

# The Ultimate Spiritual Marketing Course

**An Amazing Teleseminar with Dr. Joe Vitale and Jo Han Mok**

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Dr. Joe: Alright. Well, this is Joe Vitale and thank you all for calling. You've called from all over the world. I'm always impressed when people make the time to do this, because I know you are all busy and have your own things to do, and Christmas is coming up, too. You probably have it on your mind. And, what I have on *my* mind is the Spiritual Market Super Summit, which you can learn about at [www.SpiritualMarketingSuperSummit.com](http://www.SpiritualMarketingSuperSummit.com), which takes place in Austin, Texas just next month. So, it's on my mind and I want people to know about it. And, I very much want the people who feel called to it to go, to sign up for it right now.

Jo Han Mok, who is one of my co-authors of a book that we'll be announcing on January 6<sup>th</sup> and a dear friend of mine, a brilliant copywriter, is calling from Singapore at 4:00 in the morning, that's what it is there right now, so that he could interview me and you could all listen in. So, Jo Han, I really appreciate you taking the time to do this getting up at 4:00 a.m. You've impressed me, if nobody else.

Jo Han: Well [laughter], thank you very much, Joe. I think you are way too kind.

Dr. Joe: [Laughter]

Jo Han: I actually think that it is my honor and my privilege to interview you at this Time...you know, for taking time off from your busy schedule to be interviewed by me.

Dr. Joe: Yes...

Jo Han: I'm sure that the listeners out there are really excited. I mean we have lots of listeners out there right now listening to us. And,...I'm sure that they'll really be interested in the questions that I'll be asking you, because, you know, Joe, I mean we are really, really good friends, but I'm not going to really give you easy questions.

Dr. Joe: [Laughter] Yes, I've been warned that...

- Jo Han: So, you'll have to bear with me. [Laughter]
- Dr. Joe: ...you're going for the kill. You plan on grilling me in front of all of these people that have called in from all over the world.
- Jo Han: Yes, I am. [Laughter]
- Dr. Joe: But you know what? I'm gonna go with the flow. I'm ready.
- Jo Han: Great.
- Dr. Joe: So, shoot with whatever you want to ask first.
- Jo Han: Alright, ..I'm going to start off with the primary question that probably everyone has on their minds.
- Now, Joe, you have authored one of the best selling books in history, which is, *Spiritual Marketing*. And, you know the title in itself is really interesting because it's called *Spiritual Marketing*. And, I think that the equalist question that everyone on the call probably has is, "What does spirituality have to do with marketing." I mean, they are both seemingly very unrelated topics. You know, like "spirituality" and "marketing." So what would you say about that? What does this method of spirituality have to do with marketing?
- Dr. Joe: Okay. What does metaphysics have to do with marketing? What is spiritual marketing? Or, what does marketing have to do with spirituality? Any of those questions...
- Jo Han: Right.
- Dr. Joe: ...I'll try to wrestle with. Let's look at a few definitions. First of all, the dictionary says "spirit" is **"that which is traditionally believed to be the vital principle for animating force within living beings."**
- Jo Han: Yes....
- Dr. Joe: And, then if you look at the definition of "spiritual" it says, **"of relating to, consisting of, or having the nature of spirit; it's not tangible and not material."** Now, look at the definition of "marketing" and it simply is, **"to offer for sale."**
- Jo Han: Right.
- Dr. Joe: That's the first definition in the dictionary for the word "marketing," "to offer for sale." I've combined these so that the phrase "spiritual marketing" probably could mean, and this is my definition, **"using the invisible vital force of life to help you sell your products or services."**
- Jo Han: Wow.

Dr. Joe: So, often, to me spiritual marketing is actually a blend and a holistic approach to doing business. It's something I was doing almost unconsciously for many years and then as I explored it in a more conscious way, I realized, "Well, I kind of perform this inside-out approach to doing business." I own my own corporation, but I tell people I'm really a soul proprietor with soul spelled "S-O-U-L."

So, I'm really coming from this inside-out approach. I'm paying attention to this invisible vital force within myself and I'm using it to touch the invisible vital forces within others. So this might sound a little "woo-woo," but I'm actually trying to define it in the most logical way I can. Spiritual Marketing is about using that invisible vital force of life to help you sell your product or service.

Jo Han: Right. Oh, wow, I'm really impressed with just the first answer. [Laughter]

Dr. Joe: I hope I do as well on the other ones.

Jo Han: Right. You know something of great interest that you've mentioned, Joe, that you were actually using the spiritual marketing method formula unconsciously.

Joe: Yes.

Jo Han: Well, you know, in one of your books, you've mentioned that our good friend, Joe Sugarman...

Joe: Yes.

Jo Han: ...that he confessed to you that he was actually using a bit of the spiritual marketing method. He just never really publicized it much. And, of course, Joe Sugarman is probably a guy who doesn't need any introduction. He is a tremendous business success. And, do you have anything to add to your conversation with Joe?

Joe: Yeah. That's a good observation. There are many marketers out there who are using what I call a spiritual marketing approach to doing business. Joe Sugarman is one of them. He's one of the most well known marketing people out there. He's written some wonderful book, like *Triggers, Advertising Secrets of the Written Word*, *Marketing Secrets for ...uh, what was it? ...Marketing Secrets of Television Success*. I forget all of the different books that he has. If you do a search at Amazon under Joe Sugarman you'll see all the different titles. He's known for the Blue Blocker Sunglasses probably more than anything else. So, if you are wearing a pair of Blue Blocker Sunglasses, it's because of the direct marketing approaches of Joe Sugarman.

