top and there are certain people who do not, and there's a good reason why, and it's our aim in this discussion to establish the common thread, the mind-set that drives people towards achieving outstanding success in the realm of Internet marketing.

Joe has written the Amazon number-one best-seller "Spiritual Marketing". And Charles, you're a Spiritual Marketer, so how does spirituality come into play? Is it something eerie, about ghosts and everything?

Charles: Yes, as a matter of fact, it is. (Charles is joking.) But once you start getting into it, it's not eerie at all. It's the most comfortable feeling in the world because when you start getting your mind and your heart in tune with what you're doing, suddenly you just get this feeling like everything fits like a glove. You don't get all of these "pieces." They start just making sense.

And even better than that, when there's a missing piece, and you've got yourself in tune, suddenly these missing pieces just wander into your life and show up. And even better, when they show up, you recognize that they're there.

Joe: I think Spiritual Marketing is just doing business with heart. It's doing business that is in alignment with you, your interests, your highest ideals, your passions, your enthusiasms.

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I remember years ago, this old businessman told me, he said that, "When you go into business, whatever business it's going to be, it'll be a dog-fight, because there'll be somebody else in that business, too. You will not be the only one. You will have competition."

So he said, "The secret is to be sure that the business you go into is one you love, because if you love it, you're going to enjoy that, and it won't be a dog-fight because it won't look like a dog-fight and it won't feel like a dog-fight. It'll just be a labor of love. And that, to me, is kind of a street-level way of describing Spiritual Marketing. Because, for me, all I've ever done is followed my enthusiasms.

When I wrote "The Seven Lost Secrets of Success," I was personally fascinated by Bruce Barton. I wanted to know what his secrets were - what happened to him.

When I did the thing on P.T. Barnum, I was personally fascinated. I didn't care if it sold or it became something. I wanted it to, of course, but that was down the road. All I was really thinking about is, "I am fascinated; I want to know who is this guy - who is this man who marketed circuses and people and did all of this fantastic stuff without the Internet, without phone, without fax, without computer, without all of this stuff we take for granted."

So all I have done is to follow what my own personal interests have been. That has been my form of Spiritual Marketing.

Jo Han: Speaking of Spiritual Marketing, do you think that your pursuit of all these "weirdo" things - like crackpot mail order profits - has sort of released the spirit of these people? I'm not saying this in an eerie sense, or a ghost-like kind of way.

When I was reading the hard copy of "The Seven Lost Secrets of Success" that you so kindly gave to me yesterday, I was thinking you know, Joe, that I never felt this way when I read the software version of the book. It's as though the spirit of Bruce Barton is alive. And if I read your book about P.T. Barnum, I get a similar feeling.

Would you say that during the whole process of researching these people, they have somehow been embedded within you?

Joe: Yes, I know exactly what you're talking about. I have touched their spirits, and their spirits have touched me. In many ways I have absorbed some of their personality, some of their essence, and depending on how esoteric

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and "woo-woo" you want to get, some people would say I have "channeled" P.T. Barnum, or I have "become" P.T. Barnum. Or in the case of Bruce Barton, that I took on a lot of Bruce Barton within myself.

Well, I don't really know how to describe all of that, except to say that my rapport with them was so great that I probably knew how they thought and felt, and a lot of that is in me. It doesn't mean I'm not Joe anymore, that I'm suddenly Bruce or I'm suddenly P.T. Barnum, but I'm heavily influenced by them and I actually - this is something I don't think I've ever told anybody - at one point I was actually going to take out an ad that said, "Let P.T. Barnum do your marketing. New Age guru will channel answers from the dead. I will sit down and go into a trance, and I will become P.T. Barnum. I will bring P.T. Barnum into my body..."

Charles: This is outrageous marketing.

Jo Han: Yes, outrageous marketing.

Joe: I haven't done it yet, but if there's demand for it, let me know, and we'll try it. I would go into a trance - Mr. Hypnotic here - I'd put myself into a trance. I'd invite the spirit of P.T. Barnum to come in, and I would let people ask questions and I would just say, "All right, Barnum, how would you answer it?" and let that come through.

Charles: Conversations With Barnum.

Joe: Yeah, Conversations With Barnum - There you go: "Conversations With P.T."

And I think that I would tap into what I believe they would say. Whether I'd actually tap into them or not, I don't know.

Charles: You know...

Joe: In my Barnum - I'm on a roll, so let me go for a second. Plus, your breakfast is there; you're supposed to eat now.

In my Barnum book, I tell the story of going to Barnum's grave, and to me that was a very real experience that I still get chills up my spine. I'll tell it real quick here, just for people that may not know it, because it ties in to the question you asked.

It's the idea that my friend and I were in Bridgeport, Connecticut. We knew where Barnum was buried - we knew the graveyard, but we didn't know where he was buried in the graveyard. This is huge graveyard in

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Bridgeport. Ever since the sixteen-seventeen hundreds there are lots of people who have been moved there since then.

