

John Reese: Hey dude, stop killing people for a second.

Frank Kern: What?

John Reese: Hey, pause the game, real quick.

So check this out, I'm looking at a survey that some one did to BizOp people. What percentage of people do you think didn't take any action? These are people that already bought ... They bought the thing, they got the all the training, but they didn't do anything at least up until the first 90 days.

Frank Kern: An just nothing?

John Reese: Yeah, they haven't done anything yet. Like, they didn't start.

Frank Kern: 30%

John Reese: Higher.

Frank Kern: 50%

John Reese: Higher.

Speaker 5: 2,000%

John Reese: 72.3 %

Frank Kern: Is this like, marketing type stuff? Does that count?

John Reese: Yeah.

Frank Kern: So, people that buy in our community as well?

John Reese: What do you think the issue is?

Frank Kern: I don't know but ...

John Reese: Because I think if we can solve that, it would help a lot of people. It could change the rate at which people consume information to learn how to do stuff.

Frank Kern: And they might actually do stuff.

John Reese: Exactly.

Frank Kern: The ugly truth, I have no idea. But I know who will, and he's in town.

John Reese: Who?

Frank Kern: Tony Robbins. I know him.

John Reese: He won't talk to you.

Frank Kern: He totally will talk to me.

John Reese: All right.

Frank Kern: He's been waiting by the phone for me to call. Watch.

John Reese: Prove it. Prove it. Prove it.

Frank Kern: Watch. All right, let's go, let's drive up there right now.

John Reese: Prove it.

Frank Kern: Okay.

John Reese: All right. Let's go.

Frank Kern: Let's go. We're going.

John Reese: All right.

Frank Kern: I'm already there.

John Reese: Done.

Frank Kern: Okay.

John Reese: I'm going to finish this up first.

Frank Kern: Hey I guess I should try to call and see if he'll let us come in, instead of just like showing up.

John Reese: Doesn't he have like a troupe of armed guards and stuff?

Frank Kern: I think he does. I think you have to get in ...

John Reese: He has his own SWAT team, doesn't he?

Frank Kern: He does have his own SWAT team.

John Reese: The Robinites or something they're called?

Frank Kern: Let's see if we can get past the guards here. Hang on. And then we can see. All

right. See if it'll work. We've got the dialing.

Robin: Hello, this is Robin for Tony Robbins.

Frank Kern: Yeah, can I speak with Tony please?

Robin: May I ask who's calling?

Frank Kern: This is Frank Kern.

Robin: Oh. Frank Kern. You know what he's in the middle of a suit, but let me grab him. One sec.

Frank Kern: Okay.

Tony Robbins: Frank.

Frank Kern: Tony, what's up?

Tony Robbins: Good things man. How bout you?

Frank Kern: I'm good, hey listen. I've got John Reese here with me on speaker, so don't say anything negative about him because he's very sensitive. Listen, we got a serious issues that I think is affecting our market and we need your help. We actually don't know if we can solve this problem, but we think that you can. So we want to barge in today, we're kind of riding around anyway. I know you're shooting and stuff, but if you got a couple minutes and we could pop by, that sure would be helpful.

Tony Robbins: Okay. Well I'm honored [inaudible 00:02:41] help me. Come on in I look forward to seeing you.

Frank Kern: Okay. See you man.

Tony Robbins: All right man. Look forward to seeing you John. Bye bye.

John Reese: Good. See you.

Frank Kern: Well off we go. What do you want to listen to?

John Reese: Gangster rap?

Frank Kern: Of course. All right. Let's listen to gangster rap.

John Reese: That's what we always listen to when we get fired up about making money and doing some business.

Frank Kern: This had the hustle. It's the hustle. We're always just knee deep in the hustle.

Hey. Don't do anything embarrassing

John Reese: I won't.

Frank Kern: I can't ... Listen, last time I took you somewhere it was a fiasco. We're not invited back to Kim McCarthy's house anymore, I'll tell you that right now.

John Reese: So why are we in a hotel anyways? Doesn't he live in the area?

Frank Kern: I can't reveal that type of information, but they use this place a lot to shoot stuff because it's got a really nice background.

John Reese: Oh so they're out filming different ...

Frank Kern: Nice outdoor stuff.

John Reese: Guests and interviews and TV commercials?

Frank Kern: Yeah. Now I don't want any trouble out of you. Don't ... You know. Have you been drinking or anything?

John Reese: No.

Frank Kern: Okay.

Hey man.

Speaker 5: [inaudible 00:03:47]

Frank Kern: How's it going?

Speaker 5: Come on in.

Frank Kern: All right. Thank you.

Tony Robbins: Hey guy.

Frank Kern: What's up?

Tony Robbins: How you doing man?

Frank Kern: What's all this?

Tony Robbins: Doing a little leadership film.

Frank Kern: That's awesome.

Tony Robbins: Good to see you.

Frank Kern: All right. Thanks for having us man.

Tony Robbins: Hey how you doing?

John Reese: [inaudible 00:04:00]

Tony Robbins: Well come on in. I'm curious to ... What this major problem is that you got to see me right away about. It sounds like a setup to me.

Frank Kern: It's a setup, yeah. I told John it was an intervention about his glue sniffing problem.

Tony Robbins: Come over and sit on my lap.

John Reese: Yeah, it's okay.

