



Interview with John Assaraf

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Bart Baggett Interview with John Assaraf

Bart: Good evening, ladies and gentlemen, this is Bart Baggett and welcome to the final episode of 100 Coaching Tips. We have had an amazing ride. If you're in the coaching, speaking profession of helping others, then you know this has been one incredible season.

We've had some amazing speakers and all unrevealed, just revealed the secrets to what's made their practice great. And tonight I really think is going to be the best one yet.

If you're not familiar with what we're doing at 100 Coaching Tips, make sure that you're opted in to the email list. There's lots of free resources, and on the upper middle side, it says, "download all 24 interviews." If you're new to it and you missed some of the speakers, we talked to some amazing people like Rand Stagen, Michelle Schubnel, Rhonda Hess, Chris Widener, talked about all different ways and business models for coaching. I think it's been like an MBA for an individual coach, so whether you're a business consultant, coach, or a speaker, there is lots of tips to be had.

And I want to remind you that the season is closing out, this is the last interview, so if you want to grab the 24 interviews, click the button that says "download all 24 interviews now." I know that I'm looking forward to taking those transcripts, putting them in my iPad, because I've got a long flight ahead of me, and re-reading some of the transcripts and some of the pearls of wisdom that the coaches have given us. And those prices, like I said, those prices will be going up, they'll be going away, because we're closing the season on September 7th. So check out the "download all 24 interviews now" button and make sure you're into the 100 Coaching Tips member area.

Without further ado, let me bring on my guest of honor. We racked our brain of who is the coach's coach, who is an individual that would not only bring lots of value to the call, but also somebody that could really help you supercharge your practice.

Now, not everyone on the phone call is a coach, some of you are business consultants, some of you are speakers. All of you have an interest in changing the lives of other people.

And tonight's guest, John Assaraf, is somebody that has really changed the life of hundreds of thousands of people. You probably know him best from a segment in

the movie, *The Secret*, which was a worldwide phenomenon. But way before that movie, John has been an entrepreneur, he took a little company called Remax from 0 to over a billion dollars in sales when he first came to the USA and also had a very troubled youth and overcame it to outstanding success.

I've got this beautiful bio in front of me. Most of you know what he's done and I'll tell you from a personal perspective, having known John for almost ten years now, he is an authentic, he is transparent, and of all the gurus that you could sit with and study with, John is the real deal. In the last 25 years, he's built 5 multimillion-dollar companies, written 2 New York *Times* best-selling books, *Having It All* and *The Answer*. And John's current company, PraxisNow, is a research and development company that creates some of the most powerful evidence-based training programs and tools in the world.

And I've got to tell you, you've probably seen John on the *Larry King Live Show*, *Anderson Cooper 360*, *Donny Deutsch*, *Ellen DeGeneres*, he's just done some amazing information, but I'll tell you the reason he's here tonight is I don't know anyone from a personal or professional level that is so congruent in his ability to get people to do their best. John, I've known him personally, and there's so many gurus, there's so many experts, there's so many people that say they live a certain life? But I'll tell you, I've met John's kids, I've been at his house, I've met his wife. John is the real deal.

And so, John, I just have to say thank you for being our closing expert and welcome to the phone call.

John Assaraf: Well, thank you, Bart, hopefully I'm the opening expert, not the closing expert, and so it's great to be on with you.

Bart: You really have cut a wide path and you also, you know, have so much to share. Tonight, I want to really pick your brain about how coaches and people in the helping profession can expand what they do, and I think you've got a lot of things to say about how people can help other people.

John Assaraf: Yeah, I've devoted my life initially to personal development and growth myself, and then the next, you know, 50 years of my life is really being devoted to sharing everything that I've learned with others, just to make, you know, their lives and their journey here on this earth a little bit brighter and a little bit more wonderful and enjoy it.

Bart: Now when you first started a real estate company, you've had three or four successful companies, do you consider yourself a coach when you were taking these real estate salesmen and helping them get to a billion dollars? I mean, is that where the root of your coaching ability came from or is that more of a sales hat that you were wearing about 10, 15 years ago?

John Assaraf: Well, I think, you know, having been coached and/or mentored by some very, very successful, you know, business owners who got me involved in personal development, really to help me understand that within me there was greatness, within me there was the ability to become more and in becoming more, I could earn more, I could do more, I could give more.

And so, you know, I look at it as, you know, they were lifting me up as they were climbing and they taught me how to lift others up as I climb and as I go through the highs I climb, as I go through the lows I climb. And all I want to do is just be able to shine, you know, any light on anybody's path that is willing to listen, and also wants to just have a purposeful life where they're proud of it.

And I could tell you, you know, you mentioned something earlier about getting into a lot of trouble as a kid. I didn't have a purposeful life, I didn't feel like I was worthy or deserved success. As a matter of fact, I felt the exact opposite. But it was because other people saw things in me that I didn't see, and guided me when I didn't know where I was going, that I think, you know, I found a way now not to just build companies, but to also help others, you know, on their path to achieving whatever their potential is. And so it's been a wonderful journey.

So do I consider myself a coach? I guess I coach some people, I consult, I coach, I motivate, I inspire, I cry with people, I laugh with people. So I think we wear a lot of different hats doing what we do. And so I personally don't call myself a coach, but I definitely do coach people.

Bart: Now, a lot of people that have, you know, come to your seminars, in the last five years, you've got a company called PraxisNow. And you've really mastered something that I think a lot of people started maybe 10 years, you know, 10/15 years ago from NLP to affirmations, all these things were the kernels. But what you're doing now is so profoundly different than what else is on the market.

What pulled you toward, I mean, you built businesses, in my opinion, you've taken sales teams, you've had people in seminars, I've been one of them, sitting in your seminars, like you've watched people try and transform and yet they stumbled.

John Assaraf: Yeah.

Bart: I mean, what is it that you feel like this is the, you know, the kind of secret puzzle that not a lot of people know about?

John Assaraf: Well, in building companies and specifically working with sales people who were on commission, at one point I had 1,500 people in my real estate company, and I'd give them the training, we'd buy the books for them, we would bring the authors of the books to train them, we would help them develop the plans, and some people took off like rocket ships, and other people didn't do anything with the blueprint. I mean, this was a blueprint for the gold mine.

And I just got fascinated with, you know, why is it that some people, you know, grab onto strategies, tactics and information and apply it and other people don't?

And that really led me into a field that I was very, very passionate about for a long time in my life, and that's just brain research. I was always fascinated with thinking and psychology and beliefs and behaviors and perceptions. And what happened in the last, probably about ten years, is there's some really new discoveries around neuroplasticity, that's really the brain's ability to be pliable and moldable, almost like, you know, you can take a tree and prune some of the leaves or some of the branches and then they grow back. Well, the brain has the ability to grow new neuro connections and what I found out was that some people gathered a lot of information but didn't have the, I'm going to call it the software or the neuro circuits to actually apply that information, while others just did.

And so that just led me into working with some pretty brilliant people at Loyola Marymount, at Jefferson University, in Harvard, and several other major places around the latest brain research of what causes people to behave versus gather information.

And when I was building one of the companies that unfortunately I had to close a few years ago, one coach, I built it for seven years and then closed it after a three-year partnership break up, you know, one of the things that we did that was very, very different than everybody else is, although we worked with people on what they should do, what we also did that nobody at the time was really doing was integrating a retraining of their brains at the same time.