But, what Joe told me after my *Spiritual Marketing* book came out and we became friends --- he bought several copies of the book and I actually interviewed him about spirituality in business --- is that he, too, practices this what I call an inside-out approach. Now, here you have one of the most successful, very strong hard hitting direct marketers in the world, who in most circles in business of the direct marketing circles, they never think of him as a spiritual person. They think of him as a hard hitting copywriter. They think of him as a person who writes this copy that you can't resist that almost makes you

have to wear Blue Blocker Sunglasses or have to get his books or have to buy the electronics. He was one of first to sell calculators back in the '70's and started this whole electronic movement when I think it was called the "J and A Associates Catalog."

So, this brilliant man, this fantastic copywriter, this hard hitting salesman who has made millions of dollars, admitted to me that he uses this very spiritual approach to getting all of these results. In his eyes, what he does, putting this in a very simple form, what he does is tune in almost meditatively to that spirit, to that vital force within your self that connects all of us, and he puts the request in.

He literally says, "I'm going to be running this ad. I want this ad, or this ad that I'm about to write, I want it to pull such-and-such response." He really infuses his request with energy and then he releases it. I mean, he said his approach is really two steps. He formulates his request mentally, psychically, energetically and then, second, he releases it to the universe!

Now, this probably sounds absolutely bizarre to people who think the only way to get results is to do it by the numbers. Well, here you have as a prime example, Joe Sugarman, doing it by spirit and raking in the numbers. So, yeah, he's a good observation of why you brought his name up. He is just fantastic!

Jo Han: I was pretty much taken aback when I found out that Joe Sugarman was actually practicing a spiritual marketing method.

Joe: Yes.

Jo Han: You know Joe; I really liked your definition of spiritual marketing. And, how you value Joe Sugarman's spiritual marketing. But, say if I'm a real hard core skeptic, right? And, I don't buy this spirituality thing, is there any way you can prove that spirituality and marketing have any relation?

Joe: That is a million dollar question. I wish I had a million dollar answer. I, of course, will attempt an answer and maybe come up with a \$10 one, but let me see what I can do here.

If somebody's really a hard core skeptic and they say that spirituality has nothing to do with marketing, the first thing that comes to mind is they very often think that spirituality is religious. And I am not talking about religion or being religious or anything under that umbrella at all. Going back to the definition I came up with, I am really talking about the energy of life itself. I'm talking about that "invisible force" that connects all of us. That "invisible force", if you just strip it down and call it "energy," is in everything. It's in your ad. It's in your website. It's in your copy. It's in your books. It's in your recordings. It's in this very conversation that you and I are having as I sit here in Texas and you sit there in Singapore.

We are connected on this energy level. Now, can I prove it? Probably if I studied quantum physics better or more in depth, then I might be able to prove it, but all I can give you is this kind of story based evidenced.

For example, about an hour ago, a friend of mine who is also a client called me up because he is redoing the labels on his nutritional products. Now, this isn't too unusual. People ask me to do copy all the time. And, you and I have talked about copy all the time. So, this isn't out of the unusual. But he said something unusual; he said that, "I've been working on the copy for my labels of my nutritional products for months." He said, "Every time I get it done and I send it to the guy who is supposed to print it, he keeps losing the file."

Now, you can look at this on one level and say, "He's dealing with an inept graphics person. He needs to find someone who handles files better and has got a better memory and can back it up" and this, that, and the other. But this client was spiritual enough to say, "I know why those delays happened." And here's the clue. He said, "I know why those delays happened. They happened because the universe was telling me the copy was bad. The universe was slowing me down, acting like this invisible coach, saying you need to get it reviewed or redone by an expert," which led him to call me. Not that I'll come up with anything better than what he had, but the whole point of this story is that he looked at what was happening within his life from a spiritual view. And, by looking at it from a spiritual view, it awakened his ability to see greater potential and greater options and greater choices.

Now, you have to think about this: The average person in business...If you were working for a corporation like I did many years ago when I worked for Exxon and somebody screws up in their department, what happens? They get chewed out. They could get fired. They could be demoted. I mean, all kind of very negative things could happen. But if you look at the same experience from a spiritual viewpoint, you start to say things like, "I wonder what the good is in this, what appears to be negative, experience happened?" "What appears to be good in this event?" Or "How could I make it good?" "How can I turn it into good?" You have a perception shift that opens up new possibilities.

This guy who called me wanting new copy could have just fired his other graphics guy or could have just sent him the old file again. He would have ended up putting the copy on those labels that may or may not have been the exact copy he needed to get the exact results he intended to get. Instead, he kept getting these delays, which he looked at from a spiritual standpoint and realized, "No! I'm getting a signal here! This is a message. I'm being nudged to get another opinion."

So, look at this from a skeptical standpoint. I think a skeptic is a very easy person to be. Anybody can look at life and say, "It's negative. It doesn't go the way I want. Nothing ever works out" and stay in that frame because the vast majority of mankind thinks that way! That is the, if you want to look at this from a levels standpoint, that is the human level of looking at life! That's the way that most of us have been taught to look at it, because most of the people around us looked at it that way as we were growing up.

But you can transcend that and start to see the inner connectedness of life itself and start to realize that, "Oh, the graphics guy who loses the copy for the nutritional products is actually 'in tune' with what needs to happen in order for

my doctor-friend-client to get the copy he wants on his labels so he gets the sales he wants.”

So, did I give you a \$10 answer or a \$100 answer?

Jo Han: I think it was a \$1,000 answer!

Joe: Oh, I went up to 1,000, alright! [Laughter]

Jo Han: Well, Joe, do you know what is really interesting? On the flip side, you know on the other side of the coin, there are many people who actually choose to treat marketing as just marketing, and a few that say there is nothing spiritual about marketing. So, you do have any problems with that?

