

## ***Recovery 2.0 Interviews Jack Canfield***

### ***The 30 Day Sobriety Solution***

**Tommy:** Welcome to the Recovery 2.0 conference. I'm your host Tommy Rosen, and today I'm just delighted to be speaking with Jack Canfield. Jack is the co-author of the newly released, *The 30 Day Sobriety Solution*, how to cut back or stop drinking in the privacy of your own home. He is also the CEO of the Canfield Training Group in Santa Barbara, California and has conducted intensive personal development seminars for more than 1,000,000 people in 50 countries around the world. He has appeared in over 1,000 radio and television shows, including *The Oprah Winfrey Show*, *Super Soul Sunday*, *Larry King Live*, *Montel*, and *The Today Show*.

He is the co-author of *The Success Principles*, *Tapping Into Ultimate Success*, *Coaching for Breakthrough Success*, *Dare to Win*, *The Aladdin Factor*, *The Power of Focus* and the number one New York Times bestselling, *Chicken Soup for the Soul* series, which has sold over 500 million copies in print. That's 500 million. Jack is the founder of *The Transformational Leadership Council*, and is a featured teacher in the movie *The Secret*. Jack, thank you so much for lending your voice to the Recovery 2.0 Conference. Welcome.

**Jack:** Thank you for the opportunity, Tommy.

**Tommy:** Before you fall back into any insecurity, I want you to know you've got a real future as a teacher. You should not give up on yourself.

**Jack:** Thank you. I'll take that under advisement.

**Tommy:** A lot of hope here for you. What's not evident in your bio are some of the very hard lessons that you grew up with. I know that your life was personally touched by addiction and alcoholism. If you wouldn't mind, for the people watching today, I'm sure they'd be very relevant. They'd like to hear how that touched your life.

**Jack:** Sure. I grew up in West Virginia primarily until I was about 6, when my parents divorced. The reason they divorced is my father was alcoholic, and my mother was an

alcoholic too. My father would get angry and violent. My mother would basically just cry a lot. One of the seminal moments was I remember, we used to have these old radios that were ... They'd be this far off the ground, and there was just a little dial here, and the bottom was a speaker. It was a hollow cabinet, big piece of furniture. When my dad would drink and start raging around the house, I would literally get the radio, pull it out, get in that hollow cabinet, and pull it back against the wall, and hope that he wouldn't find me. Often, he never did, but when he did, he would often strap us, and beat us, and so forth. It was not a wonderful childhood that way.

Fortunately my mother, when I was 6, divorced my father, and went to live with my grandmother. My grandmother was also an alcoholic. Seemed to be running in the family, whether it was a habit pattern, or part of the culture, or genetic, who knows. It was just always part of the culture was to come home, and have a couple scotch and sodas, or a couple Manhattans, or whatever. Often that would lead into difficulties.

Then my mother married my stepfather, who was also a heavy drinker. He got my mother pregnant. I don't think he really wanted to marry her, but back then you stood up, and you did the right thing. He was married to a woman he didn't really want to be married to. They got pregnant because he was drinking at a wedding reception. They were both drunk, and so they had unprotected sex. He would never want to come home, and so he would go out drinking with guys after work, and my mother would start drinking because he wasn't home, and then he would get home and they would fight. I just remember a lot of times just hiding out in my room while things were thrown, and screaming happened. I can even remember a party they threw once where I woke up the next morning, went downstairs, and there were about 8 people all asleep on the floor, and on the couches, because everyone had gotten so drunk they passed out.

That was a lot of my childhood, until I basically got into high school, and my parents started to be a little more temperate, if you will, but still drank heavily all their lives. My father now has Alzheimer's, and there's a lot of research that says that alcoholism may be one of the contributing factors to that.

**Tommy:** Sure. I feel that people who have that kind of trauma in their childhood have to do something with it, have to go somewhere with it. It has to play itself out, or be healed in some kind of way. What happens for you, when you were in your later adolescent years, and then in your 20's?

**Jack:** Interestingly enough, I went off to Harvard to become a lawyer. My parents thought I should be a lawyer. I got there, and I went over to the law school. I was an undergraduate, and determined really quickly that I didn't want to that. It was too

adversarial. I'm more of a mediator type person. The studying was way too intense, so I just didn't want to do that. Then I took a elective class. I was looking a "easy A", as they say. It was called Social Relations 10. It was an interactive encounter group where people got together, and talked about their feelings. It was the first time I ever really got in touch with my feelings. I was totally in my head, which is why I got in Harvard, probably, was academic. I loved it. I said, "I want to grow up and do that."