We're going up and down roads, and she's driving and I'm sitting beside her, and I thought, "Man, this is frustrating; Barnum usually talks to me; I usually feel his essence." I remember putting my hands out like this, palms out, where I'm just going to be an antenna and receive his signal.

I remember seeing it: off in the distance, way off on the right, there's this monument. There's not a face, there's not a name, it's too far away to see. It looked like it had a light on it. There was no light on it (this was during the day), but I felt it did, so I said, "Go that way."

So she started driving that way, and as we got to the monument I could see the back of it. And at the back of it, at the bottom, it said Sealey. I thought, "Well, shoot, Barnum gave me the wrong signal. That's not Barnum's grave, that's Sealey."

As we moved around to get to the front of it, we saw on the left Tom Thumb's grave. So we got out and went over to Tom Thumb's grave, and there was this three-foot statue that was made while he was alive, so it really gave you a feel of what he looked like. We paid our respects to the little guy, then we turned around to go back to the car. So we're now facing the front of that tall monument. Where the back said Sealey, the front said Barnum.

So I went over to it and put my hand on that monument, thinking, "Okay, I'm going to feel an electric charge." But I didn't feel anything.

Well, I was disappointed. I thought, "Man, Barnum, you and I are connected. We should be feeling something; we should be talking right now."

But I backed off and I realized - oh, that's the family marker for him and his family and the family they married into, the Sealeys. So he wasn't directly under that.

A few feet to the left was this little concrete marker that said, "Not my will but thine be done" on it. And it said P.T. Barnum 1810 - 1891.

I went to it and I dropped to my knees, and I put my hands on that tombstone, and I almost passed out. I still feel some of it now, as I'm talking about this. I felt an electric charge come from that, and my friend just kind of wandered away, just let me go into my "space-age" whatever I was doing. She knew something was happening.

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I just sat there absorbing his energy, and at some point I said, "Okay, I got it." I put my hands down and I looked at my friend and I said, "Okay, I'm ready to write the book."

Jo Han: Man! I... I'm speechless. I don't really know what to think. So Joe, what are you trying to say? That if I put my hands on you, I'll touch your talent, and I'll be enthralled and you'll entrance me, and I'll be come a hypnotic writer - is that it?

Joe: I don't think it works that way for everybody or all the time.

Charles: If you study him as intensely as he studied P.T. Barnum, and then you do that, yes.

Jo Han: Yeah, I do that. I actually do study Joe.

Joe: That is a good point, though, because when I do research I really get into it. I spent a lot of money on Barnum books. I've got many books that he signed. So I know - I have books that he actually held and he signed. And I have personal letters. From a publicity standpoint, I even have a copy of his autobiography that I've never seen anywhere else, this particular version, that has in it a typewritten letter, signed by P.T. Barnum, that was for the press. What he said was - he was about 90 years old at this point - and he said that "the media keeps asking me for interviews, they keep asking me for stories, they keep asking me for quotes" and he said that due to all of that, "here's my latest autobiography; just read this. In the back of the book, I've updated it with all new material."

There was a letter inside that he typed and signed, and he stuck it in this thing and sent it out to the media. It was like a P.T. Barnum press kit. Yeah, a press release.

So that's a collector's item that I have; I got it for free. I bartered it. Somebody wanted a news release. I wrote a news release for them, and they gave me this book. It was a bookseller, and I've had that thing for years.

Charles: Now, for the people who are listening, and they're really comfortable with this "woo-woo" stuff - this weird stuff...

Joe: Yeah, woo-woo marketing.

Charles: This is a great story. But for the people who are not quite comfortable with that, there is an alternative way to look at it.

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For example: you go to Las Vegas. You see these headline acts - some of the best impressionists in the world. They'll look and sound just like the person they're imitating, and it's way beyond imitating.

I know for a fact that, when they do an impression of somebody, they get that person - a picture of them, the sound of them - they get that fixed in their mind. Then, when they talk, when they move, it looks and sounds just like the person they're doing an impression of.

So for the people who are not comfortable with this...

Joe: Going to the graveyard stuff...

Charles: There is another explanation. And if that makes you more comfortable, great.

Jo Han: You could think of it like accelerated Psycho Cybernetics. Just attach some quantum...

Joe: We could actually even take a tip from Carl Galletti, who we heard speak this morning. He was talking about taking famous sales letters and copying them in your own handwriting, because you begin to absorb how that writer was thinking and feeling. You start to pick up the rhythm of the letter. That's all I was doing with my Barnum research. I read Barnum's books. I read the letters I could find. I went and did all my research so I can gather his look and feel, so I can get his vibe into me.

Anybody can do that. You don't have to talk about spirituality or metaphysics or woo-woo. You don't have to talk about that at all. It's simply a very practical psychological technique to copy somebody else's writings or copy somebody else's book, to gather what they were doing when they wrote, and it will influence your own writing.

Jo Han: On that note, something interesting that Gary Halbert said is actually a pretty standard technique that many copywriters use. Ted Nicholas advocates this method. Gary Halbert, I think, was the proponent of this method. I think he taught it to Dan Kennedy, and Dan Kennedy did some research on it because of the Psycho Cybernetics contribution, and he actually called it a "synthetic experience," this thing where you actually create it and you start feeling that person - if you want to put a word to it - that voice of that person. And that voice becomes part of your voice.