So we were doing some talking and the big problem in our industry, we think is a bit of a mystery. No one has the exact answer ... We were actually talking about trying to figure it out that so many people in our market get these courses that, him and I both for our own respective businesses spend hours and hours of time recording these ... Building these education products. These training products to show people how to grow a business or build a business. But there's this large segment of our customers and our market that we're in, that really don't get results. They don't do anything, or they're ... For whatever reason it's not for them. We were just talking about how great it would be if there were so many more success stories. Right? Like ...

Frank Kern: If everyone who actually bought stuff, not necessarily just our stuff but all of the stuff within our community ... If the people who bought it ... Everyone who bought it actually used it and followed the directions and followed through, how amazing that would be. Like what we would accomplish as a community as a whole if that happened. So our challenge is, what needs to happen ... What kind of shifts need to happen to get people to follow through? To get people to actually use the products?

Tony Robbins: You're talking about the same mystery that people have of why does somebody get that fat where they're out of control and they hate themselves, but then they go out and have a piece of chocolate. Or why does the person who the doctor has just told them has cancer, lung cancer, that you got to stop smoking and studies show that 70% of the people just keep on smoking. So you're not talking about a minor issue here, right? It's part of life. But there is an answer because there are people that do follow through. And there are people that never did before and they never followed through in their life, and now finally they break through. And that's what I try to focus on is what those people do.

Frank Kern: You know if fat, broke, stupid, sick, and lazy people watched the news, believed that shit, sit around worrying about the recession instead of getting off their ass, getting a job ... I'm not going to do that because that clearly produces result B that I don't want. So I want result A. So I look at people who have produced result A. In my case in the business world I look at people like you, people like Dan Kennedy ... What do these guys do? Okay I'm just going to do that to the best of my ability. And sure it's like, oh no I can't write copies as well as Dan Kennedy. Or I don't have as much energy and drive as Tony Robbins. Well so what?

Tony Robbins: But you didn't start there. You didn't start out as Frank Kern.

Frank Kern: I mean I've got as much as I've got. Yeah.

Tony Robbins: You started out trying to make how much? Come on.

Frank Kern: \$300.

Tony Robbins: Oh what?

Frank Kern: A week.

Tony Robbins: A week. Right?

Frank Kern: \$300 a week. Yeah.

Tony Robbins: And you failed at that in the beginning didn't you?

Frank Kern: I failed pretty miserably. Yes. But it was effortless to fail. I was ... I mean it was just like natural.

John Reese: Yeah.

Tony Robbins: But truthfully you went from \$300 to ... I remember you said ... The first time you believed if I remember was when you made like, \$2500 in four or five days?

Frank Kern: It was five days when I was on vacation.

Tony Robbins: While you were on vacation?

Frank Kern: Yep. That was when the true internet marketing dream was realized.

Tony Robbins: Right.

Frank Kern: Because I sold a downloadable product and I wasn't even there. Didn't have to ship anything. I was like, oh my god this was so great. \$2500. And to me that was a gazillion because my rent was, I think, \$400 or something.

Tony Robbins: And when you told me that story before, and you just did it again, you get so ... Big grin on your face. You get more excitement on your face then when you talk about doing ...

John Reese: Lights up.

Tony Robbins: Doing 18, then when you talked about doing the 18 million. Which I know you're proud of that. I know you didn't get all the money but you made \$18 million for somebody in 24 hours.

Frank Kern: Yeah.

Tony Robbins: But look at your face. It's like no one here's excited as \$2500 in five days baby.

Frank Kern: Yeah it's the same thing though.

Tony Robbins: It is.

Frank Kern: I mean the \$2500 was just as ... There's no difference.

Tony Robbins: No there's even more. Because there was a moment when you recognized what was possible. But you didn't recognize it until you actually experienced it. But you only experienced it because you had to.

Frank Kern: Right.

Tony Robbins: You had to keep going until you found it. Just like you did.

Frank Kern: Yeah. Absolutely.

Tony Robbins: You had to keep going until you found it.

John Reese: It is like the validation that the fear doesn't have to matter anymore. And that you don't ... There is no other ... That not having the plan B, and knowing that you're going down the one path towards what you want it's the validation in your brain that hey this works. It may not work yet on the level I want it to, but it works. I've just proven it to myself.

Tony Robbins: Right.

John Reese: And for that I win. It's game over I have already won because I have proven it to myself.

Tony Robbins: Right.

John Reese: So it validates everything in my mind, that I want to do now just at a higher level and doing more of it. That's it.

Tony Robbins: Right. You just now leverage ... You can now just stack it. So what do these people need to get started? Why aren't they starting? We all know the answer. It's fear. But the difference with you guys or me or anybody who's followed through is, we're more afraid of what life would be like if we don't follow through than the person who's willing to settle for what they got and hope it'll change, and maybe purchase something for the moment and then not follow through on it. It's almost like people ... Overachievers have a little more fear. They're a little more afraid of missing out. They're afraid of not being there. Or they got a strong enough reason to follow through. So I'd say if you looking at home, you want to give somebody some value, go where do I start? I'm sick of this. That's a damn good place. That's probably why they bought the product in the first place, but now their not ...

Frank Kern: To escape from that for just a minute.

Tony Robbins: What's that?

Frank Kern: They bought the product to escape from that state for just a moment.

Tony Robbins: Just for a moment.

Frank Kern: Yeah.

Tony Robbins: So guess what? What makes people excited is progress. You don't have to be at the goal yet to feel alive again. You have to make progress. And the first step to progress, is making the decision and buying the product. But then they don't do the second step, which is opening the damn thing up.

