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Advanced Spiritual Marketing

An Inspiring Interview with Dr. Joe Vitale

“What would you do if you thought like God?” – Dr. Joe Vitale



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The following interview with Dan Klatt and Dr. Joe Vitale took place April 15, 2003.

Dan: Hello everyone and welcome to the first in our series of Inner Wealth Mastery interviews on “The Abundant Mind.” I’m Dan Klatt from www.InnerWealthMastery.com and I’m really excited to bring you this program with our special guest, Dr. Joe Vitale.

Joe is the author of more than a dozen books - including the No. 1 bestseller **Spiritual Marketing** and hot sellers like **Hypnotic Marketing** and **Advanced Hypnotic Writing**, and he’s recently released a new book that he’ll tell us about in a minute. Joe has also created a very successful audio program, **The Power of Outrageous Marketing**, and he’s about to release another. On top of that, he just received his doctorate in Metaphysical Science. I’m really happy to have Dr. Joe Vitale as our first guest in this program. Joe, welcome.

Joe: Thank you, Dan. It’s great to be here. I’m honored. This is the first show and I am being on it first. This is a privilege! Thank you.

Dan: You’re welcome. It’s great to have you with us today. You’ve got a lot going on right now. Congratulations on getting your doctorate.

Joe: You’re one of the first to hear about that. I just got word yesterday that my dissertation was accepted and I’m officially Dr. Joe Vitale.

Dan: I love it.

Joe: I’m getting used to the ring of it. Thank you for mentioning it.

Dan: You’re welcome. Tell us about your new book and audio program. I’m interested in what’s going on.

Joe: I’ve got so many things going on. Let’s see... I have finally put the **Spiritual Marketing** book – which was the No. 1 bestseller in June 2002 – into an audio tape form. It’s a complete package of six audio tapes. Three of the tapes consist of the complete book itself, read by me, with Bob Proctor reading the foreword he wrote to the book. Two of the tapes are interviews with me, one from a couple of years ago with Charles Burke in Japan. They really did a wonderful job of picking my brains about spirituality and self-growth and about my past, present and future. There’s also a tape in there about copywriting secrets where Yanik Silver, a pretty

famous internet copywriter, probes how my thinking worked on a famous letter I wrote. I also created a manifestation meditation that's on the tape. And there's another interview about wealth beyond reason ...

Dan: Wealth beyond reason. That's a really interesting concept.

Joe: Yes. Wealth beyond reason. Isn't that a great phrase? The package is really an intensive collection of six tapes with a lot of material on it that is inspiring and informative. I'm real excited.

And I just came out with another book. It's listed on [Amazon.com](https://www.amazon.com). You're catching me right at the middle of a lot of births. I'm doing a marketing effort to make it a No. 1 bestseller at [Amazon.com](https://www.amazon.com). This new book is called **The Greatest Money Making Secret in History** and I'm very excited about it. I had fun writing it. I really felt in the flow. There were a lot of things that came together. Just between you and me and your listeners, I wrote that book in about seven days and it was printed in about seven days. It was really a miracle-in-progress with this book.

And, I just finished a recording in Las Vegas called "Hypnotic Publicity". If anybody's getting confused by all these products, they can just go to my website, [MrFire.com](https://www.MrFire.com), and see listings for all of them.

Anyway, there it is in a nutshell - a big nutshell - but there it is.

Dan: I've got to tell you that you are *the* person I think of in terms of copywriting, and pretty much marketing, too. These products have some really powerful titles that just draw me in and make me want to know what they're about.

Joe: I've worked hard to do that, so thank you for telling me it's working.

Dan: You're welcome. Let's get right into the Inner Wealth Mastery program.

Joe: OK.

Dan: I really like the quote that you have at the beginning of **Spiritual Marketing**, and I think that provides a good framework for us to talk about your Inner Wealth Mastery. Would you mind reading that quote for us, Joe?

Joe: Are you talking about the quote that's right in the front, by Frances Larimer Warner?

Dan: Yes.

Joe: I love this quote, too, and I love her. She's one of those early New Thought authors that was pretty much lost in time. But I have some rare books by her. I decided to set the tone for **Spiritual Marketing** by putting this quote in the front of the book. Here's how it goes:

"Spirit is substance which forms itself according to your demands and must have a pattern from which to work. A pan of dough is as willing to be formed into bread as biscuits. It makes as little difference to Spirit what we demand."

I love that quote! It comes from a book called **Our Invisible Supply**, by Frances Larimer Warner, 1907.

Dan: Tell us, what does that quote mean to you?

Joe: Great question. Basically, it means we can have anything that we can imagine. The very statement at the end of her quote that says "It makes as little difference to Spirit what we demand," basically means the universe doesn't care what you want. The universe is going to give you whatever you request.

And most of your requests take the form of your unconscious thoughts and feelings. The universe is simply going to be this automatic order-fulfilling service, and if you ask for something pertaining to pain or misery or worry because of your focus on those kinds of things, that's what you'll get. But the statement says, "It makes as little difference to Spirit what we demand." That means you can demand anything. You can request anything.

There are no limits. There is nothing saying, "Dan, you can only have so much of this." Or "Joe, you can only have seventeen books. You can't have eighteen. You can have seventeen but you can't have eighteen." None of those demands or limitations are coming from Spirit. Spirit is saying, "We don't care what you want. We have no difference in the collective mentality regarding your request." It makes as little difference to Spirit what we demand.

Dan: I love that. "Automatic order-fulfilling service."

Joe: Well, I just ad-libbed that but I really think that's the description of it. Spirit is basically there to fulfill our desires, and that's what seems to be happening.

Dan: That quote to me is really important because it reminds us that we can have everything we want. Actually the process is the same to manifest \$1 billion as it is to manifest a \$100.

Joe: Yes, exactly. I've often heard the phrase, "It makes as little difference to Spirit whether you request a small house or a castle." It's going to fulfill both as long as YOU are ready to receive the one you are asking for. And that's the real catch. We don't have to work on the universe to bring us anything. We have to work on ourselves to accept whatever it is we're asking for. That's the real key, in my opinion.

Dan: To work on ourselves. Can you say more about that? How do we do this?

Joe: That's really Step 3 in my **Spiritual Marketing** five-step formula. It's all about being clear. I really think we are in a belief-driven universe. And what I mean by that is our beliefs truly create our reality. It's not just our perception of reality, though that's part of it. You know, that would be just on the level of "the glass is half full or the glass is half empty." But we're also creating the glass and what's in the glass. And we're doing that from our beliefs.