It's like - I come from a music background, and one of the things musicians do is, they listen to recordings of great jazz artists like Miles

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Davis, and what they do is, they transcribe note-for-note a solo, like of Miles Davis or John Coltrane, and they practice that solo over and over. And so there are people who can say, "Oh, I can play like Miles; I can play like Bill Evans, or like many of the jazz greats."

So it's not something that's just copywriting. I think it can be applied to everyone. Of course, in modern times everyone has narrowed it down to a science like Neuro Linguistic Programming.

Charles: Everybody knows that when your kids hang out with good kids they act good, and when they hang out with bad kids they act... different. So this is a universal principle.

Joe: That's a good, practical example.

Charles: And most people, though, don't have the good sense to use this principle.

Jo Han: This saying is one of my favorite quotes: "You can't soar like an eagle if you hang out with the turkeys." I'm hanging out with the top marketing minds right now, and I can actually feel my marketing intelligence level explode into a whole new dimension, what Alex Mandosian calls - this is a gathering of really high mental-bandwidth people. It's very inspiring, just listening to you, how there's a common thread.

You know you were showing me the Robert Collier letter...

Joe: Which was mine. He gave it to me as a gift.

Jo Han: I was looking at it, and we were talking about the typesetting, the kind of paper he used, the point of using graphics to enhance the text. I think it was "Awake the Genie," or something like that, this giant genie behind him.

Joe: What we're talking about, Charles - I don't think you know this, either - a friend of mine brought me a letter yesterday that is the original sales letter that Robert Collier used in 1925 to sell the first edition of what became "The Book of Secrets." This sales letter - I didn't know he was giving it to me. I thought he was just showing it to me because it came in a plastic wrap and it was obviously treated like the signature of Abraham Lincoln or something with great respect, a true treasure, and we were both looking at it in awe because, first of all, it's engaging writing. There are headlines - I wish I had it in front of me so we could talk about it - but it's headlines like "Are You Hitting at Nothing?" Then it's implying are you trying to go for your goals, are you trying to go for your dreams, but you're just banging on a door that's just not going to open for you? And why not?

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Then there are these big images that were in full color, and on this one 2-page spread they had this big genie, and there was the question under it - I don't know if I have the exact question, but it was along the lines of - "What Would You Ask of Him?" What would ask for? And I got chills even now thinking about it because I thought, "That's my kind of question to ask people: "If I had a magic wand and I waved it, what would you want?" because it starts to get into that "opening your heart and going for whatever you want" type of mentality again. It opens up your energy centers, and he was doing this in 1925 with this letter that, as you pointed out, the illustrations were very hypnotic, because even if the headline didn't fully capture you, you had this engaging graphic of this big genie and the man looking at him. The genie towers bigger than him, but it says, "What Would You Ask of Him?"

Charles: Do you figure he was way ahead of his time, or we're behind the times, or this is timeless?

Joe: Oh Robert Collier was a leading edge. He was a pioneer. This guy was a genius. I've told people over and over - I told a group of people last night - I was a good writer before I discovered the Robert Collier Letter Book and the Robert Collier material. After it, I was a hypnotic writer. I say that was the turning point.

I still remember finding that Robert Collier Letter Book in Colleans Book Store in Houston, Texas. It was on the shelf, with a yellow cover, a nineteen-fifty-something edition, and I didn't know that it was the same Robert Collier I used to read his metaphysical books when I was sixteen years old. I read his "Wisdom of the Ages" and "The Book of Secrets" or "Secret of the Ages," "Riches Within Your Reach." I read all of that when I was sixteen years old.

Some twenty years, fifteen years later, I'm in a book store and I find something called "The Robert Collier Letter Book," and I went to the seller and said, "Is this the same Robert Collier that wrote all the metaphysical stuff?" She didn't know for sure, but as I flipped through it, he had all the sales letters for all that metaphysical stuff. Talk about giving me a role model for somebody doing Spiritual Marketing, he obviously had a foot in the metaphysical world, and obviously had a foot in the direct mail world.

Charles: You have flipped what most writers try to avoid, and you've embraced it.

When a writer, a novelist for example, when he's really working on his novel hard, he'll usually avoid reading, because you tend to unconsciously pick up some of the color and the style and the phrasing. There are writers

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who have their own style and they don't want to dilute it. And you've flipped that; you've embraced it completely.

Joe: Oh absolutely. I have openly said that I read a tremendous amount, but there are not all that many writers that have deeply influenced me. Mark Twain influenced me; Jack London influenced me; William Saroyan influenced me; and Robert Collier; those are the biggies. There is some of all of them in my own personal style. I still have the "Joe Vitale style" whatever that is, but I mean they're the ones that helped mold that in me or bring it out of me, by following them, by listening to them, and even sitting down and copying out some of their writing, like some of Jack London's stories, his vigorous writing, his very active writing style, I try to bring that into my writing to make it more engaging so they can't stop reading it.