I ended up going to the University of Chicago, in the school of education, but I wanted to teach kids self-esteem, and became much more interested in why kids weren't learning, why they weren't motivated, than I was in teaching history. As a result, I eventually started taking weekend workshops. I remember one year I took 37 weekend workshops at this place called Oasis. It was kind of like the [inaudible 00:05:55] of Chicago at the time. The only reason I didn't take more is they were on Mother's Day, Easter, when there wasn't any. I was what you might a group junkie at that point, a potential junkie. I started applying all that to my life, and it really ... That's what I wanted to do.

I started training teachers, then eventually doing public seminars, and then writing my books, and it all came to pass.

**Tommy:** Can you take us into the moment where Chicken Soup for the Soul is happening, and that's about to become what it became. What was that like for you?

**Jack:** What I discovered when I was teaching in high school was that my kids would always pay attention if I was telling a story. I was teaching at an all black school, and if I talked about Harriet Tubman and the slave trade, if I talked about the different things that were going on with Abraham Lincoln, they would just be right on the edge of their seat. When I was teaching concepts, and wars, and stuff, they're looking out the window. I got really clear, the stories were important. Then I started finding stories of African Americans who'd made it out of the ghetto, and were successful. That was kind of the beginning of the whole success focus that I'm now known for.

I remember I was doing a bunch of seminars, and I always illustrated with stories. One day, there was about three week period, probably, where every single talk, someone would come up and say, that story about the puppy. That story about the Girl Scout. That story about the guy who climbed Mount Everest. Is that in the book anywhere? My daughter needs to read it. My son needs to hear it. It was like God was knocking on my head, going, "Hey, put those stories in a book." I remember coming home on a flight, I think it was either Boston or New York, back to L. A. where I was living. I wrote down 69 stories that I knew in my head. This story, that story, this story, this story. That was the basis of the book, and I made a commitment that I would write 2 stories a week. Every

# RECOVERY ONLINE CONFERENCE

FEBRUARY 17-21, 2016

2.5 days I would complete a story. I wrote them at night. My wife was an early go to bed person, 10:00. I don't go to bed until about 1:00, so I'd have these 3 hours to type away, and at the end of the year, I had a book.

**Tommy:** That's incredible. When it first came out, as I recall, it was successful immediately.

**Jack:** No, it wasn't, actually.

**Tommy:** Was it not?

**Jack:** No, not at all. This is a good story, because I think it makes the point, not only for anyone who wants to be successful in this work, or any line of work, but also anyone attempting to get into recovery, stay sober. It's a process that doesn't always immediately happen instantly. That book came out in July of 1993. We did not hit a bestseller list until close to September of 1994. That was almost a year and 2 months, so 14 months. I remember we hit number 15 on the Washington Post, and then it went to 13, and the next week it was 15 on the New York Times, then it up. By 3 or 4 months we were number 1, and we stayed there for 3 years. At one point we had the number 1, 2 and 3 books in the self-help category.

The key is that a good book, and I think books that really make a difference are word of mouth books. You buy the book, you read it, might take you a month, and then you tell 5 friends. Then they read it, and they buy 2 for their kids, and 1 for their staff. It just kept going like a chain letter. It just kept multiplying out until one day there was so much at the end of that chain, that it just really took off and stayed up there for a long time.

**Tommy:** It's funny, in our concepts of marketing today, there's so much emphasis put on the Internet, but I guess when it comes to marketing a book, there's a lot to be said for just good old-fashioned word of mouth.

**Jack:** There is. I do bestseller seminar for authors, how to be a bestseller. I say number 1, write a good book. It's got to be something that people are willing to tell other people about. You can do a lot hype, and with all the launch technology we have today, and all the different seminars you can take on how to launch a book, and virtual book tours, and [inaudible 00:09:43] videos, and all this stuff, but if it doesn't have legs, it dies after the launch.

I think what's true, and I know it's true for you, and I know it's true for me, I write because I want to make a difference. I want people to have better lives. When you're

writing from service, as opposed to writing from I want to be a bestselling author, because I raise my fee as a speaker, that's a whole different motivation that ultimately, I think, pays off.

**Tommy:** Thank you. That leads us to the next chapter of your life that I want to cover today, which is the Success Principles. As I understand it, please correct me if I'm wrong, the 30-Day Sobriety Solution partially comes out of the question why haven't people in the recovery universe been applying what we've learned on these Success Principles, and all the things we've learned in the self help movement for the last 40, 50 years.

**Jack:** Right, that's exactly right.

**Tommy:** Okay, take us forward to the Success Principles. This is, I think 2012?

**Jack:** Yes. The book came out in 2005, actually.

**Tommy:** Okay. I'm looking at a discussion of you speaking about the book 7 years later, 2012, this morning. Tell us about the book coming out.