So if somebody says, "I do want to create a castle," and they truly seem to want that in their life for whatever reasons they may have, they will move in the direction of creating that castle, unless they have beliefs that prevent that from happening. Those beliefs can be anything like "A castle? *A castle?* Me? I can live in a castle? No way! I don't deserve it. It's impossible. This is unheard of." Or, it can be like, "Oh, a castle. That would cost a fortune. How would you pay for the electricity? How would you pay for the utilities in a castle?" Or, "I've got a day job. I can't afford to live in a castle." Or it can be, "OK. I know I might get the money somehow, but it's probably never going to happen in my lifetime, so I'm just dreaming." I mean, that's just me thinking out loud about some possible limiting beliefs. But, as soon as those beliefs are there, it's going to stop your castle from coming. And this is true for whether you're asking for a house, a car, a relationship, health, a castle, a bestseller book. You name it. You know, you can name it.

Again, the Spirit doesn't care what you ask for. It's going to deliver unless you get in the way of its fulfillment. So, for me, getting clear is how you work on yourself, and that involves "belief clearing" more than anything else. It's removing the self-limiting, the negative, the beliefs that put a ceiling on what you welcome into your life.

Dan: OK. You've gotten a lot accomplished in your life, Joe. You made **Spiritual Marketing No. 1** as a bestseller. You have hugely successful tapes, **The Power of Outrageous Marketing**. You've written many other top-selling books. I really like **The Seven Lost Secrets of Success**. While there may be a millionaire born every minute, I know that you developed your Inner Wealth Mastery later in life, after you'd experienced

some setbacks. Can you describe where you were at and how you started to develop your Abundance mindset?

Joe: I was born and raised in Ohio. I came from a middle-class family that struggled like most others and had problems with money, and I inherited most of those from my surroundings. Most of us inherit the beliefs of the people that are influential in our growing up -- our parents, our school teachers, our neighbors, all of that stuff. And we take these beliefs in without questioning because we really don't know any better. We're just learning. We're absorbing - and I was no different. And I really struggled. I really did have a poverty mindset. A lot of it had to do with self-worth issues, self-esteem issues. I had gigantic dreams. When I was a teenager, I wanted to be a world-famous magician. At another point, I wanted to be a world-famous author. I went through a variety of scenarios of what I could be. But I always held back from going after any of those dreams in a very big way. There were a lot of negative beliefs, confidence issues, things like that holding me back.

I broke away from my family 25 to 30 years ago and I ended up in Texas, where I still am. I've been here 25-some years. But, even while here, I still struggled. I starved in Dallas. I shoplifted to eat 30-some years ago because I was really starving. I lived on the streets for a little while in Dallas. It took me a while to be OK with Dallas after all of that but now I am, of course. And I lived in Houston for a long time where I took all kinds of jobs. I was a cab driver. I was a car salesman. I was a reporter. I was a laborer. Then I spent a lot of years working for Exxon in the geological department, looking for oil and gas as a geological technician, which was in no way anywhere near my calling, but that's what kept me in survival, which is basically what my mindset was.

But I had dreams. I still wanted to be an author. I did write a book. I wrote a play that was produced in 1979 in Houston. My first book came out in 1985. I started speaking and teaching on writing and publishing back in the late '70s, early '80s. But, boy, I was struggling. I was broke all the time. If my car broke down, my life broke down. I lived in a dump for 15 years, and I mean this was literally a dump. It was horrible. It was really horrible. But I could not find my own way out of it. And this is a clue to me because I think that most of us are stuck in our own wiring, our own programming, our own belief-driven universe. And unless somebody who is clear, and at least slightly more evolved, can stand on the outside and point it out to us, we will probably stay in it. We will probably make little movements out of it, but not totally break free.

I talk in my book **Spiritual Marketing** about having a dog when I was in college. I wasn't very original because I named him "Spot"! I kept Spot on a three-foot line and he got used to that. But I really felt guilty about it

so I bought a six-foot or nine-foot line and put him on that. Then I walked six feet or nine feet away and said, "Come on, Spot. Come to me." And he ran, but only went three feet. And I had to go and put my arm around him and walk him the other three feet and say, "Look, you've got all this more room you can use." And as soon as I did that, he started using the extra length of line he had.

Well, I had to have somebody do that with me. In my case it was the person called Jonathan, who is written about in **Spiritual Marketing**. Meeting Jonathan changed my life because he helped me unwire my mental programming that was keeping me in the self-limiting, poverty world that I was in. I really had to look at all of the beliefs. Some of them I looked at consciously and some of them we did belief-clearing unconsciously. But, I really believe that was the turning point for me. Working with Jonathan on a weekly basis for - I ended up working with him for almost ten years. But working with him initially on money, self-esteem, all the negative beliefs ... that was the turning point for me.

Dan: So, he was the person from the outside that was able to show you the limitations ...

Joe: He was the primary one. There were many others. I mean, I've worked with lots of different people. I'm a big believer in the "Option Process". If you know anything about Barry Neil Kaufman and his wife, Susie, and their institute called The Option Institute in upstate New York. He's written several books but the book that I'd recommend people read is called **To Love Is To Be Happy With**. It's all about a process that they teach on questioning beliefs that was amazingly useful to me. I studied with Barry Neil Kaufman and his wife. Then I studied with some of the other people out there in the world who do similar work, one of them being Mandy Evans, who's become a lifelong friend. And I've worked with Mandy Evans quite a bit over the years.

I've done a lot of work with a lot of different people, but Jonathan was the closest to me in Houston, and the one who was most willing to help on a regular basis. That's where I would say the turning point, and the real guru that made the difference, was at.

Dan: It is important to have somebody there with you over a period of time as you work through your "stuff."

Joe: In my opinion, that's the real key.

Dan: And that was the turning point for you. Let's go into this a little more deeply, Joe. We know that for us to experience something in our lives, we must first create it with our thoughts. And, like you said, it happens all the

time whether we do it consciously or not. If we don't do it consciously, then our thoughts, like our beliefs that we have not cleared, our negative beliefs, our limiting beliefs, are what cause the things that happen in our lives. Can you give me an example of a time when you thought about something, and maybe it was something you had some fears about so you created *unintentionally*? And contrast that with something where you deliberately created because you were controlling your beliefs.

Joe: I will answer that, but I have to make a comment first.

Dan: OK.

Joe: The question seems to imply that our creation comes from our conscious thinking. I'm not so sure that's the case. It's been my experience that the things we create in our life tend to come from our unconscious thinking rather than our conscious thinking.

And that's worth looking at, because if we believe everything we think about is going to manifest in one form or another, we'll probably walk around terrified because most of us aren't thinking positive thoughts 100% of the time. And because of the nature of the news, the papers, the media, and even the world in general, people are focused on negativity. That's what they talk about. That's what they spread the news about. And it's real easy to be sucked into that. If we start thinking, "Wow, if I'm thinking about that, I'm going to create that in my life," then it becomes pretty scary.

I have found that it's what's going on *unconsciously* that is the magnetizer. Now, when I say unconsciously, that doesn't mean it's unavailable to us. The unconscious is just slightly below conscious awareness.

For example, right now, as I'm talking to you, Dan, you're not thinking consciously of something I'm going to ask you about. It's unconscious.