So yeah, I have taken it in. I'm always thinking. One of the reasons I'm always reading different books is to find out how did they express certain ideas or phrases, because I want to find out how they articulated things. They just use the same alphabet I use, and the same dictionary I use, but somehow they put it together in a way that made you laugh or made you cry. Well, I'm moving it to make you buy. They made you laugh and they made you cry, and now my kind of writing is, let's move you into hypnotic buying trances. But I've learned from all of them.

Jo Han: So the real trick is to absorb so much of that person you want to be influenced by, the role model so to speak, to the extent that you can actually think like that person. So if I asked you, "Joe, what would P.T. Barnum say about this?" you would instantly be able to conceive an answer because you've done so much research, and you've been able to - how shall I say it - "fake it till you make it." When I say "fake it" that means the synthetic experience, like when you're physically writing the letters.

After a period of doing maybe a hundred letters, if you writing a new letter, you can write down everything from scratch. It's ingrained into you. I guess, in this Internet age, most people out there will be too lazy to copy out letters. When they hear about it, they'll think, "Oh it sounds logical; I just don't have the time."

Charles: Most people are just too impatient. Joe has done something most people will never do. They want to hurry up and "do something." And Joe has taken the time to prepare the ground, fertilize it, plow it, plant it.

Joe: I've planted a lot of seeds, and I've done a lot of work, and I'm saying that in a humble way because it may sound egotistical, but I remember even as

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I was sixteen, seventeen, eighteen years old, that I would walk to the library in Niles, Iowa. The big library there was a mile and a half away, and I would walk to it. I remember sitting in the library, and pulling books off the shelf.

Whenever I found something that was fascinating, I had my notebook out, and I copied passages. I wrote it down because I was trying to figure out how did they put those words together. Or I would read something - I was a big fan of Ray Bradbury - Rod Serling influenced me. I met him when I was sixteen, seventeen years old. And I would read a story they wrote, and I remember thinking "an hour passed and I don't know what happened" because I was engaged in this writing. Or I got to the point that it shocked me, it made me cry, it made some kind of emotion come up.

So I would get out my notebook and I would rewrite what they wrote. I would just write it word-for-word because I was trying to find out what led to that experience in me. They had put the words together in some way that made me have that experience.

I'd model all of that, and hopefully, my big contribution is, I'm trying to help other people be able to model it so that they can lead people into buying - into that emotion that says, "Yes, I love what you're offering, it's right for me, how do I send a check?" It's all done with words. The same thing is happening with words, but I modeled Mark Twain, Jack London, William Saroyan, all of them.

Jo Han: I can see it's pretty obvious when you come to an Internet marketing seminar like this and you talk with the experts, there's a good reason for why they are the experts. They do much more than everyone else in the room, more than the "normal, average" person.

Joe: That's a good point.

Jo Han: Alex Mandosian is a brilliant marketer. He's stunned everybody with his profound knowledge.

And all he said was, "I've got to get that rare marketing book... in addition to the 1,800 marketing books in my library. And Joe, of course you have probably the largest marketing library around, and I have just a few hundred books. But the thing about it is, how do you find that passion? Something you like that makes you burst with passion, to eagerly hunger for that subject? Is it really a case of wanting it badly enough?

You've described a time when you were in a state of lack, when you were living in Houston. There's a saying "burn your ships." I think it was Les

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Brown who said it: burn your ships if you need to. Somehow you need to want something really badly in order to go for it, like rags-to-riches.

Charles: You don't leave yourself any other alternatives.

Jo Han: Yes, you don't leave yourself any other alternatives, so would you tell people to burn their ships if they need to, because you want to move out of the comfort zone? And you need something to propel you forward?

Joe: Boy, that's a great question. There are so many ways I can address that.

I think the first thing that comes to mind for me is that everybody knows what they would really love to be doing. I believe that in my bones. Everybody knows it. They may hide it from themselves because they're afraid to go for it,

Bob Proctor has told me this. I've heard him and many others say the same thing: we all know what our dream is. We're just afraid to admit it. So I think the very first step is to look within yourself and find out what am I passionate about. But it's not something you take on; you don't go looking for it.

It's inside of you, and maybe something on the outside will activate it, but what you're really looking for is the truth. What excites me? What would I do even if I wasn't paid for it (though I'd love to be paid for it)? What do I find myself doing in my off hours? What do I find is my greatest hobby, my greatest passion, my greatest concern.

I think it was Ray Bradbury that said, "If you write about what you love and you write about what you hate, you will be touching peoples' lives." And I think within that statement is a clue to what it is that you want to go for.

The first comment for me is, be honest with yourself, and the second one is (and this is even bigger)...

Charles: Boy, that's a hard one.

Joe: It is a hard one, but the second one is even bigger, though, and that is to go for it. Once you know what it is, to go for it. And it is so easy to be locked into some kind of security.

I worked for Exxon until 1985, and I hated it. I used to go to work and there were tears rolling down my face because I did not like being there.