Joe: I understand that approach because for the longest time I looked at things pretty black and white, too. But I realized and this comes up as a new insight every day or something that’s a reminder to me everyday, people look at life through their own particular training. They have their own particular glasses on, their own particular perception.

So, if they are a carpenter and they use hammers, they simply tend to see nails everywhere. And, this happens no matter what people are doing. So, the graphics person looks at life through the graphic interpretation. Everything needs to have graphics because the graphics person is looking at life that way, or the person that does video is looking at everything out there in terms of video. I’m a word person predominately, so I tend to look at things from a word perspective thinking the copy should be dominate.

But, what I remind myself, is what needs to be done in order to have success in life is what I call an **“integrated approach.”** We need to be able to get out of a one dimensional way of looking at things and start to look from the higher perception so that we realize that everything can be used to help you achieve your goal.

This is one of the main messages of the Spiritual Marketing Super Summit that will take place next month in Austin. It’s the whole idea that I think there is a big mistake going when people look at just marketing and think, “Well, if I just do marketing I’ll be a success.”

Well, no, you still have to do the customer service. You still have to do research. You still have to do product reproduction. You still have to do quality control. I mean, there’s a whole list of things that still have to be done. And if people look at just one aspect of marketing and think, “Oh, if I just do internet marketing, I could be...uh...living it up.” Well, no!

The people that are doing the best out there in the world are the people that are doing ALL of it. They are doing an integrated approach. I know of people making \$1.8 million per month. But, these people are not just on the internet, but they are also doing: radio, television, publicity, advertising, and direct mail. They are doing it all of it! So, I think that anybody who is just looking at marketing as saying that’s the only way to achieve anything is being a carpenter and seeing

nails everywhere. They need to expand their mind and become more of this wide-open more friendly, observant, opportunity-seeking person who they can see where the opportunities are, and they're not just in one place!

Jo Han: Well, Joe, I think that it's such a pretty good answer that's it going to shake a lot of people out of their comfort zone when their hearing this...

Joe: Uh, huh.

Jo Han: ...because most people just think of something...you know, we just want the best. If I'm doing marketing...I'm a marketer...if you're internet marketer there's nothing else. Do you know what I mean?

Joe: Yes.

Jo Han: So, I think that it's such an incredible answer. I am almost speechless.

Joe: [laughter] Don't be speechless; I need you to talk for just a little bit more.

Jo Han: Yes, sir. Right...you know, Joe, I want to sidetrack a little because I really have this question, this burning question on my mind that I just really need...really requires input.

Joe: Okay.

Jo Han: I think something interesting that will benefit everyone else on the call as well. You know, Joe, there are many classics on marketing....

Joe: Yes...

Jo Han: ...many books on marketing that are really more metaphysical than anything else. I mean, that's my personal observation. Specifically I'm talking about books by Joe Karbo's *The Lazy Man's Ways to Riches*....

Joe: Yeah.

Jo Han: ...and, I think encouraged by Napoleon Hill.

Joe: Yeah.

Jo Han: And, Hill, almost like marketing textbooks, you know required reading of anyone who is really interested in marketing, you know, in the realm of self development and success, but really Hill, what I call spiritual marketing textbook's as well. What do you feel about this?

Joe: Are you asking me about those particular books...?

Jo Han: Let me tell you this. Most of the time I give copywriters...like, Joe Karbo himself was a brilliant copywriter...

Joe: Yes.

Jo Han: And Napoleon Hill was actually a copywriter, I mean not many people know about that, and *Think and Grow Rich* is actually a disguised sales letter for *The Law of Success* book.

Joe: [Laughter]

Jo Han: These guys are hard core marketers. They are advocating a sort of quasi spiritual marketing approach, you know, through life and business in general.

Joe: Okay.

Jo Han: So, I am not sure of if there is a big relation there, but maybe you could share some of your thoughts on this.

Joe: Okay, well, what I think those books and those authors do more than anything else, is prove my case and the case of Joe Sugarman, and any of the other people out there who are doing this spiritual inside-out approach to marketing. These people like Napoleon Hill and Joe Karbo and Maxwell Maltz, these people who wrote some of the greatest self-help material in history have really paved the way for all of us. They may have written some of their material in a sales approach, but I think what they were really doing is writing in a conversational way to communicate their ideas.

*Think and Grow Rich* for example...let me tell you a quick story. This past weekend, a multi-millionaire in Oregon by the name of Bill Harris, who runs Centerpointe Research, flew down to visit me. He flew in his own plane. He flew seven hours. He landed here. I picked him up at a small local airport. And, he spent 7 ½ hours with me talking and we talked a mile a minute. We talked about all kinds of things, from flying...because I got my pilot's license in 1972....So, we talked about flying. We talked about writing. We talked about books. We talked about copyrighting.

Do you know what book changed his life?

This man started with nothing. He, like Joe Sugarman, these guys started with an idea. They started in their basement. They got their money together to run their first ad and they took a gamble. Well, Bill Harris started with nothing, too. While he was in college he ran his first ad, which was for a meditation tape. This guy started with nothing, remember. He read *Think and Grow Rich* 43 times!

Jo Han: Forty-three times? [Laughter] All right...

Joe: He still reads it today. He says *Think and Grow Rich* is what turned his mind around. And, this is the real key, Napoleon Hill in that book wrote a way for us to reprogram ourselves. What Bill Harris did was keep setting goals. Now I call goals "bold intentions" in spiritual marketing because I think it is a purer way of talking about the same way of achieving an outcome.