And I can tell you, that when we were working with business owners, which was really our focus, the average business owner increased their revenues by 62.5% in the first 6 months. And when people say, "Wow, that's great for companies that are doing, you know, 500,000 or a million or 100,000, you know, what was the secret?" And the secret was integrating a change within the neuro networks in somebody's head and giving them the blueprint of what they should do on Monday at 8:00, and Monday at 10:00, and Monday at 12:00, and then holding them accountable to a new behavior long enough for it to become a habit. And that's when I really started to see the correlation between the information gatherers or the people that took action for a day or two or three or four or a week, and those who sustained the thinking patterns and the behaviors.

And when I started my new company, Praxis, I said, "Well, I'm going to do everything in my power to associate with some of the top neuro scientists in the world to understand the latest in brain research as it relates to changing beliefs, changing habits, changing perceptions, so that behavior changes in conjunction with that. And that's really where we have the breakthroughs, because about 18 months ago, we started to work with clients and organizations and professionals and coaches and people from all over the world, I think we've got about 9,500 or 10,000 people who are using our brain retraining programs, and the results have been nothing short of amazing because we're working at the level of cause versus the level of effect. And so as much as I'm big on personal development and, you know, getting the latest, the greatest information, everybody that's on this call knows that information's wonderful, but it's, you know, it's useless for the most part unless it's applied.

So, that's really the last transition from my last company to this and so anyway, I'll let you continue asking questions.

Bart: Well, one of the reasons you're the last interview and the highest profile is my partner on this, Steve Davis, he said, "You know, Bart, if you could get John Assaraf on this series, I would be so tickled." And I'll tell you why. Because he was a customer of One Coach, a happy customer.

John Assaraf: Oh, my!

Bart: And he tripled his revenue in three months by following your systems. And so I got to tell you, even though that company is not, I wish some of that content was available, and hope it's available through your brain, because you created something, without you being there, had such a profound effect, and since most of

our listeners are coaches at some level, you really have created a system for people to triple their revenue. And up until just now, John, I thought you gave marketing strategies and you gave, you know, Dan Kennedy-esque direct responses, because he was like in a cleaning business. But you're saying it was accountability, it was strategy, but then the brain part, that's the missing piece, right?

John Assaraf: Yeah, if you don't have the part that actually takes action consistently, you really don't have the methodology needed. And, I mean, everybody on this call, you know, who's a coach knows that, you know, in many cases they've given their clients, you know, advice, they've given their clients exactly what to do, and a lot of times they get fed the excuses. And they get fed the stories, and they get fed the reasons why we can't.

And so we know from a scientific perspective that accountability is a huge, huge differentiator and that's why, I mean, I love the coaching business because we can get people in the environment that's going to cause them to take action where they normally wouldn't.

When you can add the internal retraining of their brains around beliefs and habits, what you find is, if you do any of the brain research on your own or read some of the stuff that we produce, you'll find that based on the latest research, 96-98% of everything that we think about and everything that we do is based on something that's going on in the implicit memory system or the implicit part of the brain.

And we gather information at the explicit part of the brain. We have discussions where we say, "Yeah, I know that, I've heard of that before," "Oh, yeah, yeah, here's my goals, oh, yeah, that's what I want to do, oh, that's what I want to do, oh, that's what I want to achieve, here's where I want to go, these are the charities I want to support." But unless there's a congruent match between what's happening in the explicit, declarative part of the brain, which is the part of the brain that you can declare things and say things, and the implicit, non-declarative part of the brain, then you're going to have chaos. And when the brain's in chaos, it'll go to the path of least resistance, and the path of least resistance is just doing what you've always done.

And there's a whole bunch of science around this, around the motor cortex and what causes the reward system to kick into place or not kick into place and what causes the fear centers of the brain to light up.

And so I've taken the science behind the way the brain operates and have really gotten to the point where we can help people reduce the fear or the doubt or the anxiety part of their brain that holds them back and really calm that part of the brain down, while you light up the reward center and the motivational center of the brain and really connect it to the frontal lobe part of the brain, which is the CEO and executive director, that really wants to achieve more and is really responsible for, you know, all of the day to day actions that you take or don't take.

Bart: That's so incredible. Now, I remember there's something that you used to talk about, called the RAS part of the brain. Do you still teach that? Because I have a very funny story about that actually.

John Assaraf: Well, I don't teach it as RAS now, only because the reticular activation system is something that was talked about when Maxwell Maltz came out with his book, *Psycho-Cybernetics*, and so the RAS system, there really isn't a RAS system per se. Now we know, see, if you go back to the books of the '60s and '70s and '80s and even the '90s, most of what you read in those books, 99% of it is obsolete.

So the idea of the RAS, the reticular activation, or the relay station of the brain, is correct, but it's actually known as the thalamus. And now we know a little bit more about, you know, whether it's auditory or kinesthetic information, where it's going in the brain, what part of the brain is lighting up, and so now we have a much clearer understanding from a real science versus what we, you know, discussed back then, which was really pseudo-science.

Bart: It was a theory.

John Assaraf: And we took our best guess.

Bart: It was a working theory about what was going on.

John Assaraf: It was more of a, it was a working theory.

Bart: Now you've got like—

John Assaraf: Yeah, yeah. So now there's much more accurate information of exactly what's going on to the best of our known knowledge today. But you can share your story about the RAS anyway.

Bart: Well, it's interesting because when I was, I think I was in one of your very first seminars in 2003/2004, when you were discussing and kind of getting the kernel of this.

John Assaraf: Yep.

Bart: And I was writing this down and I was like, "This is amazing, this is all new for me, right?" And I realized that three years earlier, I had about four paragraphs in one of my recent books that actually use the RAS system. In a book that I wrote, John, I didn't ghostwrite it, I actually wrote it.

John Assaraf: Oh, wow. Isn't that great.

Bart: But here's what's funny, is I didn't get it. I didn't understand how important it was, I didn't condition myself like you taught me, I didn't use it on a regular basis, so in theory, I had a familiarity with it, but I didn't really own it.

John Assaraf: Right.

Bart: And after that seminar, I started doing the lessons you told me and I started doing goals, and it was a totally different way than I'd ever done before, you know, and I'm a guy who's been to every seminar that came along since I was 17.

John Assaraf: Right.

Bart: So what's so funny about it, is even at two years later, even if we learn something, we don't apply it, it's not part of our being, and then it doesn't really help us. I thought you'd find that amusing.

John Assaraf: Yeah, that is amusing and it's so true, you know, we've gotten, you know, to be a society that puts a lot of value on gathering a lot of information and of saying, "Yeah, I know that, yeah, I read that, yeah, I saw that, yeah, I know that." But the real time that you really know something is when you put it into action and you receive the stimuli from that action and now you have a visceral knowing and experience.

And just like every, you know, professional athlete practices their craft over and over and over again, if you think about why, you know, a runner runs a lot, why an archer practices, why a musician rehearses, why anybody who is really playing whatever game they're playing in life to the fullest, they've got this consistent repertoire of

constant reinforcement and re-emersion through different modalities to get better and better and better at their craft. And up until again, recently, we really haven't known the affect, okay, of let's say visualization. And I can share with you that let's say that I visualize making a free throw from the free throw line in basketball. And you actually are at the free throw line throwing free throws. The brain doesn't know the difference between me visualizing it and you actually doing it, but more importantly, what we've recently come to find out is the brain that is visualizing it is actually making the exact same neuro network or patterns in the brain as the person who's doing it.