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But I still couldn't let go of that measly paycheck they were giving me every week because that was my lifeline. That felt like my security.

What I have been finding is that we know when we need to let go, and I had been given messages over and over that it was time just to walk out. It'll work out; just walk out the door.

In my particular case, they were laying off people right and left in eighty-five, and they give me the idea that you can either be laid off, or we're going to give you this other job that's at a crappy location doing a crappy job, with different people who were basically crappy. So which did I want.

I said okay, this is the universe saying, "Here's your choice, Joe. Which way are you going to go?" I'm not going down crap lane. I've already been down crap road, so I went and got laid off and took the settlement and all that they gave me to get me started. I've never looked back. Made more money than ever before, but what I have found is that all of us get these messages. I think if we don't listen to the messages, they get bigger. They get bigger until they shake you awake. And a lot of people that are having illnesses, that are having physical as well as psychological problems, they may stem from the fact that they weren't paying attention to the messages that were saying, "Quit whatever you're doing and go in the direction of your dreams.

And that's risk taking

Charles: Wow, does that hit home.

Joe: Risk taking apparently hits home for a lot of people.

Charles: Two years ago I came back from Atlanta - I live in Japan - and I came back from my first Internet seminar. Joe, you were at that also. John Harricharan's event.

Joe: In Atlanta, yes.

Charles: A very spiritual thing, and I went back and I sat down to do my regular work; the copywriting, the editing with my regular clients, and it was not work I enjoyed. It kept my guts all rolled up. Within nine days I was in the hospital having an angioplasty. I had always been healthy as a horse. Nothing stopped me. And - wow - it was time to stop.

And I did. And I've been really happy.

Joe: That is a great example. Wow... wow. Wonderful

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Jo Han: On the topic of spiritual pain you feel when you're going on "crap lane" as you called it, in one of the interviews that I did with you, I mentioned a controversial book called "Neo-Tech and you said that you've seen the book in the used book stores. One of the things in Neo-Tech, as controversial as it is, there are certain things that make sense to me that we might want to share with everyone.

Joe: I've never read the Neo-Tech book. I've seen it and flipped through it.

Jo Han: It is very controversial. If you have ever read the sales letter, it is...

Joe: Oh the sales letter I've read many times. It's brilliant. The sales letter goes for the throat. Hard hitting.

Jo Han: One of the things, you know when they make their promise of longevity - biological immortality - and they feature the fact that people are dying, not on the outside; they're dying because of the inside, because they're going down "crap lane"...

Charles: What a headline: "At Last - Move Out of Crap Lane."

Jo Han: Most people, if they had a chance to attain biological immortality, they would not do it.

Charles: I have asked people that.

Jo Han: They're tired of their lives because they don't really want to spend their lives working. If that's the case, then something's wrong with your life because you're doing something you hate. We are human beings destined to live a rich and glorious life, and I think that's our entitlement. So why are we stuck in this rut?

The writer, Mark Hamilton, talks about this process of biological immortality coming from within, which stems from getting a growing exhilaration every day from doing the things you love.

He gives the great example of Jack London, which you mentioned as one of your famous authors. Apparently he was a dock worker, and this guy couldn't read or write English. He made it a point during his off-work time (he was living as a blue-collar worker) and during his free time he would set aside a mini-day to achieve all of his aims. Like he set himself to become a writer, so he took grammar lessons. He did his reading every day for like a half an hour.

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Joe: Very intense, yes.

Jo Han: In the process over the years, he became one of the best selling authors and probably one of the richest people. All he did was, he made a resolution not to let his dream die. You know, there's a saying: being poor is a temporary state, but poverty is a state of mind.

What do you feel about that? As Internet marketers, everyone "preaches" the Internet life style - you wake up and go to your inbox and you check, and Man! There are orders after orders. But they're not really doing it for the money. I mean the money is really good, it sustains the life style you want, to live the life of your dreams. You know, Joe, when you say, "I usually lounge in bed and wake up with my body all relaxed. It's not something that everyone can do, especially if they're going to get screwed by their bosses when they drag into the office fifteen minutes late.

You're swimming at home, and no one's ever shouting at you. The point is, you're really doing something you like. You're doing all your writing, living the life style of your dreams, and you're earning good money from it.

Seriously, I think we've cracked a code somewhere, this group, Internet marketers really have cracked something that's not just technical - how to get rich on the Internet - but something about living the life of your dreams. I think life is not as shallow as just making money.

Joe: Not at all.

Jo Han: The money's good. That's one of those things - money is a form of energy, and we have to somehow capture that essence of energy and allow it to work within our lives to create the life of our dreams.

If there's someone out there listening who is, say, slaving away at a nine-to-five job and he really wants to start something, maybe start an Internet business, or start becoming an author, what would you suggest that he or she do to make that very first step?

Joe: There are two different things that I would say, and it's kind of flippant for me to try to say that it'll apply to everybody, but I think there are elements in this that will apply to everybody.

The first thing is, I would find something to love about what I'm currently doing. In other words, if I feel that I have to keep going to this work, to this job, that I may not particularly like, I have to find some way to enjoy it. Just let me say, that's shifting your mind to find elements to appreciate.