But, for Bill Harris, he started with nothing, he now makes \$8,000,000 a year selling meditation tapes. He still reads *Think and Grow Rich*. He still sets goals.

He still reads *Psycho-Cybernetics*, the book by Maxwell Maltz. And, he still credits this philosophy, this way of looking at the world, this idea that you have a magic wand in your own brain, and all you have to do is state the goals that you want to have, work towards them, while looking at everything that happens as a way of bringing you towards the goal, no matter what happens.

Think back to the doctor who called me an hour ago and thought that his labels were falling apart, that he wasn't getting his results. He actually was going in the direction of getting his results. Part of his step in this process, for him, was calling me.

Jo Han: Wow.

Joe: So, these books...and I can also tell you the book that most influenced me was *The Magic of Believing* by Claude Bristol. I read that book...I've probably it about eight times so far. I read it first when I was 15 or 16 years old. That's what told me about the power of the mind and the power of belief. And I used it to achieve what I thought were record-breaking success stories when I was a kid! And, that book's still in print. All of these books are evidence.

I would truck them in as evidence that there is a spiritual, there is a mental, and there is this inside-out approach to getting the results that you want. And, all of this is the kind of thing that we are going to be talking about at the Spiritual Marketing Super Summit. And, I'm going to say one more thing and then let you ask your next question, Jo Han.

Jo Han: Good! Go ahead.

Joe: I am so blown away by Bill Harris reading *Think and Grow Rich* forty-some times that I just, today, ordered copies of *Think and Grow Rich* and I'm going to give them, I going to give one copy to every person who attends my event next month at the Spiritual Marketing Super Summit because the book changes so many lives!

It first came out in 1937, and it's still changing lives. And, people are still doing master mind groups and going for goals and achieving them and constantly raising the bar. I want everybody that's being with me, that's hanging around me, that's going to come to our event to have the book, too! I ordered it today.

Jo Han: So, guys if you are listening right now, you know what to do if you want to get your free copy...Are they going to be autographed, Joe?

Joe: I can certainly autograph it. I'm not Napoleon Hill, but I'll put my "Joe Vitale" on it, sure.

Jo Han: Wow! So, guys, you know what you do. So, Joe I'm going to go ahead with my next question.

Joe: Okay.

Jo Han: And, it's sort of optimistic viewpoint through what you've just presented. We're talking about books like *Think and Grow Rich* and Maxwell Maltz' *Psycho-Cybernetics*. Okay. We are talking about, you know, changing... creating results from the inside out.

Dr. Joe: Yes.

Jo Han: Robert Scheinfeld recently wrote a book called *The Eleventh Element*.

Dr. Joe: Yes.

Jo Han: And, he has this concept of an Inner C.E.O. So, the question for you, Joe, is do you have an Inner C.E.O. or do you have another name for it?

Dr. Joe: Wow! I didn't see this question coming at all.

Jo Han: Right. [Laughter]

Dr. Joe: Great, great question. Well, first of all for the people who don't know, Bob Scheinfeld is a long-time friend, a client, a guy who is also made millions of dollars using the spiritual marketing approach to doing business. He has a home study course. I've promoted it. I think I wrote a new release for him at one time. He and I spoke at the same seminar that John Harricharan had promoted a few years ago.

Bob does have a new book that was a number one best seller a few weeks ago called *The Eleventh Element*. And, part of Bob's approach to spirituality in business is learning how to write clear requests and submitting them to this, well to this Eleventh Element, to this energy vortex that can help bring you to it and it to you. But the thing that he talks about that Jo Han is referring to, is that he says you have an inner C.E.O. that can veto your request. Isn't that correct? Am I saying it right, Jo Han?

Jo Han: This is absolutely right, Joe.

Dr. Joe: Yeah. He says that there's the inner critique or inner advisor that can veto a request. The inner C.E.O. can look at what you are asking for and say, "No, this is not right for you. This is not right for your life plan and so we're not going to allow it to go through." This is a very interesting concept. And, I've actually wrestled with it. Again, I know Bob. So, I'll just tell you my view on this.

I believe that we have an inner guidance system, that we have this inner radar within us that nudges us to go in the right direction, but makes us uncomfortable if we start to go in the wrong direction. I think it's like those...most streets have these little bumps down the middle of them that are a little like speed bumps, but as soon as you start to go asleep while you're going down the road if you weave over the line you hit these bumps which shake you and are suppose to say, "Oh, get back in your lane. Stay on the road that you are going on." So, I believe that there is this inner guidance system that's telling you when you're on track.

Probably everybody on this call right now, knows that they are supposed to be on this call. When I sent out my email, something that was in them probably said something like, “Yes, make time for his call, write it on the calendar, this feels right.” I think the same thing is going on for those people who are considering taking the Spiritual Marketing Super Summit event next month. There’s something inside you that’s saying, “Yes, I need to go to this. I need to do whatever I can to go to this. This is exactly right for me.”

If, for some reason, that is not what is going on inside of you and you’re thinking to yourself, “Oh, this is a load of B.S. and Joe and Jo Han don’t know what they’re talking about. And, Joe Sugarman and Bill Harris and all these other guys might be doing great, but that’s probably a lot of luck more than anything else,” then I think you need to pay attention because that could either be a negative belief that’s stopping you from actually achieving what you want or it could be your inner guidance system saying, “Yeah, don’t go to this event, because there is something else that you need to do instead.”

So, I would agree that there is something within us Jo Han that guides our way and it tries to keep us on track. And, it’s different for everybody. That’s why I can’t become the Gestapo-like persuasionist and just come on with hard-sell tactics that convince people that **“You need to go to my [www.SpiritualMarketingSuperSummit.com](http://www.SpiritualMarketingSuperSummit.com) event. You need to be there in Austin next month.”** I can’t do that with any integrity, because it may not be right for some people.