John Reese: I think another powerful distinction that you're hitting is the fact that a lot of people that have breakthroughs in their lives, like including Frank and I both in different success stories ... Situations, whatever you want to call them, is that people typically hit rock bottom ...

Tony Robbins: Yeah

John Reese: Before that must is a reality.

Tony Robbins: You're right. You're right.

John Reese: So in thinking of that, because a lot of things as well we hear in marketing like, if you had a gun to your head right now and you had to make money 48 hours what would you do? And that really resonates with people, but ... So I just wanted to bring this into the conversation because I think a big part of the market of all these people aren't people that have their backs completely against the wall yet ...

Tony Robbins: That's right.

John Reese: Okay, so they're not in a must situation yet. They're in a desire situation where they're okay in their lives. They do have big dreams and ambitions. They do want greater things, but it's not pushing them yet to the point where they will do what it takes to have the must.

Tony Robbins: To master something.

John Reese: So what do you think? How do people go from not having ...

**Section 1 of 4** [00:00:00 - 00:10:04]

**Section 2 of 4** [00:10:00 - 00:20:04] *(NOTE: speaker names may be different in each section)*

Speaker 1: [crosstalk 00:10:00] What do you think? How do people go from not having their backs against the wall when they have no choice to say, "I'm totally sick of this," to conditioning their minds to go from their situation where they always ... maybe okay, to getting something greater?

Tony Robbins: Think about this? What pisses you off and what excites you? It's all relative. \$2500 excites him more, that memory to this day, than even the million bucks he did in his first 24 hour version. Or you breaking the four minute mile. A million bucks. That must have been out of your mind. Tell me about that for a second. What did that feel like? You make a million bucks in 24 hours, nobody in the history of the internet's done it.

Speaker 1: Euphoria. Just unbelievable. It wasn't even about the money.

Tony Robbins: That's exactly right.

Speaker 1: It wasn't really about the money.

Tony Robbins: No it wasn't.

Speaker 1: I wasn't thinking like, "Oh that's how many cars I can buy." It just wasn't. It was just breaking through another barrier of progress.

Tony Robbins: At that point it wasn't about your back to your wall. At that point what it was really about-

Speaker 1: It was a further point from my fear, is what it really was.

Tony Robbins: Further point from your fear and for some people. I think in some cases it's also a recognition of who I am and what I'm capable of. For somebody whose life is already great, this is about, "What if I could take on another skill that could create more freedom for my life?" And just saying, "I'm not gonna go out and try to do it all perfectly right now. What I'm gonna do for the next eight weeks, I'm gonna do ... I'm gonna create a little ritual. I'm gonna do one thing a day to condition my mind. So I get strong. So I follow through. I'm gonna read something. I'm gonna listen to somethin'. I'm gonna immerse myself. I'm gonna go for an intense jog or I'm gonna

go lift weights, but I'm gonna do it consciously to get in a state where I'm gonna follow through." That's number one, because people follow through when they're in state.

Second. "I'm gonna get clear about why this is a must for me." It's not because my back's against the wall, but 'cause I want a masternary life that can create some freedom. I'm not going to master it over night, but I got the system. I got the plan. I'm gonna do one thing a day, I'm gonna work on one subject a week. This week's gonna be about figuring out what the right product or industry is. Next week's gonna be basics of building traffic. And each week I'm gonna make a little progress, and I'm gonna get to a goal, whatever that is. I'm gonna make a thousand bucks." "My 300 bucks in a week." "I'm gonna get to my 2500." That first 2500's the most excited.

Frank Kerns: Unbelievable.

Tony Robbins: The first \$300. I remember-

Speaker 1: It's the most life changing too.

Tony Robbins: It is the most life changing. I remember I was supposed to be a truck driver making \$24,000 a year because I'd be making the most anybody in my family had ever made.

Speaker 1: How'd that work out for you?

Tony Robbins: Yeah, real well. Thank god I'm not driving a truck right?

Frank Kerns: I think you could pull the truck personally. [crosstalk 00:12:23]

Tony Robbins: I could pull it with my finger man. I could do it with my teeth. I could pull with my teeth right? 36 grand a year was my goal. If I could make three grand in a month. When I did that I was out of my mind. Then it was like, "Can I make ten grand a month?" Then it was ten grand in a day, then a hundred grand a day, then could I make a million dollars in a day? I had a day when I made 400 million dollars in a day, in Stock Buy, the company I took public. My personal stock.

Speaker 1: It was probably after I did it though, so it doesn't really count. I'm just joking with you.

Tony Robbins: You're right.

Speaker 1: People only remember who's first Tony. 400 million, a million, it's all the same.

Tony Robbins: Who cares?

Speaker 1: No I'm just kidding.

Tony Robbins: I'm not saying [crosstalk 00:12:53].

Speaker 1: Of course.

Tony Robbins: They told me when I was on stage. I had this audience of about 15,000 people at the Continental Center. It was during a stretch break. I was doing what I loved. Rocking the house. Everybody's going crazy. They go, "Your stocks worth 400 million bucks right now." I was like, "Wow, that's cool." I don't want to sound stupid, it's like, "What's next?" I went right back to what I left. Once you break through then it just becomes a game. The people that are getting your products have not yet broken through in most cases. The breakthrough happens by conditioning your mind every day. By feeding it a role model or story. It's putting yourself in a peak state when you follow through by getting physically strong. It's creating a little ritual of doing a little bit each day, and then you get momentum.

The most important thing of all is what we start out with. Why?

Frank Kerns: Absolutely.