And so when you learn the different ways to get into the part of the brain that's responsible for application of information, the implicit part of the brain, then you can go in through multiple modalities and you can reinforce a certain pattern whether it's around weight loss, whether it's around earning more money, whether it's around growing your business, whatever it is—because what the brain is consistently doing, is it's looking for patterns in the physical world that match the implicit memory system. And so if you're used to earning \$20,000 a year or \$50,000, it makes no difference, your brain is not looking for, on an ongoing basis, million dollar opportunities. You might be talking about them, using your declarative or explicit part of your being, but it's not what's happening at an unconscious level and what we are finding out now is information from the outside world enters our consciousness up to half a second before we are even aware of it. And so as much as people think they're in control, what's really happening is stimuli from the outside world is entering your consciousness and your unconscious brain is making a decision of, "Do I need this? Do I want this? Do I delete it? Do I distort it? Is it something that resonates and matches up with what I'm currently in need of or doing or afraid of or not?" And if there's any match, it keeps it, if there isn't a match, it deletes it or distorts it.

And so one of the keys in any type of personal development coaching and growth, is creating enough of an internal stimuli effect so that the new behavior, the new desired result you want is more real inside than your current results are outside.

And when you start to understand the importance of what I just said and you start to understand that just as much as we pay attention to exercise, we need to be paying daily attention to innercise. And that is training our brain to imprint the map of our new reality, the map of our new goals and desires so that it is burnt in there, so that now all the heavy lifting is done by your brain, causing you to think a certain way, causing you to perceive things a certain way, and more importantly, causing you to do things you have never done before.

So it really is, you know, as much as everybody's heard this before, it really, really is an inside-out game. When you win the inner game, you win all the outer games.

Bart: Now, if you were coaching, you know, the people on this call to expand their coaching practice, it is about the techniques or is it about their own internal limits of how much money they can make, because a lot of them have gone to coaching school, a lot of them have all these great processes, some of them may have even read all your books. How do they then make that leap, you know, into that six-figure earning or more, if that's what they want.

John Assaraf: Or more. Well, if you think about it, why does anybody on this call earn what they earn? You know, there's some people on this call that are making, I don't know, \$25, 50 an hour, some are making 100, some maybe 200, 300, 400, 500, 1,000, maybe \$2-3-4-5,000 for an hour of coaching. Now, what differentiates somebody who's making, let's say \$1,000 an hour from somebody who's making \$100 an hour? And the answer is really not that they know more, because there's plenty of people who know tons, who don't charge enough, and there's plenty of people who know very little that charge more.

And the answer is, it's their belief about what they are worth, it's their beliefs about what they believe they could make or help people achieve.

And so the question now becomes, well, if it's a matter of what I believe I'm worth, what is causing me to think I'm worth X? Whatever X is. And the answer is, all of your life's experiences, all of your environment that's supported those experiences, created a neural network or a pathway in your brain, and that pathway is what drives your life, that neuro circuit is what drives your life.

And until you change that, nothing really changes long term. You can use willpower, but for the most part, most people don't make long-term changes, they make short-term changes.

I did a seminar just yesterday for about 100 people that are in a program that I've got going on right now called Mastering Your Mindset and yesterday's topic was the science of habits. And really understanding that, you know, the old adage of "we are creatures of habit," what does that really mean? What is a habit? Where is a habit? What triggers a habit? You know, what's the cue or the trigger for a habit? What's the behavior and what's the reward? Because that's what a habit is, by the way, it's just an automated system that our creator created that once we repeat

something over and over and over again, or once we have a significant emotional experience that's wired into our psyche, you know, it can become a habit.

And so if you're habitually thinking of what you're worth or even unconsciously thinking about what you're worth, you're reinforcing a pattern. And the more you reinforce that pattern, the more you keep doing things in line with that pattern.

So when you ask, you know, what could people be doing, you know, that are on this call right now is, number one is question, you know, why do I believe what I believe about myself? Why do I believe what I believe that is possible or true for me? And when you start to question and start to look for the real answers of why do I do what I do, why don't I do the things I know I should be and could be doing consistently, then you start to have some different answers that'll put you on a different path.

And for me, I don't know why, but I was always very inquisitive, where I always wanted to know, why this, why not that? Why are you earning \$100 an hour and not \$500 an hour? When I started to really grasp this, probably about, you know, I made millions and millions of dollars many, many years ago, but when I started to do, you know, consulting and working with people, initially I looked at what, you know, people were charging and, you know, most people were charging \$3-4-500, you know, \$600, and I'd to, "I can't work for that cheap." You know, what I'm able to help people do is worth millions of dollars when they apply it. And so I started to charge \$1,000, \$1,500, \$2,500 for an hour. And I started to charge based on what I believed applying what I know will do for somebody.

And I learnt this incredible saying many, many, many years ago and it goes like this: "Price is only an issue when value is a mystery." Price is only an issue when value is a mystery.

And when I started to put my pricing in accordance with the value that I brought a person or a company, then I started getting paid what I was worth, on a per-hour basis, which I don't like to sell my time for an hourly basis, but if I'm going to spend an hour with somebody, I've got somebody coming in, for example, tomorrow night. They're going to be here for eight hours on, we're going out for dinner tomorrow night, they're going to be here for eight hours on Friday. It's a physician who has a couple of dentist offices and he's paying me \$35,000 for eight hours of my time. And so we're going to, you know, sit and do some things that he needs.

And some people go, "Are you serious? You can charge that much?" And I say, "I can probably charge more." When I do a keynote, you know, I change my prices

from, you know, \$7,000 initially to 15,000 to 35,000 for an hour keynote. And then that's 75,000 overseas.

And the reason I share this with everybody is when I started to question the value that I could bring, then I started to find the people who needed that kind of value. And when I found the people who needed that kind of value, then that money was worth it then because when they applied, you know, what I teach or what everybody who's listening on this call can teach or provide them with, it was worth a lot more to people.

And so in a roundabout way, what I'm trying to say is, you're only going to earn as much as you believe you are really worth at an unconscious level. Not at a conscious level, not what you talk about to your friends or to your family or, you know, when you're joking around, but you all have an inner, hidden self image of your true value and with that hidden self image comes a belief about your securities or insecurities, your doubts and your fears, and those will cause more to damage your abilities than anything else.

And so that's why it's all a matter of working on your own inner game first, while you do the right things, in the right order, at the right time, you know, in growing your practice or your business or, you know, your career.

Bart: I love that quote and that's such a great mantra, is to start with the value you're providing, and most people start with what's the market bear? What are other people charging?

John Assaraf: That's right.

Bart: Like that's the wrong question to ask.

John Assaraf: Wrong question to ask.

Bart: Totally wrong question. And then interesting, you say what value, you happen to have built some billion-dollar companies, so your value is huge. We've always heard double your prices and the people will come. Why is there such fear around opening a practice and saying, "I want 750 an hour or I want \$25,000 a day." What is about that fear, because they haven't done it before physically? Or they haven't done it mentally or both?

John Assaraf: Well, it's a combination, first, you know, most people look for social proof to check and balance their thinking. And so we look at the marketplace, we say, "Well, the marketplace is doing this, therefore, I should do that." And very few people say, "You know what? What is unique about I do? What is it that makes what I do different? What is it that makes me rare? What is it that I could do faster, easier, better than somebody else?"

And so we're consistently comparing and competing, you know, with other people. So that's number one.

Number two, there's a neurological process that happens in nanoseconds, I mean, in lightening speeds that goes like this: Let's say I think about doubling my prices. The first thing that your brain is responsible for doing, other than keep you alive, is mitigating any real or potential danger, causing you any emotional, spiritual, or physical harm.