So, am I answering this for you?

Jo Han: Yep. You just said something interesting.

Dr. Joe: Yeah.

Jo Han: You know, on the same date as your event, Joe, I believe that Yanik is having his birthday?

Dr. Joe: Yes.

Jo Han: Yanik Silver... Yes, right, so, you know...

Dr. Joe: Let me interrupt and let me just say something about that.

Jo Han: Yes?.

Dr. Joe: When I announced that I was hosting the Spiritual Marketing Super Summit, I started gathering speakers. You are going to be speaking there. Tom Parish, who is recording this call, is going to be speaking there. And, Joel Christopher, who is letting us use this phone bridge, is going to be speaking there. And, I have many speakers who’ve never spoken before. Well, as soon as I announced it, I started lining all of these people up, I suddenly heard about Yanik Silver’s event, which is happening the same weekend.

So, I called Yanik. He's a dear friend. Good guy. I strongly endorse what he's doing. And we both agreed -- You know, there's six billion people on the planet. There's more than enough people to go to his event and my event.

Neither one of us looked at like a competition. In fact, I promoted his event! I put it in my next newsletter and said, "Hey, Yanik's doing his thing the same weekend as mine and if you don't feel like going to mine and for whatever reason want to go to his, by all means go to it."

So, I again encourage people, "Listen to your own inner guidance. Listen to your own inner compass." If it's important to go to Yanik's event, go to it! If it's important for you to stay home, stay home. If it's something where you realize that, yeah, the Spiritual Marketing Super Summit's gonna do things like "remove self-sabotage forever and show you how to make a million dollars or more in 2004 using integrated marketing," then sign up for the Spiritual Marketing Super Summit! But, throughout it all, trust yourself!!

Jo Han: Whoa! You know something, Joe; you are just oozing so much wisdom. [Laughter] I believe you've been in business for really, really long time. I believe you've been definitely in business longer than many other people out there.

Dr. Joe: Yes?

Jo Han: And, you once made a very interesting statement about business being the best teacher of life.

Dr. Joe: Yeah.

Jo Han: And, I definitely couldn't agree more. You were taught really, really young, but being in business has taught me so much. Can you explain more to me about why you made that statement?

Dr. Joe: Yeah. I think I write about that whole concept in my most recent book called *Adventures Within: Confessions of an Inner World Journalist*.

Jo Han: That's my favorite book by you.

Dr. Joe: Oh, really? It's my most intimate, my most personal one. It's kind of an autobiography I wrote many years ago. But in it I talk about business as a path of self awareness, as a path of growth, and a path of love. And the reason that I said that, is that I realized that I had been doing...this is going back two decades...I had been doing all these seminars like the reincarnated version of "est", was "The Forum." And I did the "The Forum." And I did the "Fire Walk". And, I did Robert Fritz's "Directional Mind Approach". I did seminars with Stuart Wilde and Barry Neil Kaufman. I was exploring all aspects of my psyche, and in my mind, in other worlds, and past lives and this, that, and the other. Some of it was pretty intense. Some of it was confrontational. A lot of it was a little wild and woo-woo.

But, I realized, you know, that the greatest teacher of all was simply going into business for yourself! Talk about having to stretch yourself. Talk about having to face your fears. Talk about having to learn to get along with other people. Talk about learning how to stretch your mind.

I mean, everything that I was going to these other seminars for I could get just by putting a shingle out and saying, “I am now in business,” because it brought up fear. It brought up risk. It brought up dreams. It brought up going for those dreams. It brought up limitations. All those things I think happen in business and if we are smart, if we’re brave, and if we are on this path of self-awareness and self-evolution, we will all go forward no matter what our fears are.

So, I think that business is the great teacher. For example, some people on this line know they need to be at the Spiritual Marketing Super Summit, but they may have a fear within themselves that’s saying something along the lines of “How am I going to afford it? What’s going to change in my life once I go there? What’s going to be different once I come home after I go to that event?” because those kinds of questions are reminding them that they will change by going to the Spiritual Marketing Super Summit. This is a big deal for people. We all know that we all don’t like to change!

We want things to be predictable. That’s why McDonald’s are so much of an empire on the planet. People want to go where the food is predictable. They’ve had it before, it was good or adequate anyway, will go back to it because it will be adequate again. It may not be the greatest, but it’s predictable. We don’t want change!

And, I’m saying in business, you have to change if you want to succeed! That brings it up for you. It puts your face right in it. So, business to me is the greatest self-help teacher there ever was. That’s my answer...Maybe a long winded one, but that’s my answer.

Jo Han: Oh, this is a really great answer. You know, really, the only thing comfort in life is it really does change. You know?

Dr. Joe: Absolutely, right.

Jo Han: So, Joe... Well, you’ve come a long way and actually, you’re known as the authority of highest in marketing. Like, you are going to be the world’s foremost authority of reinventing best selling books on the highest of marketing, like: P.T. Barnum, Bruce Barton, Robert Collier, and John Caples, etc. What have you discovered about these guys, these remarkable individuals that you can share with our listeners?

Dr. Joe: That’s a really great question and probably would take a long time to talk about, because I’ve written, as you point out, books on almost all of those...

Jo Han: Right.

Dr. Joe: ...or articles on them, explored them all, and certainly studied them all in great fascination. But, in brief, since I know that this is only going to last for a few more minutes and then we'll have a wrap-up.

Jo Han: Yes.

Dr. Joe: But in brief, P.T. Barnum for example, taught me about looking at the world with these eyes wide open for opportunity. I love P.T. Barnum, that man was a marketing genius. And, of course, he did integrated marketing.