But if I ask you the question, "Dan, what is your home phone number?", it will come to your conscious awareness. What I'm saying is we want to be aware of what we are thinking on an unconscious level, and usually we need somebody outside of ourselves to help us see that. Often it has to be through some sort of dialogue process, much like the Option Process.

So, that's the first thing that I want to address before I even answer your question -- to point out that I don't think manifesting or creativity is only happening on a conscious level. It's happening on an unconscious level, too. Our most powerful motivator, our most powerful force is our

unconscious, not our conscious. But, we can use our conscious to put our request in to the unconscious.

I hope this isn't getting confusing. I'll try to clarify as we keep going here.

Dan: Well, it's kind of important ...

Joe: Thank you for realizing that because I do think it's profoundly important. It's a turning point, really. I have done this repeatedly enough that I have learned from pain to pay attention to the signals. I can remember a time – this could have been twenty years ago – when I had a potential client who waved a lot of money around, saying that he needed help promoting a particular book, and he would give me so much money to do it. This was during the period when I was struggling, so waving a lot of money in front of me was very enticing, as you might imagine. However, all the voices inside of me said, "Don't do it. Don't do it. You are going to regret this."

Now, I believe I created that whole situation for me to become more accustomed to listening to my intuition. Well, this guy waved a lot of money and I gave in and accepted it. I squelched the voice that said, "You're going to regret this," and instead I said, "No, I'll make it work out."

I tried to take conscious control, tried to make it work out. It did not work out. Within a few weeks, it turned into a mess. He turned out to be a very, oh, mentally unsettled client who was virtually impossible to please, at least by me. And I ended up having to give him back almost all his money, and with a red face hand him everything – his book and all the work that I had done – and say, "You know, this isn't working" -- and try to clean up that mess, to take care of damage control. That was a very hard experience. One of the things it taught me was, pay attention to the signals.

A friend and I were going to write a book at one point on red flags because we both agreed that he and I, and probably everybody we ever talked to, has said at one time or another, "I knew this wasn't going to work out. I had a flag. I had a signal. Something said this wasn't going to work out." But, they went ahead anyway.

So, that was an example of me creating an experience for me to learn about the power of intuition. It was also a very negative experience. I do not want to go through that again. And I won't because I'm paying attention to my intuition.

On a positive side, I've got a long line of things that I've created consciously. In my **Spiritual Marketing** book, I talk about how I got into Nightingale-Conant. I now have a best-selling tape set with them called

The Power of Outrageous Marketing, but it didn't happen instantaneously. I wanted to be in Nightingale-Conant for years. Every time I had a new book I would submit it. You mentioned **The Seven Lost Secrets of Success**. I thought for sure that book was going to be in Nightingale-Conant. If any book could be turned into an audio program and carried by Nightingale-Conant, it's **The Seven Lost Secrets of Success**. But they rejected it. They sent it back. I couldn't believe it! I even got on the phone and called them, and they said, "No, it's not right for us. It's too short of a book. Can't turn it into an audio package. Tough."

Well, I had to let go. And this is one of the key steps. I let go. I thought, "Well, you know, I want to be in Nightingale-Conant. It would be cool if I was in Nightingale-Conant, but I don't want to be addicted to being in Nightingale-Conant." And this is another clue.

I have found that you can have virtually anything you can imagine as long as you are not addicted to having it.

Dan: I call that attachment.

Joe: That's exactly right. You might have an attachment to having something or have a *need* to have it – that's another way of saying it. I thought, "OK, universe, the totality of All That Is has a wider vision than Joe's ego." I said to the universe, "If Nightingale-Conant isn't right for me, bring me whatever *is* right for me. I would like to be in Nightingale, but if there's something better out there, then I'll trust that you'll bring it to me." I let go.

Very soon after that I started receiving emails from some stranger who would ask me questions about one of my latest books, which was on P.T. Barnum, called **There's a Customer Born Every Minute**. I answered his questions and he would thank me and ask me another question. This went on for a week or two. Finally, at the end of it – and I still didn't know who this guy was – he said, "I really want to thank you for taking the time to answer my questions. You've been very kind." He added, "If you would ever like to have your material considered by Nightingale-Conant, I'm their Senior Marketing Manager. Send everything to me."

Well, I Fed-Exed him everything I'd ever done by the next day, and this man became an evangelist for me – so powerful of a cheerleader that he asked for a bunch of photographs of me, and he wallpapered the halls of Nightingale-Conant with my picture. And when they had Christmas that particular year, about four years ago, he took the Star of David down from the Christmas tree at the offices of Nightingale-Conant, and he put my picture at the top of it.

This guy went to work to bring me into Nightingale-Conant and, of course, he did and, of course, my tapes are there and it's still a best-seller and has been for three years. That was a positive creation. I still maintained my desire, but I had to have a sense of it's OK not to have it too, in order for it to be manifested.

Dan: This is an interesting concept between your two examples because you mentioned that you had the signals before and you didn't listen to them. Now with you getting big in Nightingale-Conant, were there positive signals? Did a little voice say "Yes, I should answer this guy's questions"?

Joe: That's a great observation because that's what took place. I got these emails from him and the little thing inside of me – that signal, that voice, that feeling – said, "Yes, answer his questions." And I did. I did it, not knowing where it would go because there was no clue as to what he did, or who he was, or where he lived, or anything. There was no clue. There was nothing Joe's ego could see. But the wider universe said, "Joe, this is a link. We've brought this man to you, so pay attention. Follow your heart." And my heart said, "Answer his emails." I did and the rest is history, as they say.

Dan: Can you give our listeners some tips that might help them connect with their own intuition? I think it's different for everybody. Like, I tend to get signals from nature or in the clouds or a song on the radio. Everybody seems to have their own way that they will comprehend or understand or receive the messages.

Joe: I believe that the messages come from all types of avenues. They're not just nature, just radio signals, just books, just email, or just anything we can name. They can come from any source, at any direction, at any time. I'll give you an example. When I was working for Exxon, 25, 30 years ago in Houston, I hated my work. I'd be driving home with tears in my eyes because I was so unhappy. I would pass a road on the freeway that was called "Quitman." Now anybody else that saw the word "Quitman" just saw a road named Quitman. But, when I saw Quitman, I saw "Quit, man." Now, that was my signal coming from within me.

How do we become attuned to getting these signals no matter where they're coming from? I think the real key is in being quiet. Learning to meditate while living in the hectic world of life is the major challenge and the major goal for all of us in Western society. One of the greatest ways to learn how to get quiet is something I heard from a psychic. I think her name was Lillian Cosby. Several years ago we spoke on the same seminar in Atlanta, and she was advising people to "be so quiet" – now listen as I say this – to "be so quiet that you can hear your own heartbeat."