Tony Robbins: Why is it a must for you? It doesn't have to be your, "against the wall," but it has to be something you're hungry for. The only difference in people is hunger. If you're not hungry get around people that are hungry and something will hit you. You watch a conversation, you get around people that are doing better. All the sudden you start going, "My life sucks."

I remember I went to a guy in LA. A multi billionaire guy. I'll never forget. I lived in the Del Mar Castle. I was really proud. That was like the symbol of me having taken myself from being poor to providing for my family this great place. It's built from castles in Europe, overlooking the ocean, not far from here. I went to this guy's house, he's a billionaire. He took me down to his wine cellar. I don't even drink wine. Went through this whole thing. At the end of the night I was depressed. I lived in the Del Mar tenement, as far as I was concerned. I really was. I was like, "I live in a crappy place." All my standards changed. All the sudden I wasn't going to settle for living in that. All the sudden my back was to the wall in a different way because as a man I knew I was capable of more.

People can change their standard by getting around where it's better. People can change their standard by getting associated to what's true. Like the bills they got to solve. The problems they got to do it. Or they can do it because they're excited because it's something new they want to take on. Everyone's different, but they got to find the, "why," and they got to come up with some daily rituals to get them going and just do a step at a time. That's where you get momentum.

Speaker 1: Awesome.

Frank Kerns: That is awesome.

Tony Robbins: Think about it. What's the holy grail between somebody taking action or not? It's one word. Certainty. When somebody is absolutely certain they ... the common word is, "believe," right? You can believe in a general level or you can believe with certainty. When you're absolutely certain that, "If I do this, it's gonna get that result. And that result's gonna change my life." You'll do it. When you think, "It absolutely is not going to work." You're never going to do it. The middle no man's land of, "Maybe it'll work, maybe it won't." That's the piece that kills people right?

If it's a must for you, you got to make it work. In our case right? As an example. If it's not a must for you and you're not sure, you don't know what to do. Years ago I'd look around and say, "Okay, how do people get themselves to follow through that haven't been following through? What's the difference?" I started interviewing hundreds of people, literally, eventually, thousands. I had thousands at my event, so I'd ask the group to give me their feedback.

Then I came up with this model. It's like the holy grail of belief. Or the holy grail of momentum. It's like the difference between what makes the rich get richer and the poor get poorer. The difference we all know, is mindset, but how is that built? This is what I did. I created this stupid, little, four little boxes. I'll scribble it here for you. You think about the first thing that determines whether you can do something or not, and I put that in this first box at the top, here on the left side. It's potential. What's the potential at the end of the day?

When you guys started you proved something no one had done in history. You ran the four minute mile. For golly knows how many centuries, they're trying to run a four minute mile, Roger Banister does it. How did he do it? Do you remember? You did it in this industry right? You made a million bucks in a day. No one had ever done that in history. After you did it, a bunch of other guys are doing it because it became possible. Roger Banister didn't just go physically practice, he made a shift in his head. He practiced in his head because he could never achieve it physically, so he had to change it in his head first, so that if the result became certain enough he believed it, and then his body got him through.

After Roger Banister ran that four minute mile, within two years 37 people ran a four minute mile.

Frank Kerns: That's amazing.

Tony Robbins: When no one in history had ever done it. Now here's how that works. The potential for anybody getting your product is extraordinary. They could do what you've done. As much, more, or less. They can do whatever they want to do, the potential is there. The market's proven that. Whether or not they tap into that potential has a lot to do with what action they take. Which is the question you came to me with right? "God, they have all this potential, but they're not taking action." We all know that the action they take is going to determine the results they get. That's pretty obvious. Most people have a belief about what they're real potential is no matter

what you tell them. That affects how much action they take. Of course, that affects the result and then, ironically, that result reinforces their belief. Their belief affects it.

I'll give you an example. Let's say a person has unlimited potential we all agree, but they take little action, little results, why? Because they have to start with a problem with their belief. They don't believe, "It's really gonna happen for me. Maybe for Frank Kerns 'cause he's got the cool hair and stuff. Or maybe it's for you because you're so driven, but it's not me. Maybe Tony Robbins, 'cause he's a freak, got these big teeth." Whatever their thought process is right? They got this thing right? What happens is, if you believe that there's very little potential, how much action are you going to take?

Frank Kerns: Nothing.

Tony Robbins: Nothing. Little. When you take a little potential with a little action what kind of results are you going to get? Lousy results. When you have little results what does that do to your belief? You go, "See. I told you this was a waste of time. Told you this wouldn't work." Then what happens? You tap even less potential. You take even less action. You get even worse results and your belief gets even weaker. This sucker feeds on itself until you are in a downward spiral.

Frank Kerns: It's poisonous.

Tony Robbins: It's poisonous and it's self fulfilling. Now, what if something could happen that could come along and fill you with a sense of absolute certainty. Not like, "I believe," but I mean, when you know. In you guys' case, mine as well, we knew because we had to.

Frank Kerns: Right.

Tony Robbins: We burned the boat so there was no other option. We had to find a way. We weren't going to live that way. We all did it in different ways and for different reasons, but in essence that was it. If you get yourself in a state of certainty, that this is going to work, "I'm gonna find a way. And if this doesn't work, I will make the way." Then you tap a lot more potential. When you're certain in your potential you take massive action. When you take massive action, you really believe in something, you get great results. When you get great results your brains goes, "See I told you I was a stud. I told you this thing would work out." Now even stronger. You tap more potential, take greater action, greater results.