So think about this: You think about doubling your prices. Immediately your brain goes, "Danger, danger, there's potential danger here, what if you lose your clients, what if you can't find clients, what if you lose your money, what if you do your marketing and your sales," and this is happening, by the way, at lightening speeds at an unconscious level. See, so soon as that happens, that's the amygdale part of the brain, the fear center part of the brain that lights up like a Christmas tree, it sends a relay message to the motor cortex of the brain to shut down, don't take a chance, don't take the risk, you might get hurt, you might lose your money, you might lose your business. That then sends a signal to the front part of your brain saying this to the CO, "You really don't need to think about this that much, we've got this covered, just revert back to all of your old thinking, all of your old behaviors," and in less than a second, you've already made all of those decisions and then you start to rationalize. And the word "rationalize," Bart, comes from two words put together called, "rational lies." This is where you start to tell yourself rational lies.

Bart: Wow, I never heard that before.

John Assaraf: Well, you know what? The marketplace won't bear this. Maybe I should wait until I have more experience. You know, I'm not ready to go after that type of a client who can afford this yet. I'm really not smart enough, I'm really not good enough, I really don't know what to do yet, and I'm really not ready to take the chance yet. Let me just continue with what I'm doing in my comfort zone and let's just work harder.

And we know that this is a neurological process and we also know that it's the same process that a diver who goes, you know, from a 3-meter or a 10-foot diving board to a 20-foot diving board, to a 30-foot or 50-foot, you know, jump from a diving board, that they go through the exact same process, whether it's diving from a higher diving board, driving their car 50 or 60 miles an hour faster than they ever have driven it before, making an investment in the stock market or in real estate bigger than they've ever done before. We know that's the exact same neurological process that's happening.

Now, here's the key: To the untrained human that doesn't understand that your brain and your body is doing exactly what it should do, and that is to send you a signal. Now, as the owner of your body and the owner of your senses and the owner of your brain, you've got to realize you are not your senses, you are not your body, you are not your brain.

So there is another part of you that can learn to be aware of the signals but not react to them. Now we're starting to say, "Okay, the body and the brain and the senses are all just tools of mine that when I learn how to recognize the signals," so the first part is recognize, the second part is to learn how to reframe the information in a way that is useful to you. The third part is to release the tension, the anger, the fear, the doubts, the anxiety, to release it, and the fourth part is to retrain your brain to get used to that next level of thinking, that next level of behavior, that next level of beliefs and habits and acceptance. It's what every athlete does, it's what every musician does, it's what every CEO does. It's what every single person who's moving from one rung on the ladder on the next must learn how to do.

And if you don't, then you're a victim. And if you're a victim, you're a victim of yourself, not of outside circumstances, but a victim of yourself. And as all the coaches listening, and anybody else who's listening, that's like a no-no term for all of us, right? It's like, "Nope, no victims allowed."

And so you got to understand that we are all subject to the way that the neurology works, but we're not all subject to the same responses. We can learn how to feel the fear, we can learn how to feel the doubt, we can learn how to feel the anxiety, and we can learn how to respond instead of react.

And it's that learning that really increases your level of awareness and I've said, you know, in my book, *Having It All*, and we did, you know, a lot of research on quantum physics and neuroscience, there isn't such a thing as conscious awareness. All there is, is awareness of consciousness. And the more you become aware of the genius

within you, the more you become aware that you can override your current beliefs, you can override your current habits, you can override your current fears, you can override all of the stimuli that's happening within you right now by knowing that it's supposed to be doing what it's doing any time you're out of your comfort zone, whether you're out of your financial comfort zone, whether it's what you charge per hour, whether you're out of your comfort zone because you're talking to a client who's got much more knowledge than you do. Whether you're out of your comfort zone in any area of your life, there are several things that are going to happen. And unless you learn how to manage your own internal system, you will never really reach your potential or get even close to it.

And, you know, this is the area that I've worked on for, I guess, ten years now, to really surround myself with a scientific advisory team that is doing the research and then I'm taking the research and saying, "Okay, great, how do I apply it in my own life? How do I teach it to my children? How do I teach it to my clients around the world? So that we become better masters of self." And there isn't a users manual for the brain, but I'm telling you, we're certainly, you know, helping come up with a lot more of the pieces now than we ever had before.

Bart: This is Bart Baggett, you're listening to John Assaraf, and this is 100 Coaching Tips, with a lot of people that have joined us in the last 20 minutes, John. And I want to kind of reset so they know what we're doing tonight. You've been kind enough to talk about not only the coaching industry, but specifically the latest research you've done on how coaches can help their clients change and, I think, just as importantly, that coaches can live the level of abundance and the level of freedom that they got into coaching in the first place, which is to help lots of people. And that's what we've been chatting about.

You've agreed to do something really special that we've, I know you just don't do this often, so I want to say thank you ahead of time. John has agreed to do ten hot seats—three hot seats for ten minutes each, let me correct myself. And so toward the end of the phone call, and I've asked John to stay an extra 15 minutes, so we'll not end at the top of the hour, we'll end a little bit afterwards. So if you're interested in speaking with John personally, we're going to pick three people at random on the phone call, if you go ahead and hit *2, everybody's on mute, and over the next five or six minutes, John and I are going to continue to talk, but we're going to select some of these people—they're already raising their hand, John, they don't take much prompting at all.

John Assaraf: Well, they're good students and good teachers and I love that.

Bart: Well, it's always good when you've got people there, but there's already 25 people, so I can't pick all of you.

So I'm going to, because we're going to do the hot seats, and John, I don't know. I know you're a genius, can you really help them and refine them in ten minutes, is that possible?

John Assaraf: Well, we can definitely put them on the right track.

Bart: Okay.

John Assaraf: You know, the key is to get them on the right track. And can I help them? Yes. You know, how far we can take them will just depend on where they are. I always say, you know, depending on how wet the log is determines how long it's going to take to dry.

Bart: Well, I've seen Tony Robbins on stage spend an hour with somebody in the audience, so since I'm going to be the moderator here, and I'm going to ring a chime at nine minutes, I'm going to ask you and the people on the call actually, to respect the time of John and the other people on the call.

So what I'm going to do when we do take the call, I'm going to give you 60 seconds to kind of explain your question or your situation, no long stories, 60 seconds, and then John, you've got 8 minutes to kind of respond and interact and ask whatever you need, it's your coaching session, I'm going to stay out of it.

John Assaraf: Great, okay.

Bart: And then when you hear the bell, we've got 60 seconds to wrap it up. Is that a good structure to make sure that we stick to the right time?

John Assaraf: Yeah, let's do it, absolutely.

Bart: Okay.

John Assaraf: Great structure, we'll do some laser coaching and let's get on with it.

Bart: Laser coaching. Okay. Before we do that, I want to mention something, you know, you've been talking about a bunch of programs and I want to just lay it out,

I'm a huge fan of yours, I have invested in this program that we're talking about, the website, so we don't have to pretend we're not selling anything, you've got this program, I love it, it's at 100CoachingTips.com/John. Before we get to the laser coaching, tell us about your new program, you've put a special price and I just want to lay that out there, because I want some people to be looking at it because I'm excited about what you're doing. 100CoachingTips.com./John, it's your money program. So give me like the four-minute rundown on why this is a great investment.