And when I heard that I thought, wow, if I'm that quiet, I am going to hear anything the universe is going to send to me because I will have quieted my mind. I will have turned off the thoughts or at least learned to go past the thoughts and not pay attention to the thoughts, so that I'm tuned in to "beat, beat, beat", the heartbeat. And I have found that to be a profound way of learning to be quiet. Because, in being quiet, we become sensitive to the messages, whether that message is a road sign that says "Quit, man" or it's a radio song that says "Call her today," or it's an email that comes when you get the little nudge that says "Answer it." Wherever it comes from – and it could come from anywhere – I think it really depends on you being a good listener. And one of the greatest tips is, listen to your heartbeat as a form of practice.

Dan: Is that a way that people can quiet their mind, by focusing on their heartbeat?

Joe: I think so because in order to hear your own heartbeat, you really do have to quiet your own mind. And I know that there's a certain struggle in doing that because most of us are so used to the busy-ness of thought in our brains. You know, the monkey mind is chattering away and most of us are just buying into it. It takes a little bit of – I don't want to use the word "discipline" because it sounds negative to me – I just want to say it takes a little bit of practice to get used to.

"Oh, those are my thoughts. OK, I can just let those thoughts go on by." And then, after a while, you realize, "Oh, my talking about my thoughts is another thought. I need to be quiet and see if I can just let it all pass and become what they call in the East, 'the witness.'" And the more you become "the witness," the easier it becomes to listen to your own heart.

So, there's really an evolution of practice here. But, I see that heartbeat meditation as a wonderful tool to help you quiet your mind, to make it easier for you to listen to messages, and to even create more of what you want because you'll have more focus on your request when you do it. There'll be less interference.

Dan: This is related to a lot of the things I was going to ask you, Joe. Can you give people a sense of how you do this process in terms of focusing? Maybe this gets into your five steps that you outline in **Spiritual Marketing**. I want to get a sense of how you actually exercise this process. Like, do you do this every morning when you wake up? Do you plan your day before you begin it? Can you just give us a sense of the process and also how you use it?

Joe: Those are great questions and I'm going to pause and think about them for a second because I probably do it so naturally, but not talk about it very naturally.

I am a great believer in stating what I want to have, do, or be. Generally, I write a list the night before which, in traditional office terms, would simply be a to-do list. But my to-do list is more than what I want to do. It's what I want the universe to do, too. I'm a big believer in Jerry and Esther Hicks and the Abraham Material that's all described at Abraham-Hicks.com. They offer a calendar which is for conscious creation. Have you see this, Dan? Do you know what I'm talking about?

Dan: I haven't seen the calendar. I've looked at their website.

Joe: They have a calendar and it's divided in half. I'm going to try to describe it because this is basically what I do. On the left half of the page, they have a to-do list, which is your personal to-do list. For example, 10:00 in the morning, interview with Dan; Noon, lunch appointment; 3:00 pm, go to San Antonio, which are some of the things I'm doing today.

On the right side – and this is a key difference – on the right side of that sheet of paper you write what you want the universe to do. And that's where you list things like, "Bring me the client that's going to pay me \$5,000 in cash right now." Or "Lead me to the publisher who's going to publish my next book and bring me the giant advance." Or "Help me give an informative and inspiring interview with Dan tomorrow morning at 10:00."

I do that and I use the Jerry and Esther Hicks' Abraham-Hicks.com calendar as an aid. It helps organize my life while putting my request in to that ordering mechanism of the universe saying, "This is what I want you to do." Esther Hicks once told me over dinner that she's at the point where she puts more things on the universe's side than on her own side. That's really a wonderful place to be, because you start to realize that the universe, all that it is, can orchestrate everything that needs to be done, so just start making more requests of it! You don't have to do everything. That's another clue and that's also another one of my practices, to make that kind of to-do list for me and for the universe.

I also do my best to meditate every day. There are days when I miss, but I would say more often than not it is a habit that I make time for. And my meditation is very much a quieting of the mind. Sometimes I use music. Sometimes I use guided imagery. I am a certified hypnotherapist and I know how to put myself into a trance. But I'm talking about something even deeper than all of that. It's going back to listening to my own heartbeat.

Another thing I do – and I don't talk about this very often or very publicly, but I'll do it right now because it feels right – is I will often talk to my own guides and teachers. And that means I'm talking out loud to the invisible. If you saw me doing it, you'd think, "Joe's talking to himself" unless you were very spiritually aware and very open-minded. Then you might just say, "Oh, he's talking to his guides." I will often do that and I'll be making a request to them. It's almost like a prayerful thing, but it is very much me talking to the universe or to what I think is my connection to the universe.

I will also spend time in meditation, and some time in dialogue with the other side. I also read a tremendous amount of positive-thinking books. I mentioned to you before we even began this call that I heard of a bookstore in San Antonio called "Unlimited Thought," and I can't wait to go over there later this afternoon to just go looking around for new material. I'm a fan of a lot of these old books on New Thought, like the one by Frances Larimer Warner that we talked about earlier. Also Elizabeth Towne. But, I'm also a fan of a lot of the new stuff, whether it's by Alan Cohen, or Eric Butterworth, or any of these people. I surround myself with positive material to keep reinforcing the things that I've learned to believe in and that I want to keep believing in.

I think most of the people on the Earth that are paying attention to the media are just programming themselves with negativity. Well, I'm choosing to program myself with positivity and that's why I'll go and do a lot of these things, like surround myself with great, positive books.

Dan: That's an important part of the Inner Wealth Mastery program, to consciously put positive stuff into your head and use that to offset the things that you hear and absorb without even consciously thinking about them.

Joe: Yes, that's a good point because the mass mind out there has a lot of negativity in it that just keeps being fed by the media. I don't watch the news. I don't read the newspapers. Now, a whole lot of things will, of course, seep in and get to me because people will be talking about it and I'll overhear it one place or another, or I'll walk by a newsstand and see a headline. So, I know what's going on in the world. It's not like I'm living in some ivory tower. But in another sense, *I am*, because I am protecting myself and creating my own world. And I really think this is what your whole mastery program is about – creating your own world, the way you want it. Part of it is in your perceptions and part of it is in the actual reality out there that you create.

Dan: This is an interesting thought, in terms of how you create your world and also what you allow into what I call "the temple of your mind." I know

you've done a lot of studying about the classic wealth literature and you've talked about some of the new books that you want to keep reading. Because the Inner Wealth Mastery Program is based on mostly the old texts from the early 1900s – and we actually use your **Spiritual Marketing** book in the process – I'm wondering if you can talk a little bit about these old books. What makes them so interesting to you, and what are some of the most important things you've learned from them?

Joe: My doctoral dissertation became possible because I was fascinated by these New Thought teachers; you know, the people that started it all, going back to Phineas Parker Quimby and then the people who followed after him, from Mary Baker Eddy to Ernest Holmes and Elizabeth Towne and Frances Larimer Warner and gosh, so many other people, Christian D. Larson, William Walker Atkinson. There's a long list of people who started it all, who started it all in many ways. I mean, we can go all the way back to Jesus and say he was the first New Thought thinker and metaphysician, and in most cases, that's absolutely true. But the person who's credited with starting it all was probably Phineas Quimby. I've been fascinated by him. I've bought his collected writings which are in three volumes, and I've searched high and low to find these old books by Elizabeth Towne and a lot of these other New Thought that I told you about.