That's how you went from 300 bucks in a week to 2500 in five days, to 100,000 in a month, to a million bucks in a day. Same thing with you. We get momentum. That's why the rich get richer and the poor get poorer. Now, some people go out and they go, "Well I'm gonna take a bunch of action. All right. I'm gonna open this product. I'm gonna try it." They'll say to you, "I even did it." It's like a salesman who goes and knocks on the door. He knocks on a hundred doors and says ...

Frank Kerns: "You don't want one of these do you?"

Tony Robbins: Yeah exactly right. Even if he doesn't say it verbally his face says it because he doesn't believe it's going to work, so his voice, his body, the execution is so weak. If he talks to 100 people somebody's going to buy out of pity. They don't want his kids to starve right? He's not going to get the result. The core difference in people is how do you produce certainty when the world isn't giving it to you? You go out and you try. In your case, your 100,000 in debt, nothing's working. How do you keep yourself going? The way you did it, the way I did it, the way you do-

Section 2 of 4 [00:10:00 - 00:20:04]

Section 3 of 4 [00:20:00 - 00:30:04] (NOTE: speaker names may be different in each section)

Tony Robbins: Working, how do you keep yourself going? The way you did it, the way I did it, the way you're doing it. We may not done it consciously, is, we didn't change our potential. That was there.

It wasn't even taking more action, taking more action [inaudible 00:20:12] is not gonna work, it's not gonna change anything. We got results in our head that made us feel certain as if it had already happened.

True or false for you?

John Reese: True

Tony Robbins: All right, so give me an example, so people know I'm not just making this crap up.

John Reese: Well, I mean, just like when I had nothing. I already knew I was driving like, Ferrari's and Porsche's and stuff, because I always wanted those cars. I already knew I was going to have them, it was inevitable.

Tony Robbins: Right.

John Reese: I inevitably, you know, that was just my inevitable outcome.

Tony Robbins: But how did you do that, did you have a ritual? Did you think about it regularly? Was it one time you thought about it? Or was it something you had an obsession towards?

John Reese: I had an obsession towards it. I mean, I used to work at a video store, which was the last job I ever had in my life.

Tony Robbins: Thank God.

John Reese: I used to go to work almost everyday. I used to bring two magazines with me to read on my breaks, Entrepreneur Magazine, just to read about business and everything else, read about what other people are doing. Look for role models. And

I used to carry an auto trader with me. I used to look at Porches that were for sale.

People always used to ask me, "What are you doing with that auto trader magazine?" I'm like, "Well I'm just picking out the Porsche that I'm gonna buy, when I'm ..."

Tony Robbins: Which probably got you a lot of crap.

John Reese: It did, people made fun of me. I actually had a boss at that job tell me, "You know, you really shouldn't do that to yourself, John, because it's very, very likely that that is never gonna happen. It's very likely that you're never going to have that car." That's the kind of belief he was trying to put in my head. I was like, "No, you don't realize that it's inevitable that I will drive here, sometime in the near future with that car, when I'm not working for you, and drop movies off you to put back on the shelf."

That actually happened, it was one of the most fulfilling days of my entire life.

Tony Robbins: Oh, you're kidding?

John Reese: That great thing was when I pulled up in this car, I was in, you know, my mid 20s.

Tony Robbins: What kind of car was it?

John Reese: It was a Porsche 911 Turbo, it was a convertible and everything. It was a beautiful car.

Speaker 3: [inaudible 00:21:59] Porsche

John Reese: Yeah, what I always dreamed to happen. You know, for a few years ago I would circle the ads, which one I was gonna buy. When I finally got and I pulled up at the store. You know, I had all this people, some people that were still working at this seven dollar an hour job, were there years after I left.

I'll never forget this, even the boss and stuff. The reaction of people was like wow, that is awesome.

Tony Robbins: Yeah.

John Reese: Is that your dad's car? All I said to them was, "Not exactly."

Tony Robbins: Good for you.

John Reese: I just smiled and just left, but it's the weirdest thing, I just knew it was going to happen.

Tony Robbins: But you knew it because-

John Reese: I conditioned myself-

Tony Robbins: You did it over and over again. When I was in high school I was not a popular kid, but I passionate and intense, I'll never forget some people, particular girls gave me some crap and a guy too, and I wrote them in their journals or their annual year book, at the end I wrote, "You treated me like hell. Some day I'll be rich and famous and you'll be an effing truck driver, and you'll be sitting there. I'll be with this beautiful woman in my life, rich and you'll be watching me on television thinking you wish you would've treated me better." I actually wrote this shit in people's annuals. So I went to ten year high school reunion [inaudible 00:23:06] but it's like I burned the bridges, baby. This is how it's gonna be.

So I'll give you a perfect example of this, you know, they did studies [inaudible 00:23:16] where they want to say how much does the mind affect performance? So take basketball, I've worked with a lot of NBA players and turned them around. One of the problems many of them will have is they'll choke on the free throw line. Everybody know in that case, if you normally shoot really well and now you're not, something's interfering, something's getting in front of stakes, some uncertainty, right, obviously.

So they took and a group and said, "we're gonna make them better." How do you make somebody better whose got this mental block? So they take a group of guys, make them do free throws, and they do one group where they just practice for six weeks, totally intense practice, I forget the number of free throws but they gotta do this many free throws every day. Take a second group and then have them not practice at all. Obvious. And they take a third group and they don't let them touch a basketball, all they do is have them practice in their mind but the key is, it's not practice makes perfect, it's perfect practice makes perfect, as corny as that sounds. So these guys see themselves making the shot every single time. Conditioning their mind and body that it's perfect every time, they're not interrupted by a reality that would screw with them.