John Assaraf: Four-minute rundown, it's called Winning the Game of Money. And basically what we did is we took a look at what are the best technologies in the world for getting the brain into a receptive state to change. And if you think about the gears of a car, you know, you've got first gear, second gear, third gear, fourth gear, fifth gear on a stick-shift car, and each gear does something a little bit different. The tires will go faster, but the engine goes slower.

And so in doing the research with **** at Harvard, and Mark Waldman at Loyola Marymount, one of the things that we discovered is that the brain has got, you know, five levels. People have heard of beta, alpha, delta, sub-delta, gamma, theta, etc., what we discovered is that in certain brainwave frequencies, the brain is much more receptive to change. It's almost like the lock comes off the front door. And if during these different brainwaves, you embed through a variety of different, proven methodologies, the right beliefs, the right habits, the right metaphorical stories for people's brains to grab a hold of, you could retrain their brain around their own beliefs, around their own habits, and around their own income-earning abilities.

And so what I did is I put together this nine-level program that takes into consideration the latest technology with evidence-based methodologies, to help people change the neurology from the inside out.

And the way it works is, is people basically put on a headphone, they download the program onto their computer or laptop or their iPhone or iPad, and every day for 30 minutes, they do an innercise session where I guide them through 30 to 40 minutes of innercises. And we take the best information in the world as it relates to money and beliefs and habits and we really embed them, almost like the movie, *The Matrix*, where Neo was sitting in a chair and they put in this DVD that was hooked into his brain and all of a sudden he says, "Wow, I know kung-fu!" Well, we really developed that type of a program that's really easy and all it takes is somebody to commit 30 minutes a day.

And I'll share with you why we did 30 minutes a day. One of the latest research reports from Dr. Barbara Fredrickson at Munten University showed that for every negative idea, though pattern, or experience that you've had, you have to have five positives, three to five positive either experiences or thought patterns to offset the negative one.

And so when we put our program together, we looked at most people who are, let's say 40 years old, I mean, they've had thousands and thousands of hours of negative programming and thought patterns. And so we looked at, what's the best way that we can come into the implicit memory system of the brain and really creatively bombard it with thousands of messages during the sessions that we do. And so we created this program called *Winning the Game of Money*, nine-level system, 30 minutes a day, and it also stems from some of the latest research on how long it really takes to change a habit of thought or behavior. And some of the latest research suggests it takes 56 days minimum. And so if you, let's say, walk every day for 56 days for 30 minutes or so, your likelihood as keeping that as a habit of yours goes up hundreds of percents. If you keep it for 60 days, 90 days, 120 days? It becomes part of your being.

And so all of clients around the world to being on the program for 90 days, 30 minutes a day, and it's completely, you know, it comes with complete instructions and manual and tracking systems.

And then what we also did, is because a lot of the people wanted to learn the stuff that I teach, whether it's, you know, making more money, business growth, investing, goal setting, goal achieving, we're including a three-month coaching program with me, that's one-to-many, where on the first Wednesday of every month, I teach something new for two hours. The second Wednesday of every month for three months, you work with my chief scientific advisor, Mark Waldman, who is one of the top authors in the field of neuroscience in the world, his latest, one of his—anyway, he's got about 10, 12 books, he does a session specifically on the neuroscience of success. And then on the third Wednesday of every month, I do an interview with an expert in the field of maximum performance in different areas of life.

And so we're giving people access to three months of live coaching with me and then, Bart, what we also did as a topper for you and for everybody, is we're going to give people access to my entire library of all of the live video trainings that we've done, which is over 50 hours of in-studio training.

Bart: Wow.

John Assaraf: Over, I think, 75 hours of audio training, manual transcripts on health, wealth, spirituality, relationships, career, making money, growing your business. We're throwing all of that in for everybody's listening as a super special bonus as well.

Bart: Wow, that's amazing. And again, at the end of this phone call, that URL will be active, 100CoachingTips.com/John. I actually have already downloaded a couple of the videos that I saw and I'll be watching them on my iPad on the plane tomorrow, John.

John Assaraf: Good!

Bart: So I'm going to be one of your most recent students. And I just can't, I can't get enough of what you're teaching and so I want to thank you again for your graciousness and sharing your knowledge.

John Assaraf: Oh, **** my **** I love what you're doing, so it's easy to share together.

Bart: Well, thank you. It's nice to be doing a project where my soul purpose is to serve.

John Assaraf: Yes.

Bart: And that was our question, how can we serve coaches, how can we serve the coaching industry, and I believe that we've been successful at providing tools. You know, it's interesting but we're about to get to our first hot seat, which by the way, is Dilene [phonetic]. Dilene, you're the first one, so hold on a second, I haven't unmuted you.

What's so interesting is, John, we've had, in fact, 24 experts, you'll be the 25th expert, and any strategy, you could pull any phone call and any transcript and there are million dollar strategies on every phone call. And yet some of the emails received, it still seems like there's people struggling. And so it's not just the strategies, it's the mindset that says, "I'm going to take this strategy and I'm going to do it." Don't you find that odd, that you got all these strategies but people are overwhelmed and they feel stuck still?

John Assaraf: Well, absolutely, there's, you know, that's one of the reasons, Bart, that I start to create what I created. Is I was tired of my own employees getting the strategies, the **** we would give them the blueprints, "Do this at 8:00, do this at 9:00, do this at 10:00, do this at 11:00. Say this, don't say that. When they say this, say that." And they would nod their heads and they'd be so excited and they'd get all motivated and then a week, two weeks, three weeks later, we would look, you know, why aren't you doing this? What's happening with your results?

And that was really, you know how, there's an old saying that says, "You turn your mess into your message." Well, at the time that I really started to look at this, we were doing about a \$1.2 billion a year in sales and my average real estate agent, Bart, was earning \$38,000 a year. As soon as I started to understand why the rest of them weren't applying all the brilliant information we were giving them, we went from \$1.2 billion a year to \$4.5 billion in 5 years.

Bart: In 5 years.

John Assaraf: In 5 years. My average person went from \$38,000 in income to \$128,000. That was our average income for our sales people in our company.

Bart: So it's not just the strategies, it's applying them and conditioning yourself to applying them.

John Assaraf: It's retraining your brain to take the information and the strategies and tactics, and to implement them. So you're not just getting—most people have what I call the PhD in information gathering, and they have a kindergarten degree in application of information.

Bart: Awesome.

John Assaraf: We're lining up the two.

Bart: All right. Dilene in Grand Prairie—

John Assaraf: Let's do the coaching here.

Bart: Dilene, and you know, I'm from Dallas, Texas, are you in Dallas, Dilene? Where you from?

Dilene: No, I'm actually Corpus Christi, Texas right now.

Bart: You're in Texas. Well, you're on with John Assaraf. And the floor is yours, tell us what you want to ask John.

Dilene: I am curious, because it's mainly a mental block I know I am dealing with, I'm in an area that after transitioning from the Dallas area, there is a large disparity in income. The favorite thing that I do is promotion, and in that area, I'm earning what I'm worth. But as far as being an administrator, which is kind of the other side of my life, I'm just, I'm hitting a lot of barriers as far as negotiating what I need in an hourly rate. And I'm getting the bites from recruiters that are out of the city, you know, like more energy waves, if you will, it's really strange, I tend to click with the people who are from major metropolitan areas. And it's like, yes, I eventually do want to leave this area, but I'm in a position now where I need to amass the funds to get out of here and still have work/life balance. So it's kind of getting unstuck.

John Assaraf: Okay. So what specifically is your question?

Dilene: How do I do that?

John Assaraf: How do you get unstuck?