I did a lot of research on them for my dissertation, because one of the things I kept hearing from people that are in metaphysics right now, in New Thought right now, is that they have some kind of belief system against money. They seem to put down money, and they seem to put down marketing. They seem to put down advertising. They seem to put down working for getting new clients, saying things like, "Spirit will bring them to me."

Well, my dissertation is called "Got Spirit? How did the original metaphysicians market themselves?" I looked at Phineas Quimby and Mary Baker Eddy and all those others I just mentioned. Every single one of them did prosperity exercises, and they did marketing. There were no exceptions. I even found a flyer that Phineas Quimby used to promote his services. I found a flyer that Mary Baker Eddy used to promote her services. And people like Elizabeth Towne wrote books on money and success consciousness.

I find this fascinating that these people in the late 1850s, the 1900s and right at the turn of the century through the 1920s all wrote these things about changing your mind to change your reality. That was the focus of my dissertation, only I expanded it a little bit to focus on the fact that they also did marketing. They just didn't sit in a room and think positive. They also took action.

And it's probably worth mentioning, since I'm thinking about it, that a lot of people who read **Spiritual Marketing** will read the fifth step about letting go and say, "OK, I'm going to let go. I know what I want. I've declared it. I'm going to let go. How do I get it now?" And the point is, you still need to take inspired action.

"Inspired action" means paying attention to those signals and acting on them. Inspired action might be – and it's going to be different for everybody – to pay attention to the nudge within you that says, "Call Joe Vitale." Or the nudge that says, "Go buy **Spiritual Marketing**." Or the nudge that says, "Go get Dan's materials on Inner Wealth Mastery." You know, whatever that is, pay attention to it. That's inspired action.

I'm not so much a believer in creating a marketing plan or doing what everybody else has been doing, so much as I am a believer in following the divine plan that seems to unfold within yourself after you've stated your intention. And those original, New Thought people all seemed to do that. That's why I wrote my dissertation on them, and that's why I'm still fascinated. I just loved discovering them and thinking, "How did they do this?" when it was against the grain in the 1880s and so forth, against public thought. But they stepped forward and wrote some inspiring material.

Dan: I'd be interested in reading your dissertation. That sure sounds fascinating.

Joe: I will make it available later. It's an incentive for people to buy my latest book, **The Greatest Money Making Secret in History** on June 4, 2003.

Dan: We've talked about a few of the steps in your five-step process in **Spiritual Marketing**. I think it would be helpful to fill in the blanks and just list all of the five steps.

Joe: OK. They're very easy *and* they're kind of deceptive in their simplicity.

1. The first step is to know what you don't want. That's the level that the mass of society is on, really. That's the water-cooler level. That's the complaining level. That's the level of lawsuits. That's the level of the media. That's where the newspaper is. That's people just complaining. But it's good to know what you don't want. I call that Step 1 because if you identify what you don't want, you can then leap to Step 2 ...

2...which is to change what you don't want into what you do want. Step 1 might be, "My car keeps breaking down and darn it, I can't pay for it all the time." Then Step 2 might be, "I want a car that works flawlessly, that's

safe, that I have more than enough money to pay for.” You can fine-tune that to make it even more concrete for you. Step 2 is the power of intention. I’m a great believer in the power of intention. Your intention molds and directs the universe. It goes back to that original quote we said about, “It makes little difference to Spirit what we demand.” When you state an intention, you’re selecting what you would like to have, do, or be, and you start to mold the universe, the spirit, to bring it to you.

3. Step 3 is get clear. And what that means is clearing out all those negative beliefs we were talking about earlier. So if in Step 1 you said, “I don’t want this car that keeps breaking down,” and in Step 2 you said, “I want a car that works all the time and I feel great in,” then Step 3 might be paying attention to all the comments that show up in your mind as a result of wanting that car. Things like, “Yeah, I want the car but it will probably break down too.” Well, that’s a belief. Or, “Yeah, I want the car but what are my parents going to think?” Well, that’s a belief. Or, “Yeah, I want the car but how in the world will I ever get the extra money I need? I can’t even pay the rent tonight.” Well, that’s a belief.

Dan: All the “yeah, buts.”

Joe: Yes, that’s a good way to put it. All the “yeah, buts” need to be cleared, and you can do that with a coach that you believe in or you can do it with The Option Process, which I talked about by Barry Neil Kaufman, to help you question those beliefs and dismantle them.

4. Step 4 is to feel how exciting it would be to have, do, or be what you want. Now, step 4 is very powerful because it’s the way you energize and magnetize yourself to pull, to attract that thing that you say you want. Step 4, to me, is how you put your request in to the universe. I don’t think the universe responds only to images, though it will. I think it responds better to images that are fueled with emotion. So Step 4 means get into the feeling of, for example, driving and owning that new car. What would it feel like? Can you see yourself in it? Can you see yourself driving it? Can you get into the feeling of holding the steering wheel and going down the road? This is what I did in order to manifest my car, and I’ve got this luxury sports car, a BMW Z3, that I’ve had over three years now and I absolutely love. *But*, I absolutely loved it before I ever got in it - because I did this Step 4. I just felt what it would be like to be in it and drive it.

5. And then that Step 5 we talked about is to let go, which means don’t try to orchestrate the universe to make these things happen. Follow your instincts. Follow your intuition. Follow those signals and take inspired action. But at every step, have this attitude that “I don’t need it. I want the car, but I don’t *need* it.” I think that is a mind-shifting way to get the universe to actually bring you what you’re asking for. If you’re not

attached to it, you've just upped the odds of receiving it. Those are the five steps.

Dan: I like that. A few nights ago, I was listening to your "Think Like God" talk. I found that to be really interesting. Can you just talk about how that philosophy works and how powerful it can be for people to adopt?

Joe: I gave that talk called "Think Like God" maybe 10 to 15 years ago at Carmel Temple in Houston. I'm making that one available again, too, with my new book, so people will get to listen to it again. If you like, Dan, you might as well make it available to people that are doing your Inner Wealth Mastery Program.

Dan: That would be interesting.

Joe: Just go ahead and make it available and you can make the e-book version of **Spiritual Marketing** available to your listeners, too. I give you permission to go ahead and do both of those.

Dan: Thank you.

Joe: "Think Like God" was an invitation for people to expand their minds. I talked about people like Barry Neil Kaufman and how he healed his son of autism when everybody said, "Oh, your son has autism. There's no way to cure him. You've got other kids – focus on them. Put this one in a home or something." Well, he didn't accept that at all, and he used unconditional love and his Option Process, and he healed his son. Autism has become curable. He did it with lots of other kids, not just his own son.