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Maybe it's the appreciation of the drive, or there's one particular person, or maybe it's just appreciating that they are going to pay you at the end of the day, the end of the week, or the end of the month, and that's got to sustain you for a while. So I would say you have to make peace where you're already at before you can go on. That's the first thing I would do.

The second thing, and I think I told somebody this last night. It was almost like my million-dollar one-line formula for success on the Internet for somebody just starting out. (And your eyes just got big, so you must want to know what this is.)

Jo Han: Yeah, I want you to tell us.

Joe: I told them I would write an e-Book based on something I love, based on a niche market, solving a problem or concern that they have right now.

That's it. That's what I would do right now; I would find that niche market. And that could be - a niche market could be a hundred names. It could be dog-lovers who have dandruff problems on their tails... I don't know... I'm making something up here. I mean it could be any number of things, like Randy talking about niche marketing for magicians, and he's only got - what? - a world of 2,000 possible names of magicians? But he's sold a hundred-some thousand dollars worth of his books doing that.

So I would say stay where you're at until you can leave it comfortably, and that's a little bit of a see-saw type of thing because you could use it as an excuse to stay there forever. It goes back to being honest with yourself. Stay as long as you need to, to keep the money coming in. And then I would do some research. I would find out what I love. Do I love cats? Do I love dogs? Do I love knives? Do I love magic? Do I love electronic gadgets? What is it that I love, and is there a niche market? And there no doubt is on the Internet, a niche market that would be appealing to me that I can join. Then find out what is their concern? What is it that keeps them awake at night? What is their problem? What is their nightmare? What is it that's really bothering them?

Then write an e-Book that solves it for them.

That is where I would start right now, at least preliminarily, coming out of the gate, just with that.

Jo Han: I think if anyone is listening right now, if you have a copy of this tape, or it's digital, you really should rewind and go right back to exactly what Joe has said because it really is right on the money.

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I was studying about the other session we had with the Internet marketers, and remember I was telling you about Franklin and How-I-Made-My-Parrot-Talk.com, and this guy went out and created a niche in something completely unrelated to prove a point that you can do something with a niche market. You want to find a rabid, starving market that's irrational, as Jeff Paul put it, something totally irrational that they are willing to pay big bucks for, and just give them what they want because people want to know - as crazy as it might sound - how to make a parrot talk.

On that topic, most of the Internet marketers, almost everyone in the room, they all said, "Amen."

Since Joe Vitale says "Amen," other Internet marketers say "Amen," and Charles says "Amen," you really have to listen to that advice. It really is what makes people successful.

There are so many examples of doing brainstorming sessions. Ryan Deiss said he did an experiment. His friend came over to his place and wanted to make sushi. And there's no online recipe book on how to make sushi.

Joe: Opportunity! Opportunity!

Jo Han: There was no online way how to make sushi. He went to do a Google search, and there were just so many people searching for sushi, it's incredible.

Charles: Joe's going ding-ding-ding.

Jo Han: It's so incredible, something that sounds even more ludicrous - the infamous Franklin again - he was talking about mail-order brides; there is so much demand for mail-order brides. He also had this crazy example of his friend using model train layouts, and there is a demand for model train layouts. Because he found that hobbyists want it and there's a market for that. All you have to do is just approach people; say like, "I need 50 model train layouts," and do a compilation product of sorts, and I could start a (sales) funnel in virtually any market that I want to. It's all about finding what you really love.

One thing about needing the "what you really love" aspect, or factor, that was in - as I said - the controversial book Neo-Tech, it's what they call "the Friday night essence," and I think it really makes sense when you think what the Friday night essence essentially is. It's actually to find out what you're doing on weekends, on Friday nights, when you're away from your paid job, the job that you hate, what main activity would you be doing?

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For me, I would be doing copywriting and email marketing. That's personally what I love, just writing, and I'm sure, Joe, even if you were free, you'd be writing as well.

Joe: That's right.

Jo Han: And Charles, you would be writing away, and you wouldn't feel that it's work because...

Charles: What about the guy who's a "couch and potato" kind of guy? The guy who doesn't really have much of a life. He sits and watches TV because he needs his mind and his heart sort of anesthetized, and he doesn't have any passions. When he starts looking for the stuff he loves, it's reruns, or it's the latest comedy show. What does he do?

Joe: Is that rhetorical? Are you going to answer it, or do you want us to answer it?

Charles: Yeah. I know what I would recommend, but I'd like to hear what you say.

Joe: I want to hear what you recommend, but I'm going to go ahead and jump in for a minute here.

The very first thing I would say is, this probably goes back to the opening your heart and discovering what your interests are. There probably are interests and passions that that person has, but they haven't become aware of it, or they've suppressed it.

Charles: Or it's so "everyday" to them that they are blind to it.

Joe: They may take it for granted, is exactly right. They may take it for granted, and if that's the case, they may just want to reflect on what are people asking you about. Do they ask you to solve something, or do they ask you to fix their car? Do they ask you to cook sushi? Whatever it happens to be.