So at the end of six weeks, they tally it up and now they give them a test to see who has the highest free throw percentage success. What do you guess it's gonna be? Well the obvious person says it's not the guy who didn't practice. But which one is it, the mind or is it the ones that actually practice.

John Reese: I'm assuming the mind.

Tony Robbins: You would assume it because it's true.

John Reese: Right.

Tony Robbins: You intuitively know the truth, that practicing is not enough, it's getting yourself so certain so many times that now when you go to do it there's no hesitancy and you execute. It's having that absolute certainty that makes you tap your full potential,

take massive action, get massive results, be reinforced having stronger belief, this is what makes somebody a star at anything.

John Reese: It's like Jack Nicholas, the golfer.

Tony Robbins: Yeah.

John Reese: He's visualized every shot and where it was going, landing right where he wanted it before he hit it.

Tony Robbins: Every single time, and what do most golfers do?

John Reese: Every single time. They just take a practice swing and they kind of hope for the best and point in the right direction and hit it.

Tony Robbins: And some of them, if they had some really bad hits, what are they really focusing on?

Speaker 3: [crosstalk 00:25:15] I don't want to do.

John Reese: Exactly, exactly.

Tony Robbins: And that's the same thing here. So I'll show you a stupid little physical technique for this. So stand up for a second, so try this for a second.

Just put your feet together and then put your right index finger straight out in front of you like this. Okay. And all I want you to do is turn clockwise comfortably, as far as you normally turn, just notice where you naturally stop. Go ahead and turn clockwise, people at home can do this too. Keep your feet straight, notice where you stop, come back around to me. Back around to me. Okay, good. You're really good at this, right. Drop your hand. Now let's do something really simple. Close your eyes, and you don't even have to visualize, just feel. I want you to imagine your finger coming back up again and this time see and feel it coming up, don't actually make it happen, but feel like it's happening. Imagine in your mind you're actually doing it, you're seeing it, you're feeling it, and then make it like a game where you turn twice as far this time. Like you're a little kid, you know, and somebody measures you and you go, "I'm taller, come on measure me this week." That desire to do a little further.

And then in your mind do it again, your feet are straight together, and in your mind feel your finger coming up, see it coming up, and imagine going three times as far this time. And then one more time, bring your finger up and you're like an owl. Your feet are straight, and you turn all the way around, comes all the way around to the front, see it and feel it and enjoy it each time like it's a game, like you can't wait to go for it and you know you do, every time. Then when you can feel that, it feels good, then open your eyes and now put your finger straight in front of you, and turn as far as you can comfortably and see what happens this time. Go.

Speaker 3: [inaudible 00:26:50].

Tony Robbins: Now notice, I don't know if the camera's got it, but you don't even have to ask the camera, you can ask yourself. Come back around. Did you go further this time, yes or no?

Speaker 3: A lot further, I think about 50% further.

Tony Robbins: A lot further. 50% further, how much further for you?

John Reese: About the same.

Tony Robbins: Yeah. The average person will go 25% further, now here's the question.

Speaker 3: We're superior.

John Reese: We're superior.

Tony Robbins: There you go [crosstalk 00:27:10].

Speaker 3: White finger pointer.

Tony Robbins: So did you have the potential to turn as far as you did the second time the first time?

John Reese: Yeah.

Tony Robbins: Why didn't you?

John Reese: I didn't believe it, I guess.

Tony Robbins: We have beliefs about stuff we don't even know we have beliefs. You have an unconscious belief about how far you can turn comfortably.

John Reese: The first time I did it when I pointed straight back, I thought I probably shouldn't even go that far, like it was gonna hurt me or that I wasn't capable of going any further.

Tony Robbins: And how much further did you go this time, I mean the camera knows it.

John Reese: I pointed over there.

Tony Robbins: That's exactly right.

John Reese: About over there.

Tony Robbins: Now here's the difference, the potential was there the first time, and you took action and you got a result, but it was 50% less than what you did later on and the only difference was that I changed your belief. How did I change your belief? We didn't work harder on your potential, we didn't take more action, I got you to see the result in advance. I got you to see it vividly two or three times, that's all. I'm going further and then your brain went, "oh I know what to do." Boom. It went there. Isn't that what you did by looking at your cars every single day and envisioning it? Isn't that what you did when whatever the vision was, it was 300 dollars, 2500 dollars, a million bucks in a day.

That's what's missing for these people, they're not getting that execution is everything but it doesn't happen if you don't get the psychology state of total certainty. You just changed that 50% in three minutes worth of visualization, and visualization is only one technique.

Speaker 3: That was a poor visualization for me cause I was losing my balance with my eyes closed, but I was kind of lopsided so I got one good visualization and rest of the time I was like, "I sure hope I don't fall down on camera with my eyes close because I'm gonna look really dumb." So you don't have to do it, you don't even have to be good at visualization, you can still get the improvement.

Tony Robbins: So I want you to ask the question, what is that difference in people? This changes people's certainty. People are uncertain they're gonna succeed, they want it, but they're afraid. The best way to deal with a fear is get a big enough reason that makes you have to succeed or condition yourself where you see it and feel it so often that you're certain, that you just do it. That's all it really takes.

Speaker 3: That's awesome.

John Reese: Awesome.

Speaker 3: I was thinking this while you were talking about going to the [crosstalk 00:29:06].

Tony Robbins: Sit down so we can hear this and then we'll go.