Dilene: Um-hm.

John Assaraf: So what do you think you are stuck about?

Dilene: In an administrative point, getting back to a livable working wage, I'm just not able, the feelings that I get from the external environment are like, I'm out of an area where the negotiations, what I bring to the table is just, I'm asking too much, and I'm going, "God, I have expenses, get real."

John Assaraf: Okay, well, your expenses really no bearing on them getting real. And so the first thing to understand is, there's going to be a value in the marketplace for what you offer. And so the marketplace is going to put some kind of a value, a benchmark, a high and a low benchmark for what you do offer. So if you're in an area that, you know, has a range, that might be, you know, 20 or 30%, you know, my question for you would be, what would have to happen in order for you to repackage what you do so that the marketplace perceives what you do as much more valuable?

Because there are certain things, I'll give you an example, if you go into a store to buy a carton of milk, okay, if it was all of a sudden, you know, three times more than what you're normally used to paying for a carton of milk, people won't go into that store. So the marketplace does provide some kind of a benchmark for what to expect.

Now, what I have found with information and specifically with people who provide services, is the same service to one person may be worth X, but the same service to another person may be worth Y. And so there's an old bar of iron story that might help make the point. If you take a bar of iron and just use it as a paper weight, it's worth about \$5. You take the same bar of iron, you make the screwdrivers that screw the little screws in sunglasses, it's worth about \$500. And if you take a bar of iron, you make the little screws—I'm sorry, the little springs that you put in watches, it's worth \$5,000. What's the difference? The difference is the use of the bar of iron.

So if you take your tools, your resources, and your specialty and put them in a way that your perceived value and real value in the marketplace is higher than just, you know, making an hourly wage, that's when you're going to be able to position yourself as something other than somebody who's working for a limited hourly fee.

Dilene: That makes sense.

John Assaraf: And it has to start with you, you know, thinking outside of your proverbial box. And thinking outside of your proverbial X amount of dollars per hour.

So here's the question for you: What has to happen in order for you to bring two or three or four times more value in the marketplace to your clients than you are right now?

Dilene: Gotcha, okay.

John Assaraf: And once you can put that together, then what you do is you package yourself, okay, to provide a solution that companies need for a fee instead of an hourly rate.

Dilene: Cool. Well, thanks.

John Assaraf: You're welcome.

Bart: Wow, you did in six minutes, John, you are a laser coach.

John Assaraf: It's been around the block a couple times.

Bart: Let me finish that concept. Package something, instead of an hourly rate, offer a package like, "I'm going to provide you this service for this many months and this is the result you're going to get." Do you necessarily tie it into income or increase in revenue or it's just a bulk fee and this is what you get? Can you think of an example of how someone packages a service like that, while we have about a minute or two?

John Assaraf: Yeah. Most people are looking for a result. And so I'll give you a perfect example. I'll just use an example of myself just yesterday. I was at lunch with a guy yesterday who is really outstanding at putting processes in place around marketing sales and I've got some accelerated revenue goals that I want to achieve and I need some extra manpower. And when I asked him, you know, can he do this for me, he said, "Absolutely, I can do it." And I said, "Well, how long do you think it'll take you?" He says, "Well, why don't we just agree that I'll get it done and let's work out a flat fee for that." I said, "Okay, I'll pay you for that. If you can get it done, I'll pay you for getting it done, not how long it's going to take you to get it done."

And so he just told me that he's going to take care of putting everything that I need to get the solution that I need done, and I won't have to worry about it.

Bart: That's attractive.

John Assaraf: Yeah, so for me it was like, "Great. I don't have a high, I don't have a low, I know exactly what I'm going to pay for it and I know exactly what I'm going to be able to put together in order to achieve it." And that was a great relief for me. So he didn't sell me on an hourly fee.

And by the way, I asked him a couple of times, I said, "Well, what would you charge me per hour or per day?" He said, "I don't work that way." He says, "If you need this result, I'll do the work necessary on my, you know, my time. If I could do it in 36 straight hours, I'll do it in 36 straight hours. It might take me a week." And so he really sold me the outcome versus the hours. He sold me the end result. People, you got to remember, people buy the transformation—or I'm sorry, they buy the destination, they don't buy the plane.

Bart: Brilliant. Brilliant. All right. Let's go to, we've got, and I don't have your name, but you're in Atlanta, Georgia. You've been on the call and you raised your hand right off the bat. Who are we speaking with?

Njru: My name is Njru. Can you hear me?

Bart: Hi. Is it Jerome?

Njru: Njru, N-j-r-u.

Bart: Great. You're on with John Assaraf, thanks for being here.

Njru: Absolutely. Thank you very much. I appreciate the 24 other calls, thank you very much for this.

Bart: Awesome. What's your question for John?

Njru: John, I am typical, you hit me with the price is an issue when the value is a mystery, because I am just getting into coaching and speaking and that has been a consistent struggle for me because I'm suddenly looking outside to look, you know, what are people charging, what results are people getting. And my quick question is, what are some of the immediate steps of practical tools or exercises would you recommend that I can do so that I can start changing or developing my inner self so that what I say and what I want is congruent?

John Assaraf: Great. Well, can I ask, what is your background? As far as before you got into coaching, what was your background and what level of expertise do you have?

Njru: I think probably, I bring in, I've been an avid entrepreneur, I'm international, I've lived in five different countries, I've had successful businesses in fields from freight forwarding to recently owning a car rental company. I'm bringing a life story of struggle coming, particularly my journey coming from Kenya, coming to America is in the pursuit of growing and becoming a better person and I got into personal development and I have just exposed myself to every possible person that I can learn from, until I came to a point and I said, "You know, I think my life's experiences and my desire to grow and add value to people, that this would be the time that I would gather all that together and make something out of it."

John Assaraf: Awesome. Okay.

Njru: We're talking more of an entrepreneur, yes.

John Assaraf: And so just restate your question for me, just so I understand it, are you looking to how do you create the belief in yourself that you could be a coach?

Njru: Well, here, what it was mentioned, I'm in the process of certifying, I'm building, stepping out, learning how to speak, learning how to coach, and I'm beginning to get my first clients here and there. But clearly, I think, when you spoke about value of how I'm determining my value out there, it's just that I've been looking outside and there's a clear disconnection between what that little voice in me and what I'm practically, the results I practically want to achieve.

Now having said that, my question was, what would be the immediate practical tools or exercises would you recommend that I **** whether it's books, study or growth, that I could get in so that I can start quickly developing my inner side, so that I can reflect what I want?

John Assaraf: Great. Number one, seriously take a look at the program that we're offering, and I'll set that aside.

But number two, the way that you reverse engineer all of this is, you start off with a goal, so if I asked you, do you know exactly **** next six months, do you know the answer for that?

Njru: Yes, I do.

John Assaraf: Great. So you start off with the goal and the vision of what you want to achieve. Then the next question is, what do you have to believe about yourself in order to achieve that goal? That's number two.

Number three, what habits do you have to put in place that when you do them every day, will ensure that you achieve that goal no matter what?

So here's what I can share with you. Let's say your goal, I'm just going to use an easy number to walk you through the process. Let's say your goal is to make \$25,000 in the next six months. All right? Or let's say in the next six months, let's keep it a little bit simpler, let's say \$30,000. So you want to make \$5,000 a month. What has to happen in order for you, or what belief do you have to have about yourself that you could earn \$5,000 a month in coaching, okay? Right now. So

you've got to believe you're smart enough, you've got to believe you're worthy, you've got to believe that you're intelligent enough, you've got to believe that you know how to help people. There's a variety of beliefs that you have to have. And so my question is, how are you going to embed those beliefs into the part of your brain, the implicit part of your brain, that is responsible for your perceptions and behaviors?