Pay attention to that because they're asking you to do something that may be something you can turn into a profession or an e-Book.

Another clue to look at there is to go back to your childhood and look at what you were playing with when you were a kid. Was it baseball? Were you into model trains? Were you into the parrots? Were you into magic? Were you into wanting to be a clown? What was it that you wanted to do when you were a kid? That may reawaken the thing that we were just talking about, or their passion or their interests.

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Charles: How to become an astronaut.

Joe: Yeah, that's a common one that a lot of people have. Another one that might even be more obvious is just to look, okay, you're watching all these shows on TV. Maybe it's a trivia book on the Beverly Hillbillies that's for the Beverly Hillbillies email list that's out there. No doubt there is one; I don't know for sure.

Gees, that's three or four possibilities right there for somebody who was just sitting in front of the television, that they could think about.

Charles: Other possibilities: If you just can't really find your own passion, there are two other things you can do.

What is your neighbor passionate about? He'll be glad to tell you all about it. Just ask him one question, you're good for two or three hours. Okay, there's a good source of information and passion. Just pick his brain.

Go down the street with all your neighbors. You know what they like.

Another one is, look for problems. Everybody in your neighborhood - what's their problem? Maybe there's one guy down the street with a noisy leaf blower and he gets out at three o'clock Sunday morning, this is a problem everybody has.

These are two ways that you can look for things that there's a market for. They are solutions that are needed, and if you look for those, you'll at least find a market. Get started. And whether you realize it or not, the one that you pick has the potential for passion for you.

Joe: Yeah, absolutely.

Jo Han: Everyone here knows Marlon Sanders. I'm sure everyone out there knows Marlon Sanders. He'll preach about the first step of product creation: Have you done your survey? Have you done your survey?

Charles: What do people want? What do they need?

Jo Han: Yeah, what do people want? Whatever they want, I'm selling it.

Charles: Yeah, you know people quote this "find a need and fill it," but what they do is, "fill it and go find a need."

Joe: Yes. That's right. That's right, and that is backwards.

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I guess there are two ways to create the products, and it's worth mentioning that you can go the backwards way. You can create the product first, and I did that with my Bruce Barton book, "The Seven Lost Secrets of Success." I didn't care if people wanted it or not when I was writing it. I was more interested in doing my research and finding out for my own benefit, who was this man.

Then, when I got to the stage of selling it, I thought, wait a minute, I can't go and say, "I have a book on Bruce Barton..."

Charles: "...that I love."

Joe: Nobody else, not even my parents would buy it. Nobody else was going to buy it, so I had to think how would I repackage this, thinking of the marketplace. In my case, I did a survey. I actually went into book stores, and I gave them six or seven titles, and I said, "Which one do you think would sell, not knowing the book or me?" They all chose "The Seven Lost Secrets of Success," and that's what it ended up being.

So you can do it kind of the backwards way. You can do it from just writing the product from your heart, like I did with Bruce Barton, then packaging it for an audience. Or you can go to the audience and find out what they want and create something for them. But even if you do it that way, my advice is to be sure that it's still coming from your own personal interests, and don't do it because you just think that you'll make money from it.

That's not what I'm about. I'm about sharing, inspiring, informing.

Charles: Nobody here has mentioned money as a motivator. You can talk to dozens of marketers, really good ones, they talk about the nice experience of money, they talk about how great the money is, but they never mention it with motivating. Never in the same breath.

Joe: That's a good point.

Jo Han: The whole point of our conversation is because we want to empower people out there to actually do something - live the life of their dreams.

The point is - if you're listening out there - and you've listened to what Joe Vitale and Charles Burke have preached, the whole key is taking action. I know about you, Joe. It's all about taking action, right? You can listen to a thousand motivational tapes; you can read 200 books, but unless you do something concrete, unless you take that very first step, unless you have

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the courage to take that very first step, nothing is going to happen. Absolutely nothing is going to happen.

Charles: Yeah, the people who read and study, and read and study, and for years they're reading and they're studying, and every new book that comes out they get it and they read it, these people are waiting to qualify to do something. There comes a point when you move whether you're qualified enough or not.

Joe: Yeah, Dan Kennedy says that most people are waiting for permission. And I love it because he's basically saying you give yourself permission. You do not have to wait for anybody. I don't know which one it's in, but I say read all of Dan Kennedy's books. Read all of Dan Kennedy's, read all of John Caples' books.

Charles: This is why gurus are so popular. The spiritual leaders. People cluster around them whether the men are raving maniacs or not, because people need permission.

Joe: Yeah, they're getting their permission that way. But you can give yourself permission to just go for it.

I think it's worth pointing out, I've tried many things that didn't work. I've tried many things because I knew that the market had to vote on it. You know, I might say, "This is really fantastic and you need to have it," and then make whatever sales letter I have. I wrote a sales letter once that somebody said was a masterpiece. It was near concert pitch. Nobody bought anything.

Jo Han: Which product?