If he were alive today he'd be doing internet and radio and television and, you know, sky writing, and anything else you can think of. He wouldn't do just one thing and he taught me that. But the one thing that I always admired about him is his respect for people. He never said, "There's a sucker born every minute." He didn't say it. He didn't think it. He didn't write it. He was more inclined to believe, as the title of my book on him says, "There's a customer born every minute." And, he looked around to always find, "What would these people like?" What would they really want? What would they want to buy?

And, I remember the story of how he saw a little boy in Connecticut by the name of Charlie Stratton. Now, everybody else saw this same little boy. Everybody else saw the little boy and all they did was say, "Oh, he's cute. Isn't that a shame, he's not growing."

P.T. Barnum looked at the same little boy and said, "That could be a superstar!" He renamed him "Tom Thumb - General Tom Thumb," gave him status, put him on the lecture circuit. Put him out there in the world and he made Tom Thumb one of America's first superstars. Tom Thumb became a multi-millionaire, lived a glorious life where he met kings and queens and became a celebrity of the greatest standing and one of the most well-loved characters of all times. We still know his name today, and that's because P.T. Barnum had these eyes for an opportunity.

So, he reminds me to "take the blinders off," to not look at nails everywhere, and start looking for opportunities everywhere, and to see what I can turn into one. So, that's one thing that I learned from P.T. Barnum.

Bruce Barton was also fascinating. I wrote my whole book on him, *The Seven Lost Secrets of Success*. He was a congressman, a Presidential candidate, a celebrity businessman. He wrote many best selling books, like: *The Man Nobody Knows* and *The Book Nobody Knows*. And, I think the greatest thing I learned from Bruce Barton was the idea of sincerity. Barton knew that people can be....people have a B.S. detector. They can tell when you're lying, misleading, or trying to. I mean, if people are really tuned into their own inner compass, and then again this is going back to we are all connected on an energy level or on a spirit level. And, if we do pay attention to that level, we get signals that say that, "Yeah, that guy's full of it" or "Yeah, that guy's a genius!"

And, so Bruce Barton honored that. He didn't try to deceive people. He knew that sincerity would ultimately sell; that enthusiasm, of course, is contagious. So he only wrote about, he only shared the things that he sincerely believed in. And,

of course, I'm walking that same path, because that's how I treat the people on my newsletter. When they sign up at [www.mrfire.com](http://www.mrfire.com) for my newsletter, they only get things that I have personally sampled, personally used, personally know about, because they are trusting me to be a scout. So I'm sincerely taking care of that honor and taking care of my people.

Robert Collier...how I love Robert Collier. His book, *The Robert Collier Letter Book* changed my life when I read it. I was an okay writer before reading it. I became a hypnotic writer after reading it. I still love that book. I think you can get it today at [www.RobertCollierPublications.com](http://www.RobertCollierPublications.com) or just do a search for it. You're bound to find it. It's back in print.

And I learned story telling. I mean I learned things from all of these people, but with Robert Collier, he was such a brilliant storyteller. He would begin to tell you a story and then weave and wander away as he talked about something else equally fascinating, but not end this story until he was done telling you everything else, and then at the end he would close the story and you will have read this wonderful teaching tale. So, probably just as I'm telling stories about Barton, P.T. Barnum, and Collier, that story telling technique is something that I learned from Robert Collier. I think he was a brilliant hypnotic writer, maybe the first.

John Caples...I am a disciple of John Caples. Get all of his books, like *Tested Advertising Secrets* and all the other ones that you can find in print. Probably the thing that I learned most from John Caples is the idea of testing. He always believed that you want to research everything. You want to keep writing different headlines. You want to keep tweaking your copy. You want to keep working on a different angle, but you don't know what's going to work until you test it. Test your headlines. Test your P.S.s. Test your offers. Test your concepts. Test your website. Test your ideas, everything! I learned that from John Caples.

I mean, I can go on and on, but these guys were geniuses in their own right. They are all well worth studying today, whether you get my books on them or just do the research on your own. I mean, they're geniuses. Study them.

Jo Han: Oh, I just wanted to know - the lesson of the history of Dr. Vitale.

Dr. Joe: [Laughter]

Jo Han: So, Joe, we don't really have much time left, so I'm going to ask you about another two questions.

Dr. Joe: Okay.

Jo Han: My next question is, you know, everything that is on this call, I mean that everything that you've explained so far is all really, really good. But I think, the burning question that is probably on everyone's mind is uh, "Can your spiritual marketing methods work for anyone?"

Dr. Joe: Oh. Yeah, and that's probably the shortest answer of all to that question. "Yes!"

Jo Han: Yes? [Laughter]

Dr. Joe: Absolutely!! No doubt about it. No limitations. No exclusions. No prerequisites. No requirement. No college degree. You don't need anything else to make it work for you. I mean, you don't have to read *Spiritual Marketing* to make it work. You don't have to read *Think and Grow Rich* to make it work or *Psycho-Cybernetics*, or *The Magic of Believing* to make it work.

You need to know "it's possible." You need to know in your own heart, your own mind that it's possible. Then start to play with ideas and ask yourself, "Well, if there is a spiritual dimension to the world and we are all inner-connected on this energy level and I can somehow influence the results that I get out there, how can I go about it?"

I think I would encourage people to ask these mental directed questions. And, what I mean by that, instead of asking questions that led you to a negative experience, like asking, "Well, how will something like that work for me?" or "What's the method that will work for me?" ask something that is more open ended, like: "I wonder how I can make Spiritual Marketing work for me in a way that Joe Vitale and Napoleon Hill and Claude Bristol and Joe Sugarman never even thought of?"