Speaker 3: You were talking about working in the video store and looking at the Porsche and stuff, I used to drive around in my car, doing the cold calling of the credit card machines, and one way that I would void cold calling, the pain of cold calling and knocking on doors and everything, would be to listen to your stuff and listen to Jim Rohn's stuff.

Tony Robbins: Wow.

Speaker 3: I would just drive around, no particular destination, just to listen to it. Strangely I still like to drive around, I prefer to listen to that stuff in the car for some reason.

Tony Robbins: It's where you got imprinted.

Speaker 3: I guess, I mean it's like well, just drive up and down the coast and check out the ocean view.

Tony Robbins: Yeah.

Speaker 3: So I went driving around and I would envision myself holding those types of seminars, and teaching people that kind of stuff, and three weeks ago I was teaching a seminar in San Diego and I was talking about beliefs and envisioning things and I had to stop, I shared with the audience, I was like, "you're not gonna believe this but I actually used to envision this very moment of me talking to you right now."

Tony Robbins: Wow.

Speaker 3: So really, really, works. Definitely works.

Tony Robbins: Wow.

**Section 3 of 4** [00:20:00 - 00:30:04]

**Section 4 of 4** [00:30:00 - 00:39:35] (NOTE: speaker names may be different in each section)

Frank: Talking to you right now, so it really, really works. Definitely works. Makes a difference, I'd say.

Tony: I'll tell you what, I worked with Andre Agassi in 1993 I think it was. He'd been number one, he dropped to 32nd in the world, and he was literally ready to quit, with no exaggeration. His father was managing him, and he was so angry with his life. He went through some, I think wrist surgery at the time, and he's working on his swing.

He was dating Brooke Shields. At that point, they weren't married, and not his current marriage obviously. She said, "You've got to come see Tony." He goes, "I don't need motivation." She goes, "He's not motivation man, he's strategy. He'll show you how to make that shift in your head."

So he comes. I worked with the guy. In the beginning he's saying do your magic stuff. I go yeah great, thank you. I said, "Tell me, have you ever hit a tennis ball perfectly?" I'm trying to get him in the zone to remember that time, like you visioned, where he was perfect at it. He goes, "Of course I have." I get him to vision it over and over again.

Finally he's in the zone. He's feeling that again right. He's seeing it and he's feeling certain and the swing is going perfect. I said, "How's that feel?" "It feels perfect." I said, "But are you thinking about the swing? You're not thinking about the swing. You're not thinking about how to do it. You're just seeing the result you want so vividly that it's there."

All I did was train him how to go on that [inaudible 00:31:07] over and over again. He won the next weekend. The second weekend he came in second. Within six months, he was number one in the world again and he gave me unbelievable credit. But all it was was conditioning the mind. You did it with tapes, so did I.

We were just talking about this earlier, Pam and I. I used to go, when I was 17 years old, down to downtown Los Angeles, this place called Knight Education. K-N-I-G-H-T, like in the Knight. I'd save up all my money, worked as a janitor, and I would get these tapes and listen to these things over and over and over again. I went there for years.

I didn't have enough money and I leveraged everything I had, but I knew how to train my mind. It's the one thing I knew how to do. This man's name was Mario. I saw him in his 80's. He obviously knows how my life turned out and was very proud of the role he played in that process. He used to tell people the story. This guy's the real thing. He didn't just start out this way. This is how Tony did it, he listened to these tapes, he conditioned himself. This is the real stuff.

He passed away a few years ago. I'm calling his house and he passed away. His daughter was there and she wanted to share with me how I touched his life and so forth. But the best thing was, I thought you know what, I want to get those tapes. I want to get that stuff that conditioned. I want to go back to that moment, like you did, of that moment was visualizing, now I'm living it. She said, "He left all this in his will to you."

I have all these tapes now that are from the time when I originally went through and ... I'd go to sleep and I'd be sleep tapes that conditioned my mind to believe that I could succeed even when I was sleeping or to build energy in my body. Anybody who wants to succeed has got to know it doesn't just happen.

You can buy a product, but you also with that product have got to condition yourself. You've got to make it a must and you've got to get a ritual. If you do it, whatever you used to dream about you thought was so huge, you'll just live it. You'll live it like you lived this yesterday. We're all living the life that we envisioned. Because we had to and because we played this game with our head.

We got the belief to be real by seeing it enough times and feel it enough times until our brain believed it and then it made it happen.

John: Which raised the potential, which made us take more action, which got us better results, which raised our beliefs again.

Tony: That's right. That's why the rich get richer and the poor get poorer. Instead of bitching about it, change it. This is how you change it.

John: It's like a self-fulfilling prophecy.

Tony: Completely.

Frank: It's pretty easy to change. Just that one simple exercise was amazing. I'm still like holy crap. I wonder what else I can do now if I just set me ...

Tony: But look what most people do. Most people do the opposite of that right. They get the product or they think about doing it and what do they envision?

John: It's not working.

Tony: That's right.

Frank: Yeah, the excuses that they have ...

Tony: They envision it not working. Soon as they envision it not working, they feel uncertain. Soon as they feel uncertain, how much potential they tap? Little if anything and so they send back your product and they didn't listen to the damn thing.

Guess what? What does that do by the way? They make that as another lousy result in their life. I didn't even follow through on that and they believe even less. This process is the holy grail. It's where the whole game changes and anybody can do it and they can do it in a few minutes. If they do it a few minutes each day, then they get a different life. They do it a few minutes one time, their life changes for the day.