Joe: This was actually for an e-class that never got off the ground. It was called "Attaining Your Desires," and it was based on the book I'd brought back into print, Behrend's book, and I thought for sure people were going to line up for this one, man. I put my heart and soul into that letter, and the people basically said "we don't want that." That's what they told me - we don't want that.

So I just learned from it and pushed it aside. I did the classes they did want. They wanted Hypnotic Writing, Advanced Hypnotic Writing, Spiritual Marketing. They wanted more of me is one of the things that they told me, so I had to pay attention to that.

Jo Han: It's probably their loss because I've read the book. It's absolutely fabulous.

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Joe: Oh yeah, the book I think is a classic, too.

Jo Han: "The Sage."

Charles: Listen, why don't we package the first three chapters of that book with this tape?

Joe: We can do that.

Jo Han: I mean, it's part of attaining your desires, isn't it?

Joe: Yeah, that's what we're talking about, attaining your desires. I like that as a title, "Attaining Your Desires." That's what this is all about.

It's even more than goals because goals kind of sounds like it's at head-level to me. Desire sounds like it's coming more from the heart and the body. And that's what we're talking about. It's attaining your desires.

Jo Han: Wait, Joe, on that subject, you triggered off a question in my mind about goals. What do goals mean to you? Do you do like other self-help people? Do you write down goals? How do you apply goals in your life?

Joe: I don't care for goals. I don't use goals. I don't like goals. But I do intentions.

Intentions, to me, are incredibly powerful, and I talk about it in "Spiritual Marketing." I think I have a couple of articles on my website where I talk about the power of intention. Most people know by now, the front license plate holder on my car says, "I am the power of intention."

Intention, for me, is a statement of declaration of where I want to go, something I want to achieve. Before we began doing this, I, in my own mind, made this intention that I wanted us all three to give as much information and inspiration as we could in whatever it's been - 20 minutes? 30 minutes? - How long have we been here anyway?

Charles: Fifty-five minutes.

Joe: We've been here fifty-five minutes?!! My God, we need to charge for this! We cannot give this away.

Jo Han: No, we can not give this away. It's ridiculous.

Charles: I'll edit all of this out.

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Jo Han: As a listener, I'd feel like an eavesdropper on this whole conversation. I think this whole audio conversation is pure gold, because this is the real stuff that's going on.

I'm not sure about you - sorry, I have to rephrase that. I'm pretty sure about you, but I'm sort of a proponent of the "no-goals" kind of mind-set.

Charles: I talk about goals with people, but they don't actually work for me. I interviewed Joe two years ago, and that was the first time that it really clicked in my mind. Joe, you mentioned your intention for the interview.

Joe: Yes.

Charles: So you know what I do now? When I sit down and start up the word processor to write an article or a sales letter, the first thing I do: "My intentions for this." And I write out my intentions, and then I start writing.

Joe: Oh good. And that's what I do. I set intentions for different things I want to achieve. There may be an intention for the day. There may be an intention for a phone call. It may be an intention for the year, maybe a large intention (I almost said intestine), intention for the year, or for any small aspect. But that's what I'm doing, basically.

Oh, when I said that we should sell this, I was kidding. I think that we should not edit this. I think we should leave this the way it is, but still give it away because there is a lot of value here, and at the same time, it is worth a lot of money, and I'm just mentioning that. I'm just reminding people of its worth.

Charles: How could you price something priceless?

Joe: There you go.

Another seminar attendee, Toby Brown, joins our table.

Charles: Would you say a few words for the microphone?

Joe: You're on tape.

Toby: Oh, I'm on tape right now?

Joe: Yeah, so it's got to be wise.

Toby: Got to be wise?

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- Joe: Or witty.
- Toby: Well, this is my first seminar and I am just like overwhelmed by the information. I drove all the way from Atlanta, twelve hours. This is the best thing I've ever done.
- Joe: Yeah, it's great. You picked the right one.
- Toby: Yeah, I mean, it's unbelievable. I got so much more than I expected.
- Charles: How would you compare this to, say, six months or a year of studying and doing all the stuff yourself?
- Toby: Well, I think what this does is it just gives me the visual of it, that it can be done. Sometimes you can think this doesn't seem real, like (wondering) if I could really do it by listening to an audio tape or trying to do it myself. This just puts it in a different perspective, being able to - and that's what Armand said - that if you come here, you're going to see the people, you're going to get a real feel, and that's what I did. I'm sold.
- Charles: So here we have confirmation from Toby Brown from Atlanta. Toby, do you have a website yet?
- Toby: I don't. I don't have anything yet. But I can't wait to get started.
- Joe: Perfect. Thanks.
- Well, we need to wrap it up. I've got to go to another table.
- Jo Han: It's been a great pleasure speaking with you, being able to pick your brains.
- I think if you have enjoyed, the people out there, if you have enjoyed what has transpired between the three of us, you can feel free to drop an email to joe@mrfire.com or charles@sizzlingedge.com or to me, johan@superfastprofit.com.
- Bye folks.
- Joe: Bye everybody. Thanks for listening.
- Jo Han: Thanks for listening to us.

The End