And I talked about Meir Schneider, who was somebody I interviewed many years ago. Meir Schneider was born blind, diagnosed as legally blind, but went on and healed himself. He has a certificate that says, "I am legally blind," only now he can read it to you. He drives a car in California and he's taught... geez, when I interviewed him it was 10 to 15 years ago, and he had taught 1,000 who were blind to see again. By now, it has been humongously more. I went on and on telling all of these stories just showing that, man, it can be another way. What do we think is impossible? I mean, there's really nothing impossible.

And from that concept, I went on to say, "How would your life be if you thought like God?" And I love that phrase because it takes you out of yourself, at least as best as it can, because you're still the one doing the thinking. But it tends to take the lid off of your limitations. Let's say I asked you, "Dan, how would you promote your Inner Wealth Mastery Program if you thought like God?"

Remember how I said earlier that I wrote my latest book in seven days and it was published in another seven days? Well, before I wrote it, I was talking to John Harricharan, who's the author of the book **Power Pause** and a best-selling author and a spiritual teacher, a wonderful, wonderful guy. He and I were talking about different books and he was saying that I was going to write another book, which, of course, I always will because I'm an author, so he didn't have to be psychic to tell me that. But we kicked it around and we decided that what felt right to me, what was coming up from within me, was the idea that I could do this book on an article I had written a year ago called, "The Greatest Money Making Secrets in History." I would just expand on the article.

Now, if I had been coming from limited-minded Joe, or if it had been another time in my life, I might have said, "Yeah, but that's going to take me months. I've got to do research. I've got to work on this. I've got other clients. I've got other projects." Instead, I thought, "Well, what if I thought like God?" and I just took the lid off those beliefs. I removed them. I wiped them out just with the thought, "How would I act if I thought like God?"

Well, seven days later, much to the amazement of Nerissa, my girlfriend, she said, "You just finished your dissertation and now you just finished a book in seven days called **The Greatest Money Making Secret in History?**" And I said, "Well, yeah. I was just in the flow." And that's really it. I've been in the flow.

Then 1stBooks.com, the publisher of **Spiritual Marketing**, wrote me while I was writing the new book and said, "We want to print another book by you. We will waive all set-up costs if you can give us another book." Well, I just thought like God and allowed everything to happen and kept pursuing, finished my book, gave it to them and they printed it seven days later.

So, miracles can happen, and I mean this literally, when you start to think like God. Boy, you could make that a mantra or a bumper sticker or make it the background on your computer screen. "How would you act if you thought like God?" That was the nature of that talk.

Dan: It's very powerful to me and, at the same time, I like how you say that. It's a great mantra to have.

Joe: Thank you.

Dan: On your website, Joe – that's MrFire.com – you give away a lot of stuff. I'm thinking that this is part of who you are, and I'm wondering how that plays into your abundance, the idea of giving first or giving back. Can you just talk about how important that is to you?

Joe: It's profoundly important. I think giving is a secret way to get in tune with the universe. And if you want miracles to happen in your life, whatever they might be for you, I think you want to be in tune with the universe. And that, to me, means being tapped in, tuned in, and turned on. It means being enthused about life and the projects and your day and what you have coming up. And I think one of the easy ways to get in tune is to start giving, is to give money to wherever you've gotten spiritual nourishment. It's to give your services to whoever you feel the impulse to give to, to give books, to give products, to give... just to give.

Eric Butterworth is a wonderful author of many Unity books and metaphysical books. I remember this quote by him that I have in my new book. But, I don't have it in front of me to get it word-for-word. Basically, it's along these lines: "If you are feeling a block anywhere in your life, the answer is to give, just start giving." Because as soon as you start giving, you open the flow of the universe. The universe is this dynamic motion that's always circulating. If you hoard things, or if you hold onto things, or if you're believing that there's not enough money so you have to hold onto your last few dollars, you're preventing the flow from reaching you. You're damming it up. I have just found that giving has been a wonderful way to get into the flow, and I never know where it's going to go. I mean, when I give, I don't know how that's going to end up. But I'm trusting that it's going to end up for the benefit of everybody it touches, including me.

I made the e-book version of **Spiritual Marketing** available for free to anybody who wanted it about the time that the book came out, and that has ended up being a viral marketing campaign. I did not intend it to be that way. I just thought, "You know, I believe in 'spiritual marketing'. I want the book to make a difference in the world. I believe people who read it can have a profound change in their lives. So, if they don't feel comfortable buying the soft cover or hard cover for whatever reason, they can read the e-book." So, I made it available. Your people can listen to it. Anybody that wants it can have it. What happened, though, is as I made it available, all the book sales seemed to increase. Now, why would it increase? I mean, they're getting the book so why would they need the book?

Dan: That's interesting.

Joe: Somehow or other, there is some universal principle that kicks in when you start giving. My rule of thumb is "Whatever it is that you want in your life, give it." If you want more money in your life, give it. In my case, I remember years ago, that I really wanted to focus on building my library. I thought, "Well, if I want books, I should give books." And I started giving books away. When I moved into this country estate a couple of years ago,

I had an open house and I had put, I don't know, thirty boxes of books in the garage, all opened up, all easy to read. I said to everybody that came in, "Thank you for coming. This is our open house. This is our new home. And before you leave, I invite you to go through my garage and pick any book that you want. Or books that you want." I didn't put a limit on it. And one guy took so many boxes, he needed a dolly to load up his vehicle. But I've never had a shortage of books.

That seems to be a principle: Give whatever it is you want to have more of in your life. Give what you want to receive.

Dan: I think this is important to talk about a little differently, because you mentioned the fact that people think from scarcity. They think if they only have \$10 left, how can they give away \$5 or \$1 or whatever? And yet, at the same time, we know that there are no limitations, that the universe is very abundant and it's important to circulate the flow, like you mentioned. I'm wondering, because I believe the reason people think that they only have a certain amount and they can't afford to give it away or they would be hurting themselves, is because they have a low image of themselves. Their self-esteem is the issue. I wonder if you can talk about that. You mentioned that you had these issues back when you were focused on survival mode. I wonder if you could just talk about what you did to raise your self-esteem and what others can do to get out of scarcity and into abundance.

Joe: Well, I think all of it comes from the beliefs. In my new book, there is a list of 47 limiting beliefs that were compiled by Mandy Evans. Everything from there's not enough money in the world, to what would my father think, to what about the taxes? Or, I don't deserve this, or I don't feel lovable, to any number of things. All of those are just beliefs – but they're very active within us. And I think we have to do something like the Option Process to question those beliefs and ask things like, "OK, do I believe it?" If the answer is no, then you can say, "OK, am I willing to let go of it?" If the answer is yes, you might say, "OK, why do I believe it?" and that will bring up whatever the foundation was below it. You can question that – "OK, do I want to keep believing this belief?" – and even ask questions like, "What would happen if I didn't believe it?" or, "What would be a better belief to have than this one? Is this belief serving me?"