So, you open your mind to new possibilities by asking questions that take you into new dimension. So, the short answer is, "Yes, the spiritual marketing methods will work for you." And then the longer answer is, "Find your own method."

Jo Han: Whoa. Find your own method?

Dr. Joe: Yes. Right.

Jo Han: Joe, I'm still a little confused when you say, "Find your own method."

Dr. Joe: Yeah.

Jo Han: And, I'm sure many other marketers have their own formula so they just don't know it. Is that what you're trying to say?

Dr. Joe: Do you want me to elaborate on that? Is that what you are saying?

Jo Han: Sure. Yes, just a little clarification, please.

Dr. Joe: Sure. When I say, "Find your own method," I guess what I'm saying is "tune into that guiding principle within yourself that may show you your own personal shortcut."

What I mean by that is when I wrote *Spiritual Marketing*, I fine tuned the processes of deliberate creation into these five steps that I talk about in the book. And, real quickly, since people may be curious, I'll first say that you can read the book online for free at [www.mrfire.com/spirit](http://www.mrfire.com/spirit). You can buy the book, of course,

at [www.Amazon.com](http://www.Amazon.com) or at [www.1stBooks.com](http://www.1stBooks.com). But, you can read it online at [www.mrfire.com/spirit](http://www.mrfire.com/spirit).

So, in it are five steps. The first is: “Know what you don’t want.” Use that to select number two: “Choose what you do want.” Number three is: “Get clear of any limitations within yourself,” the negative beliefs, the things that may stop you from experiencing or receiving what you want. Four is: “To feel what it would be like to have the things you say you want right now in this moment.” Feel it now. And the fifth is: “To let go while taking inspired action.” So, those are the five steps.

Now, when I told Joe Sugarman this and he read the book, he said, “Well I only use two steps, which is: I state my intention; and I release it to the universe.” So, he does basically step two “choose what you want” and step five “Let go while taking inspired action” of my own formula.

Then, I’m interviewing people like Barry Neil Kaufman, who runs the Option Institute and has written such great books, like: *To Love is to Be Happy With* and he says, “Well, you really only need one step.”

One step? Okay, what is the one step? Then Barry Neil Kaufman said, “Be happy now.” Because when you are happy now in this moment you tend to go for and get more of the things you wanted all along that you were frustrated about. And, if for some reason you don’t get it, you’re still happy.

I also feel that if you go with happiness, if you pay attention to what Joseph Campbell calls “follow your bliss” you are tuned in to that inner compass within you. That inner compass within you doesn’t want you to be unhappy. If you follow the inner compass within you, if you follow your bliss, you are going to go in the direction of what is the shortcut for you.

So, when I say, “Find your own method for spiritual marketing,” I really mean that. I mean, look within yourself and ask, “What are the shortcuts for me?” For awhile maybe use Joe Vitale’s five steps as the training wheels for you. Then after awhile, take off a couple of those wheels and use Joe Sugarman’s bicycle with two wheels. And then after awhile, take off one of those and go with a unicycle and go with “Just be happy now” as you go for your dreams.

Jo Han: You’re a genius, Joe. [Laughter] I don’t think anyone could have put it better.

Dr. Joe: Well, thank you, too.

Jo Han: Joe, sure.

Dr. Joe: I don’t really know what you say to that, but thank you!

Jo Han: Joe, my final question is I think is a really interesting question that everyone out there wants to have answered or at least I think everyone wants to have answered is...Joe, you have so many books out there and everything, like you said you know, you have books in the thousands. Maybe like, I don’t know, but you have got way too many books and articles written out there.

Dr. Joe: [laughter] Yes.

Jo Han: But if I own many or all of books or maybe most of your audio programs, why do I still have to attend the Spiritual Marketing Summit? I mean, what's in it for me?

Dr. Joe: Yeah, that's a great, great question, very valid. And, the reality is, books by themselves aren't going to do very much. And, I am a book junkie telling you that. So you've got to realize that I'm a book addict. I'm a bookaholic. I've got books all around me. I'm sitting here with 5000 books around me. I've written books. I've read books. I've reviewed books, recorded books; I mean, buy books, share books, loan books. [Laughter] It goes on and on, because I love books!

But, books have only moved me ahead millimeters, just a little tiny bit, every time I read something. And, it had to be a really great book. It evolved me a little bit. I mean, I had to actually deal with somebody already using or living the book, in order for me to grow by leaps and bounds. This is why something like a Master Mind group is so powerful.

You can read something like *Think and Grow Rich*, a wonderful book. I mean, I just told you that I bought copies for everybody that attends the event! That's how much I believe in the book. And, one guy, Bill Harris read it 43 times. However, just reading the book will only stretch your mind a little bit, start to program you a little bit. It isn't until you start to implement something like the Master Mind Principle, which is in *Think and Grow Rich*, that you start to have massive breakthroughs and leaps and bounds of different changes in your life. And, watch your income dramatically soar from wherever it is, to wherever it can be. I mean, it just takes...it raises the bar and thinks the sky is the limit and it dissolves even that! So you can go way beyond wherever you thought before.

The reality is books do help you. Absolutely they help you! But, unless you apply this, unless you integrate this, it's not going to stick in any permanent way! That's why you need to go to a Master Mind group. Well, the Spiritual Marketing Super Summit, in part, is a Master Mind group! Just imagine, if you're in the energy of a room full of people who have already made millions of dollars, like Bill Harris, the speaker that we spoke about is one of our speakers! He is going to be at that event.