And the answer to that is through daily innercise. So, you could read those new beliefs every day, you could visualize them, you can record them, you can create subliminal messages for them, you could do guided visual imagery around them, so that your brain starts getting used to believing those beliefs and at the same time, you start to visualize yourself already working with the number of clients that you need to be working with on a weekly or monthly basis to achieve those numbers. And you start to visualize those clients being happy, you start to visualize those clients getting results, you start to emotionalize you actually doing this and what you're doing as you are doing these daily innercises, is you're retraining your brain to this new image of yourself, these new beliefs around yourself, and these new expectations of yourself.

And the last part of all of this is what are the strategies and tactics that you can use? And so here's an example. When I got into real estate when I was 19 years old, I was given a telephone book and I was given a script. And I was given a sheet of paper by the guy who owned the real estate office that I worked and I was 19, that was May or June 1980. And the gentleman's name that was my mentor was Allen Brown, he said, "Okay, I want you to open the phone book to the street behind us," and he said, "I want you to call that house over there." And he gave me the name of the person, the address, and the phone number. He said, "I want you to say, "Hi, this is John Assaraf with Allen Brown Real Estate and we have somebody who's looking to buy a home in the neighborhood, are you interested in selling your home?" And then if they said yes, I had another script, if they said no, I had another script. And so either way, I was making progress and moving ahead.

And here was one of the things I learned back in 1980 that helped me, that'll help you and everybody else on this call. When you're in business, it's a numbers game. And the person who reaches the most people with the right offer at the right time and understands all of the potential objections that people will give them and knows how to handle those objections, will make more money than everybody else.

And so here's my question for you. If you and I went and spoke to 500 people with the right script and you learnt the right language of what to ask, how to position

what your offering is, what are the objections that most people come up with? Well, it's not the right time, I don't have the money, well, what's the—you can live with the 10 or 15 most frequently listed objections for people you're talking to about coaching, and if you learned how to overcome those, out of 500 people, how many do you think you can get as clients?

Njru: If I was able to speak to them at the right time with the right information, I would definitely say that I would close it all.

John Assaraf: Well, you wouldn't get all of them. But let's say you closed 50 of them, and let's say those 50 all represented say \$1,000 in coaching. Let's keep it simple. That's 50 grand right there!

Njru: That's true.

John Assaraf: Right? And so number one is, you've got to make sure that your inner game is solid and then number two, you've got to do the right things in the right order at the right time. And if you don't know what they are, then when would now be a good time to find out?

When you're building your coaching practice, or any other business, friends, it's really a precision model. You have to understand selling, you've got to understand marketing, you have to understand people skills, you have to understand people's buying or decision-making process. You've got to understand how to reverse the risk for them, which, by the way, for anybody who decides to own our program today, you've got a full 30-day money back guarantee, so I might as well throw that in, to try it, to test it, to use it and if it's not for you, then there's nothing to even give back, we'll just give you your money back.

But the whole idea is, you know, earning money, building a business, being healthy, being a great relationship, you don't have to figure out what to do, all of the how already exists. What you've got to do better than ever before is get yourself to apply A) what you already know you should be doing, and B) applying the right things in the right order at the right time for the result that you want.

Have I stayed under eight minutes, Bart?

Bart: Yes, we are, you got to wrap this one up. Any other final questions, sir? Thanks so much for being part of all 24 programs, I appreciate your loyalty.

Njru: Thank you, John, thank you very much. Thank you, Bart.

John Assaraf: You're very welcome.

Bart: Awesome, well done, John.

And our last one, we've got lots of hands raised, and between Steve and I, we are choosing someone out here in California. Livermore, California, I believe it might be Marina. Who's on the line with us?

Marena: Marena Urlick [phonetic].

Bart: Marena, welcome to the call.

John Assaraf: Hi, Marena.

Bart: This is Bart and you can talk to John, go ahead.

Marena: This is astounding. I got on the call late and said, "I want that hot seat with John Assaraf.

Bart: All right, first of many goals—

John Assaraf: There's that law of attraction stuff working again.

Marena: So I call myself a belief change artist and I do basically what you're talking about, John, helping people get unstuck.

John Assaraf: Love it.

Marena: I do love it. Unfortunately, I'm a little bit stuck myself right now about reaching out to clients who can better afford my services.

John Assaraf: Okay. So your question is?

Marena: My question is, God, how do I—

John Assaraf: How do you get yourself unstuck?

Marena: Yeah, how do I get myself unstuck. How do I get to the place where I say, "Of course, I'm worthy of this and I'm capable of doing it." I know I can do it and I'm wondering where to find the people.

John Assaraf: Yeah.

Marena: And I'm also scared.

John Assaraf: That's good, I like that, and thank you for your honesty and for being authentic about it.

So may I ask you, what is the investment for somebody to work with you right now?

Marena: I do four two-hour sessions for—

Did you catch that?

John Assaraf: You do four two-hour sessions is all I heard.

Marena: Oh, for 1350.

John Assaraf: So eight hours for 1350?

Marena: Yeah.

John Assaraf: So you're about \$150 an hour, give or take?

Marena: Yeah.

John Assaraf: Okay. And what would you like to get to?

Marena: I'd like to be twice that, at \$300 an hour.

John Assaraf: Okay. And so what do you think the number one reason is that you're not charging \$300 an hour right now?

Marena: That I don't know where, I don't how or where to find those clients.

John Assaraf: Okay.

Marena: Like I'm not playing the right—

John Assaraf: Okay. Give me another reason. And by the way, what I want you all to do is as you ask yourself these questions, like, "Why am I earning this?" "Why can't I earn that?" Write all of it down. Write it down on a piece of paper so you can look at it objectively and not within your own head. And so reason number one is you don't know where you'd find the clients.

Reason number two?

Marena: I'm afraid to go get them. Afraid to go—

John Assaraf: And what specifically are you afraid of?

Marena: That they're making so much more money than I am, that—I don't know, there's some sort of, like, well, then how could I help them if they're making more money than I am?

John Assaraf: Okay. Great. So maybe they're going to be, you know, they're smarter than you are, maybe they're more experienced than you are, maybe if you go after them and you really can't help them make more money, then you're going to look foolish and that's going to humiliate you. And if you get humiliated, then you might think that some of the worthiness issues are valid and you don't deserve that amount of money. Are we on the right track?

Marena: Absolutely the right track.

John Assaraf: Okay. And the reason I went there is because, whenever we start to have doubts about ourselves, what we're really running up against is our own self-esteem, our own self-image that is comparing us to somebody else or us to what we think we can be. And what happens, as soon as you start to ruminate on all of the negative, all of the neurological processes I talked about earlier with the amygdale firing off, the motor cortex shutting off, the reward system of the brain shutting off, and the frontal lobe shutting off—starts to happen. And that reverts us back into being paralyzed. And when we are afraid, okay, of dealing with those issues, one of three things happen. We either run away, we freeze, or we fight the situation. And most people run away or freeze and they just don't do anything.

And so one of the things to understand is, even though we're ruminating, we have these emotions, we have to learn how to override those emotions.