In my case, and I believe it's probably the case for everybody else, exploring the beliefs that are in the way of receiving will make the profound difference in what we actually get money-wise – because money *is* trying to come. Money is being circulated. And money doesn't have to come from any one person, place or thing. It comes to you through a variety of other people, places and things. The universe will bring it if YOU are open to receive it. I mean, that's simply the nature of the universe.

And for my case, working with Jonathan made the difference. Doing the work with the Option Process and Barry Neil Kaufman and Mandy Evans, all of that has made the difference. Then constantly being aware. Even now, whenever I hit any beliefs, I question them. If I need help, I'll call somebody. I often work with Ann Taylor Harcus, who I mention in the back of **Spiritual Marketing**. These are all things I do.

I know we're down to the last minute on this interview, so I'm trying to wrap up quick for you.

Dan: Thank you. Is there anything else that you think our listeners should know about, that can help them tap into this source of infinite abundance so they can live each day prosperously?

Joe: Yes, there are two things.

First, I'd say be ruthlessly honest with yourself. And that means don't lie to yourself about what you really want. A lot of people will tell me, "I don't know what I want." And when I explore that with them, I find out they do know but they're afraid to admit it. They're afraid to say, "Yeah, I want that but I'll never get it." They don't even want to try because of all the fears. So be ruthlessly honest about what you do want.

Second, follow your enthusiasms, which is similar to Joseph Campbell's "Follow your bliss." Whatever it is that excites you, enthuses you, that turns you passionate, that gets you excited, that makes you tapped in, turned on and excited, is where you want to go. If there's one secret to anything that I've achieved, it's that I have always followed my enthusiasms. When I was interested in P.T. Barnum, when I was enthused about him, I researched him and wrote a book on him. I was enthused about the New Thought founders so I wrote my dissertation on them. I was enthused about "spiritual marketing." I wrote my book on that. I was enthused about giving as a wonderful concept for receiving, so I've written a book on that. I mean, I've simply followed what excites me, what my bliss is. That is a major signal for you. What turns you on? Pursue it.

Dan: Hmm. I love that. Wow! This has been very exciting, Joe. I appreciate you taking the time this morning to share everything that you're doing and how it can apply to everyone listening to this. You've given us a wealth of information that can really help people to identify their limiting beliefs and then work through them and allow the abundance that's trying to come to them into their lives. I really thank you for giving so much of yourself, Joe.

Joe: Thank you, Dan. It's been wonderful. You ask great questions. And I'd like to hear from people. They can write me at spirit@mrfire.com or just

visit my MrFire.com website. Let me know of your miracles. Let me know of the wonderful changes that come to you.

Dan: I really encourage people to go MrFire.com because, like I said, Joe, you're giving away just a whole wealth of articles. People can sign up for your newsletter, "News You Can Use", and you give away a 40-minute interview of yourself too. It's really an information-rich site. I want to thank you for sharing that with everyone and all the generosity you've given today to our listeners. Thank you, Joe.

Joe: Thank you, Dan. Go have a great day!

Dan: Thank you. You, too.

SPECIAL BONUS REPORT ---

Inner Directed Marketing – A New Way to Prosper in Tough Times by Joe Vitale

One day many years ago I asked a man how he got new business. He replied, "Angels hand out my business cards."

Yes, that's really what he said. I thought he was pretty strange, too, so I didn't pursue the matter with him. But I did notice that he seemed busy and prosperous. He was getting business, some how, some way.

A year or so ago another man and I were talking. I asked him the same question. He answered, "Mostly I get business by wishing for it." He, too, seemed busy and doing well.

I'm not kidding here. But were they?

I don't think so. If you've read my latest book, "Spiritual Marketing," you know I believe in magic and miracles. But you would also know that I believe in being practical.

If wishing doesn't work, it needs replaced. If angels aren't bringing in new business, they need fired.

But here's the rub:

Wishing and angels DO seem to bring in new business.

Quit rolling your eyes. Let me explain:

When I was in Las Vegas October 6, 2001, for the now famous Guerilla Marketing Boot Camp featuring best-selling author Jay Conrad Levinson and Aesop Marketing's CEO Mark Joyner, I met many "old friends" for the first time. I didn't get to spend enough time with any of them, but the brief moments I had with a couple of them were illuminating.

Joe Sugarman, the genius behind the world-wide success of BluBlocker sunglasses and the author of several masterpieces on marketing, walked up to me and congratulated me on my "Spiritual Marketing" book.

"I didn't know you were so spiritual," he said. "That was a real surprise to learn. That's what I've been doing for years."

What!?

One of the greatest marketing minds in the history of America just admitted that he used SPIRITUAL principles to make money!?!?!?!?

And to make A LOT of money, at that!?

Days later, once he and I had returned to our homes after the seminar, Joe sent me an email saying he practiced a simple two-step process for getting results: Visualize it and let it go.

That's it!

Okay, okay. I've got one man talking to angels, another wishing for business, and Joe Sugarman imagining his desires and letting them just, well, go.

What's happening here?

I'll tell you what's happening. It's an awakening in business. My friend John Harricharan, author of the great book, "The Power Pause," once told me, "The next trend will be spiritual. We went through the information age. We're now going into the spiritual age."

Just the other day John wrote me an email saying, "There is a loud cry and yearning for things of the spirit, but not like it used to be. Now the world is looking for "practical spirituality" -- not spirituality that spends an hour or two a week in a church, synagogue, mosque or temple. But a spirituality that pervades our business, our relationships and all phases of our lives. It's like my late, great friend, Sun Bear once said, 'If your medicine doesn't grow corn, of what use is it?'"

More and more people today are beginning to realize that their power for creating wealth in the world isn't THEIR power at all.

Instead, it's the right use of THE power---which is the energy of all that is.

But, how do you use this strange new way to get more business?

Simple. I call it "Inner Directed Marketing." Consider it a shorthand version of "Spiritual Marketing." Consider it a slight refinement of what Joe Sugarman said he does. Here's how it works:

Step One: Set an intention.

Intention rules the earth. When you state "I WILL..." or "I AM..." and then complete the sentence with a clear statement of whatever it is you want to be, do, or have, you create a command that vibrates with power. An example might be, "I WILL write an article on Inner Directed Marketing that helps people easily get better results and which will somehow lead to my receiving \$50,000 every month in passive income." Tall order? Maybe. But I believe anything is possible, so why not shoot for the moon? As Robert Collier said, "Plant the seed of desire in your mind and it forms a nucleus with power to attract to itself everything needed for its fulfillment." It also helps if I clearly visualize this intention, and if I fully feel what it would be like to *already* have achieved it.

Step Two: Let it go.