Cindy Cashman, who made millions of dollars by writing a book that did not have one word in it! She wrote a book called *What Men Know About Women*. Nothing. There's nothing in the book!

So, when you're in a room full of people of this mental caliber of this energy, it changes you on an almost DNA level. And, besides that, we're going to be doing some very practical things. Like, we are going to have "hot seats" on Sunday where a few people can, we'll take turns filling in the hot seat, where they tell us about their business, what their challenges are. And, then the speaker said, his gurus of business, including you, Joe Han and me and Tom Parish, who's recording the call, all of these people will give advice on how you can improve your business. Whether you're in that hot seat or you're in the room feeling that

bee hive of activity and that exchange of ideas, you're going to get things that you will not have gotten by just reading a book!

And, there are going to be things that happen at the Spiritual Marketing Super Summit that I can't even predict!! I mean, I don't know what all the speakers are going to share. I don't know what all of the speakers are going to have you do. I don't know what all of the speakers are going to give you.

Fr another example, I know that we're going to have....and, as I've said this is the first chance I've had to announce this....We will also have the opportunity for you to...now, I'm pausing for a theatrical emphasis here [Laughter]...for you to...for you to record or to write, edit, and publish your own book that weekend!

You'll have the idea for it on Friday morning. You will create it using a system that we will put in place there at the event, and you will leave Austin the following week with your printed, bound book in your hands!!

So, all of these kinds of experiences, including that one, do not come from just reading a book!

Jo Han: And, our friends at your event will actually have the opportunity to meet a Mystery Guest. Is this true?

Dr. Joe: Yes, it's true.

Jo Han: Absolutely. He's going to facilitate the whole product creation for that, right, Joe?

Dr. Joe: Right. Exactly, exactly. We also have entertainment that's going to be going on. I mean...Robert Channing, who is one of my guardian angels who should be listening in on the call, he's also co-sponsor for this event, and the whole reason this is even happening. He runs [www.PowerPerformers.com](http://www.PowerPerformers.com). But, he's also a famous entertainer and a mind reader. He's already predicted in advance what three people are going to be wearing at the event. He's not just saying they're going to be wearing clothes. He's going to be very specific. And, he said if he is by some crazy chance wrong, he will refund every person's ticket that came to that event. He will give everybody back their admission price to attend the Spiritual Marketing Super Summit. I mean, is this pretty wild? So, this event... you're not going to get all this from sitting at home reading a book.

You've got to be in this experience. And that's really it. Being is what changes your life. And probably that's about the last thing I'm going to be saying here.

Everything that happens in your life comes from that "being" level. And that "being" part of you comes from a combination of your energy, your beliefs, your thoughts, as well as what you're doing. If you go to an experience like the Spiritual Marketing Super Summit, you're going to upgrade your being. You'll be downloading almost invisibly these new programs, these new ways of thinking, these new ways of doing and you'll start implement...implementing them automatically. It's not like you're going to come back from the event and

say, “Okay, now I need to do this. Now I need to do that.” It’s not going to be that systematic. There will be some of that. I mean, you will be taking notes.

You’ll be hearing from people like Scott Hallman, who’s brilliant at giving you a lot of “to do’s” to help you find missing income in your business. And, so you’ll have some of that. But, I’m saying you’ll start to see opportunities that you didn’t see before. You’ll start to take on the eyes of somebody like P.T. Barnum or Barton or Robert Collier or John Caples or any of my speakers. So, anyway, Jo Han [Laughter], this has been great and I can just keep on talking because you ask such great questions. My Lord, I’m impressed! And it’s 4:00 a.m. over there or 5:00 a.m. now!

Jo Han: Joe, are you going to be anything special for our callers this afternoon?

Dr. Joe: Well, here’s the deal. First of all, I think that since Christmas is coming up I do need to make some type of fantastic offer. And, Robert and I agreed that for everybody listening if you go to [www.SpiritualMarketingSuperSummit.com](http://www.SpiritualMarketingSuperSummit.com) or you call **1-866-592-6327**, and I’ll give the number again in a second, signup between now and Christmas Day...signup at any level, we’ve got three levels, so they’re all affordable...there’s a Premium, there’s a Gold, and there’s a Basic level, surely one of those you can fit into your budget...signup for any of those and you can bring a guest for FREE! You can bring a guest for FREE!

Jo Han: For free?

Dr. Joe: So, this means, you can split it with somebody else or you can bring a business partner, you can bring your spouse, you can bring your dog. I don’t care. Bring whatever you want to bring as your guest. So, call 1-866-592-6327, that’s toll-free in the U.S. 1-866-592-6327 or go online to [www.SpiritualMarketingSuperSummit.com](http://www.SpiritualMarketingSuperSummit.com) and signup between now and Christmas Day. You can attend, but you can also take a friend for free!

Jo Han: Wow! That’s a heck of an offer, Joe!

Dr. Joe: Well, I think it is. So, Merry Christmas, and I hope that people jump on it that’s on the line! So everybody that called in from all over the world, I am so flattered that you’ve called and so flattered that if you’re still listening, that you are still listening. And, Jo Han, thank you. I am so grateful for you! You are such an amazing person! I’m so grateful that we met a couple of years ago and finally met in person almost a year ago, and that you’re coming to the event and you’re going to be speaking. Thanks for getting up early. Thanks for doing this call.

Jo Han: No problem, Joe, really.

Dr. Joe: Tom Parish, I want to compliment him. Tom has been recording this. And, Joel Christopher, of course, let us use the bridge line.

Jo Han: Yes. We are really so gracious of Joel. Thank you everyone and thank you everyone for listening. And, well, Merry Christmas! [Laughter]

Dr. Joe: Merry Christmas!

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