And so I do a lot of work personally, you know, with writing things down. And really asking questions, and there's something that, well, I developed with Mark Waldman when we were doing a session that we just did on an event, a Money Squared event, we developed the CRAP board. CRAP board stands for Conflicts, Resistance, Anxieties, and Problems. And the first part of resolving any of these type of issues is to list any of the internal or external conflicts that you have going on.

So I want you to take a piece of paper and write it all down. And what you're going to find is that's going to create some resistance within you, because you have to really look at your stuff. And that's going to cause some anxiety and possibly some problems with your thinking. But that is really taking your CRAP board and putting it on a piece of paper.

And once you recognize that information, the next question for you is how can you reframe some of your emotions around this? And so let me give you an example. Let's say you don't know, okay, how somebody could double their income. Do you know how to get them to get out of their own way?

Marena: I do. I do know that.

John Assaraf: Exactly. So you don't have to be the brilliant, you know, marketing or sales strategist, or the investment strategist. See, as soon as you start thinking, "Well, they're making more money than I am, how am I going to help them," you're not going to help them with investment advice, you're going to help them do what they do better. And so one by one, you reframe all of your internal objections and your internal reasons and you release those and say, "I'm going to reframe it with something new. I have everything it takes to help this person or that person, regardless of the income they're making because I have the skills and the tools to help anyone get out of their way."

And so you start to look at the things that you're fearful of and you look at them objectively and you start to rescind them one by one, and you release them one by one and you retrain your brain to a new level of thought and a new level of behavior. And you go out there and you do it. And you feel the fear, and do it anyway.

And to get out of your logical mind, but more importantly, get out of your emotional mind. See, because it's the emotions that causes us to have logic back it up. So you have this feeling and you think about the feeling, then you feel what you think about and you think what you feel and you create an emotional doom loop. And

what I want you to do is break the emotional doom loop by writing it on a piece of paper and then logically releasing it, and then get emotionally engaged in going after those clients and creating a new frame around the success of that.

And do it in your mind first and then go out and find those clients. And put on a piece of paper and then go out and find those clients. And just retrain your brain to releasing any of the emotional reasons why you're being held back right now.

See, you're not being held back by the logical reasons. And here's the real crux of all of it, everybody. Is your logical mind knows you're capable of two or three or four times more income. It's your emotional mind that holds you back. And the key is to integrate your emotional and your logical mind, your implicit and your explicit mind with the new behavior, the new ideas, and the new goal and vision that you want to achieve. And you can do that, you know, through retraining your brain.

And that's really, you know, the antithesis of all the work that I do, is helping people just retrain their brain so that they can bypass any of the reasons that they have that are holding them back.

Marena: Yeah. I like that, thank you, John. That's extremely helpful.

John Assaraf: You are very welcome.

Bart: Okay, 60 seconds everybody. Thanks, good call, good question.

John Assaraf: Great questions.

Bart: You still have 60 seconds, you have anything you want to speak to John?

Marena: Oh, 60 seconds? I just want to say it's awesome, I'm going to go do it!

John Assaraf: Well, good. Good, good, good.

Bart: You have a plan now, you're ready.

Marena: Yes, yes. I'm ready and I have a plan, I know what to do.

Bart: Wow, John, you're better than I thought you were and I thought you were perfect.

John Assaraf: Thank you, my friend.

Bart: It's about 15 after and I've asked John to stay, you know, until now. So we're going to begin to wrap up the call. Those of you who didn't get the hot seat, my sincere apologies and those of you who did, it's a real gift from John and ourselves.

John, I got to tell you, before you leave, I don't know if you know this, but you really helped me on a personal level, and this was your early work, I cannot describe how excited I am to start working with the money program, which I am starting tomorrow.

But I sat in your living room almost eight years ago and I've been very famous as this, and done books and all that stuff, and you gave me some processes which now I have to think even ****

But the process you gave me, I'm still using, you know, eight years later.

John Assaraf: Oh, I love it.

Bart: And I don't know if you know that. I even took a group of people to Costa Rica on a \$5,000 retreat and I had them record their life on a pinnacle into iPods and I cut them all so that they had an auditory, you know, life at the summit sort of auditory.

John Assaraf: Oh, yeah.

Bart: So I've use this in my programs to help other people.

But on a personal level, I had never been an actor, I had never done stand-up comedy, I had never done any of these things and I thought, you know, if I really could wave a magic wand, John, I'd be a movie star. And even though we never talk much about that, I want you to know this here today, I just went by the studio, I'm in my tenth movie in the last three years as an actor and I'm in the top 5,000 in IMD ranking in the world.

John Assaraf: Isn't that amazing. That is awesome to hear, I'm so proud of you and wow, isn't that great.

Bart: And I don't even know if you knew that was on my dream board.

John Assaraf: I didn't.

Bart: But it's there.

John Assaraf: I had no idea.

Bart: And now that I've done that with your new program, I can't wait for what I'm going to create.

John Assaraf: Oh, you're going to be blown away. Yeah, I mean, if you imagine how much cell phone technology has advanced in the last, you know, 10, 15 years, and how there's so much more computation abilities, the new program that you're starting tomorrow, the Winning the Game of Money program, is that much different than what I introduced to the world 10 years ago.

Bart: I may rule the world in two years, you never know! I'm not sure I want that responsibility, quite honestly.

Again, if you're interested in John's program, it's 100CoachingTips.com/John, it's called Winning the Money Game. Please go check it out and click through and check out what John's doing.

John, I want to thank you again. Is there any final tips or advice you have in the remaining minutes, just to help encourage people that are launching this beautiful career of helping others and being a spokesperson for change and transformation?

John Assaraf: Yeah, there's one thing that really has helped me and we're asking people to do this tonight and that's, you know, you're asking people, you know, to invest in themselves and to invest in your coaching. And what I want you to do is be the client that you want your clients to be. So if you want to get people who say yes to you, say yes to the opportunities for yourself as well.

So if you're tight right now financially, make the decision to get into, you know, any one of the programs that Bart has brought to you or the program, the Winning the Game of Money program that I'm, you know, sharing with you tonight. But be the client you want others to be for you, and make an investment in yourself so that you set in motion the reciprocity from all of those people out there that are on the fence, that are doubting, that, you know, may be short on money or don't know if they should do it.

What happens is, whatever your actions are get replicated back in the universe. And so if you're hesitant, your clients will be hesitant, you don't take action, they don't take action. You're going to find that the universe is going to be a mirror of you.

And so if you're hesitating, guess what you're going to find in the world? Hesitating. If you're rationalizing, you're going to find people who rationalize. If you're coming up with your own objections, you're going to find other people who come up with objections. And so when you say yes to you, other people will say yes to you also.

So I'll just give them that thought to keep in mind.

Bart: This has been incredible. I'm so pleased that you said yes to my invitation and I hope that you will join us for season two and three as we develop a really strong community of coaches that are really changing lives and making a difference.

So, John, thank you, thank you so much for your time.

John Assaraf: Thank you.

Bart: Everybody on the phone call, thank you for your contribution, we have lots of email correspondence. If you have any comments, please send it to Steve@100CoachingTips.com and he'll forward it to me or any of our speakers. It's been a really wonderful season. And again, 100CoachingTips.com/John, that's where you find John's Winning the Money Game, and again, check your emails, we'll continue to have that conversation and build this community with coaches. And with that, John, thank you so much, my sincere appreciation.

John Assaraf: Thanks, Bart.

Bart: And it's so good to connect with you again. Good night, everybody.

John Assaraf: You, too, my friend. Have a good night, everyone, bye-bye.

Bart: Replay will be up for 24 hours, guys.