We're defined by our rituals. Everybody's got rituals, certain things they do every day. What we three have in common, and anybody I know of who has a life that they're living that was once a vision, is we saw it again and again, again, even when it didn't work, even when you lost 100 grand, even when I'm working as a janitor. There was something we would not give up on.

If somebody watching wants to change their life, they've got to decide what they won't give up on and then put themselves in the state of momentum by a couple little rituals. That's all it takes.

John: I think especially when it comes to anything related to making money, like making money products or promises or courses, people are so inundated with scams and all this garbage, true garbage, that their natural thinking is that they're so skeptical. It's like they fall into the conditioning of, well if anything's ever going to work, that thing has to prove it to me before I believe anything.

When they go to approach the thing to make more money with, they're like well I'm starting at zero and this thing has to prove to me that it has any potential at all before I believe that it will. Don't you agree with that's the case?

Tony: Unfortunately it's the case. But here's the truth. When somebody says to me, in my

business even more because a lot of people think I'm a motivator. I hate that term. That's never been what I've done. I do believe in energy and I'm passionate. They see 10,000 people in a room rocking, they go oh he's motivating them.

I believe in peak state. You get a top athlete, you get in a concert and you get in state, right? The problem is, to defend themselves so they won't be disappointed again, they lower their expectations. Someone will say to me, "Well I'm skeptical or I'm pessimistic." My response to them is, "No man, you're gutless."

It takes no guts to be skeptical. You don't have to have any capacity to be a critic. Now with the web, you don't even have to own that you're the one being the critic. You can burn somebody anonymously right. I said, "You know what, it takes guts to believe. If you think somethings going to do it for you without you putting your guts on the line, you might as well forget it right now."

This idea that I'm skeptical or they got to prove it to me, it's the biggest lie. What that really is is your fear talking. You're so scared of failing, you don't even want to get your hopes up. If you don't get your hopes up, you might say well what if they get their hopes up and somebody gets disappointed?

How many disappointments have we experienced in our business careers and in our lives? The difference is some people think disappointment, let it destroy them. Other people think disappointment, let it drive them. You get to choose. Are you going to turn this thing into why it didn't work and a bunch of stories and excuses or are you going to take this thing that didn't work and figure out what are you going to do to make it work?

It may not happen the first time, the second time, the third time. But the people that are relentless find the way. It's the common denominator in all these guys that are kind of our friends or family, the money masters, the new money masters. They all did it with will. Nobody here inherited this stuff. Everybody figured it out.

Frank: Mm-hmm (affirmative)

Tony: And keep figuring it out, and it's going to keep changing. You say you know what, 99% of the money being made is being made by 1% of the people because only 1% of the people will condition their mind and condition their body and follow through some daily rituals. The rest will tell a story about why it didn't work, how it wasn't their fault. You got two things in life. You got results or you got a story.

John: Too many people think that that 1% is somehow entitled to it and they're not, which is just all in the head. It's all a belief.

Tony: It's all that. Which can be changed with some conditioning, basic conditioning.

John: You just proved it to us.

Tony: Yeah, that's fun. That's why I made Get the Edge and Personal Powers. Because I understood that from the very beginning. Originally it was 30 days and years later people would say, "You know I've heard all the great results and everything else man, but I don't have 30 days." I'd be behind the glass, focus group, watching these people and I'd want to shake them. You don't have 30 days to change your life?

I thought, okay I'll make it seven days. Just one ... Because after seven days you get momentum. Think about it. When do people's lives change? In a moment. It doesn't change in ten years. Your life may have sucked for ten years but there was one moment when your life changed. The moment you decided. You said no more and I'm doing it and you kicked yourself in the ass and you made yourself go do something right?

When you finally said enough, no more, I quit or let's being or I love you. There's a moment when somebody's life changes. That can be gotten in a couple of days. People watching don't have to wait until they've mastered everything. They got to get started and do what's next and just put themselves in a state where they start making some progress.

John: There it is. I think that's the answer that can help solve that problem with a lot of people if they'll just pay attention to it and do it.

Tony: The bottom line is, all three of us and some of the people that we consider as family that are part of this process, we've all done well and we don't need to do this stuff. We're able to do this stuff because underneath it all people can see in your eyes Frank, when you talk about \$2500 you made that day and the joy.

Or you talking about not willing to settle. Just I don't care what they say. They tell me I'm going to sit here and I should lower my expectations. I'm going to be driving my car in here and they're going to be delivering a video to me.

There's something inside of every human being that will make it click. That'll make it so that today is not like yesterday and tomorrow will be different forever. That process is an emotional hook. What I hope is people watching this stuff, maybe something in here will piss them off enough or remind them of something or say there is a plan and it isn't just luck. If I just get my big enough why and I get a little system for conditioning myself. If I start to feel overwhelmed, I just do one next step, and I keep learning and keep moving forward, I will get there.

If we accomplish that out of this conversation then this conversation was kick ass and fun not just for us, but it'll be something that we'll be really proud of long time. Whether that happens or not really has nothing to do with us, but whether or not people take it in as real and do something with it. I hope they will.

John: I think a lot of people will.

Frank: I think they will. Thanks a lot for meeting with us.

John: [crosstalk 00:39:19] Thank you. Appreciate it.

Frank: Interrupted your shoot here.

Tony: Yeah, go back to the next one.

Frank: Go back to the next one.

Tony: Thanks guys.

John: Thanks.

Frank: Yeah.

John: Appreciate it.

Frank: Really appreciate it.