Letting go is where the magic happens. Letting go means you are okay getting your intention AND you are okay if you don't get it. It's a state of cool detachment. It's a state of neutrality toward your intention: You WANT it but you don't NEED it. When you release your intention to the world, you are releasing a "magic spell" that will stir the energy of all that is to do your bidding. Now this doesn't mean you don't DO anything. Instead, what it means is that you act on the impulses you get and the opportunities you receive. By doing so, you'll be brought to the thing you want---or to something even better.

In another email to me from Joe Sugarman (used here with his permission), he clarified this two-step process by explaining it this way:

"Having established in your own mind the power of thought, let us say you then create the energy (thought) and let it go. It goes through the universe with a power and a fury that you wouldn't believe. But the second key here is that you don't want to dwell on what you've just let go or keep visualizing it or even keep thinking about it. Why? Because it interferes with the perfection of the universe to manifest exactly what you want to accomplish."

Still confused?

I'm with you. I was confused at first, too. This two step process is just as strange as the five-step one in my "Spiritual Marketing" book, or the wishing one, or angels one, of my friends.

The thing is, all these methods work. They work for me, and I have a dozen books, several audiotapes, a country estate, and a luxury sports car to prove it. And they work for Joe Sugarman, who has built an empire. In fact, these "inside out" methods work for all the quietly daring business people who practice this white magic approach to marketing.

Want more proof?

Take Bob Scheinfeld. He's the author of "The Invisible Path to Success." He says his very spiritual method was used to build Fortune 500 companies, help a computer store jump from \$90 million to \$350 million in sales, and help a software company leap from \$1.27 million to \$21.8 million in sales.

Talk about hard evidence!

I could probably quote from a thousand books at this point. I'll just reach over and grab a book I am currently reading: "Immortal Man" by Neville. Here's what that great New Thought teacher said in one of his lectures:

"First, have a dream, and by a dream I mean a day dream, a glorious, wonderful day dream. Then ask yourself, 'What would it be like if it were true that I am now the man I am dreaming I would like to be. What would it be like?' Then catch the mood of the wish fulfilled and drench yourself with that feeling. Then for all your tomorrows try to the best of your ability to walk faithful to that assumption, and I am telling you from my own experience, in a way that no one knows, it will come and it will come suddenly."

It's truly that easy. And you don't have to talk to angels to make it happen!

In fact, you can probably reduce all these methods and all these steps to just one approach to making your dreams come true: Be happy.

That's right. Be happy.

As my friend Barry Neil Kaufman wrote in his wonderful book, "Power Dialogues": "You can get what you want without needing it to be happy."

He says when you are happy, you are more inclined to go for, and get, your dreams. And if for some reason you don't manifest your goal, well, you're still happy!

I've always felt there was an escalator through life. I've found it. And I just showed you where it is.

Won't you step up and enjoy the ride?

RESOURCES:

Order "Spiritual Marketing" at <http://www.amazon.com> or read the e-book version for free at <http://www.mrfire.com/spirit/index.html>

Information on the books, tapes, and courses of Barry Neil Kaufman is at <http://www.option.org>

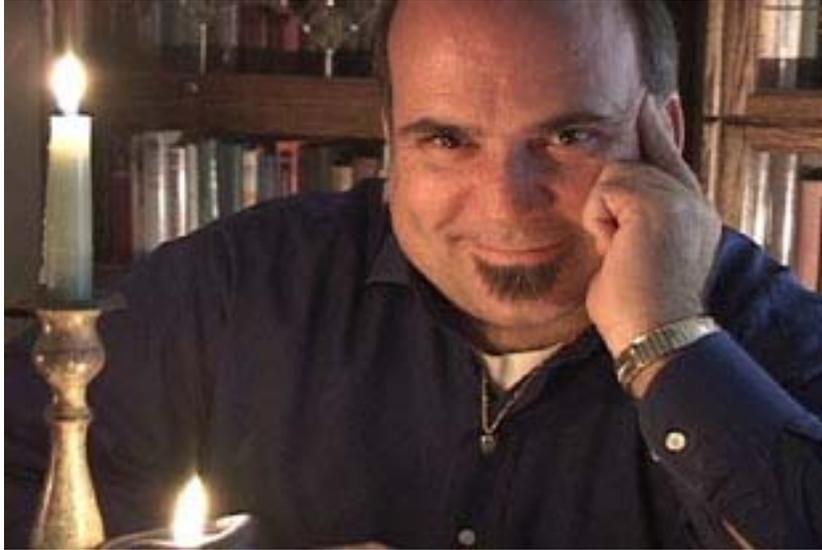
John Harricharan's books and tapes are described at <http://www.insight2000.com>

Order Joe Sugarman's books at <http://www.amazon.com>

Get free details on Bob Scheinfeld's "Invisible Path to Success" book and get a free five lesson introduction to his method at <http://www.buildbiztips.com/t.cgi/105588>.

Information on Robert Collier and Neville can be found at <http://website.lineone.net/~cornerstone/framepage.htm>

About Dr. Joe Vitale



Dr. Joe Vitale is the author of the international #1 best-seller, *Spiritual Marketing*, the #1 best-selling e-book *Hypnotic Writing*, and the #1 best-selling Nightingale-Conant audioprogram, *The Power of Outrageous Marketing*, and numerous other works.

His latest book is *The Greatest Money-Making Secret in History!* He has also written books for the American Marketing Association and the American Management Association. His most recent book, co-authored with Jo Han Mok, is *The E-Code: 47 Secrets for Making Money Online Almost Instantly*.

Besides being one of the five top marketing specialists in the world today, and the world's first hypnotic writer, Joe is also an ordained minister, a certified metaphysical practitioner, a certified hypnotherapist, and a certified Chi Kung healer. He also holds a doctorate degree in Metaphysical Science.

Dr. Vitale currently lives in the Hill Country outside of Austin, Texas with his pets and his love, Nerissa.

For a catalog of his books and tapes, to read dozens of free articles by him, or to sign up for his popular free e-newsletter, see his main website at <http://www.mrfire.com>

Joe's other websites include:

<http://www.7davebook.com>

<http://www.HypnoticWriting.com>

<http://www.saleslettersthatsell.com>

<http://www.AdvancedHypnoticWriting.com>

<http://www.CreateAdvertisingThatSells.com>

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<http://www.HypnoticMarketingInstitute.com>

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<http://www.HypnoticMarketingInterviews.com>

A formula for creating miracles:



- 1) Know what you don't want. (That's easy.)
- 2) Decide what you do want. (Reverse #1)
- 3) Get clear. (You attract what you believe.)
- 4) Feel your intention already achieved. (Ahhh, yes!)
- 5) Let go. (Trust as you take inspired action.)



**"I've found an escalator
through life."**

- Joe Vitale

*Author of way too many books and
tapes to list here. See www.mrfire.com
or www.amazon.com*



Contact:

Joe Vitale
The Vitale Estate - 121 Canyon Gap Road
Wimberley, TX 78676-6314 Tel: (512) 847 3414
email: spirit@mrfire.com - www.mrfire.com