**Jack:** What happened was I actually wrote that book so I'd never have to talk about success again. I really wanted to put the rest of my life into more talking about spiritual issues, and spiritual development. What I learned was once you write a book, then everyone wants you to talk about that book, and as our friend Gay Hendricks says, "You make more money explaining your book than you ever make you selling it." You go out and do seminars, and workshops, and speaking. That book, for me, I was super successful. I was making 6 million dollars a year with the Chicken Soup for the Soul series, as you said. We were selling about 13 million books a year at the height of that. Which is weird. Literally I remember getting a request to speak at a graduation, and they said, "It's only 15 minutes." I said, "That's great." I had to sit there while 1,200 people walked across the stage, and I realized that's how many people were buying my book. As fast as those people were walking across the stage, one at a time.

I said one day, I want to share with other people all the secrets of why I've been so successful. What are the principles that I've lived my life by. I wrote the book, and I originally had 84 principles, and our publisher said, "You got to cut that way down." There's a core 25 that are critical, and then there's others in the books, 64. That's another book that took quite awhile to take off. The Chicken Soup phenomenon, I had a name out there, but it really was like re-branding myself as a success expert. I was that, but I wasn't teaching it so much. That book's now a million copies, 27 languages. We

just did a 10th anniversary edition. Why that's valuable, and I recommend to people as we talk about the 30 Day Sobriety Solution, if you use the other book as a companion book for the year after the 30 days, or the 60 days, or 90 days, whatever you do, it will really take you to a whole new level.

The first book, all the stories that illustrate the principles, because I think there have to be stories, are people that are famous people, like Steve Jobs, and those kind of people. The revised edition, which we came out with 2015, 10th anniversary revised edition, every story is a story of someone who read the first book, applied the principles, and totally transformed their life. That's what makes the second book I think so much more accessible, because it's just everyday people that everyone can relate to. A person with a brain injury, told they'd never walk again, now they're a motivational speaker and they walk all over the stage, all because of the book. That's exciting for me.

**Tommy:** That's amazing. You come [inaudible 00:13:27], you're connecting with Dave Andrews, your co-author on 30-Day Sobriety Solution, and what's the initial conversation? What was the initial intent here?

**Jack:** I was doing a talk for the Quantum Leap program, which is a bestselling author program that's [inaudible 00:13:43]. Dave was there, and he came up to me, and he said, "You know, you don't know this, but I've been using a lot of the principles from your book in this 30 Day Sobriety Solution coaching course I have online." I said, "Really?" Then I said, "How many people are you coaching here?" He said, "Well, you know, under 1,000." I said, "What success are you having?" He said, "80%, 79.6% success rate." As you and I know, AA is somewhere between 10% and 20%, and the longitudinal studies aren't that good, and rehab is between 15% and 30%. I thought, whoa, that's just off the chart. Having 2 kids going through rehab, I knew all the statistics. They're both sober now, doing well, and all that.

I said, "You've got to share this with more people." He said, "Well, okay." I said, "Well, no one will know who you are. You won't sell that many books. Why don't I co-author it with you, since you're using a lot of my stuff. We'll use my notoriety and fame. We'll use your information." I added a lot of stuff that he wasn't using. Then we beta tested the book with a group of about 20 people, where there was only the book, because up until then, he had a coaching program online with a lot of bells and whistles. I said, "It's got to work as a book. If it doesn't work as a book, then it's not going to work." We tested it, we still got an 80% rate.

**Tommy:** I just want to ask what the metric is when you talk about a success rate. Success being defined as ...

**Jack:** Success being defined as either totally sober in the sense of not drinking at all, total abstinence, and over a period of time. The book was a shorter period of time, because we only had a year to test it, but all the other students he has, which he's been able to stay in touch with, 4 years, 5 years, 6 years, 7 years, 8 years, 8 years being the longest when he started the program. It's longitudinal, and I think the reason we're getting those kinds of results is that a lot of times, in AA and in rehab, the focus is on not drinking. The focus is not on creating a meaningful, fulfilling life that's exciting, you can't wait to get out of bed in the morning, you don't want to screw it up by getting drunk, you know? That's really the underlying essence of the book, using NLP, and EFT, and all these wonderful technologies that we've learned about neuroscience, and transformation, that unfortunately is not ... There are some rehab centers that do that, I don't want to discount all, throw everyone on the same pile. There's some really, very sophisticated AA groups around the world as well, but in general, they're not using this technology.

**Tommy:** Thank you so much. Just a little bit on my history, because it's relevant here. I come to recovery from very severe drug addiction. I'm in it 25 years now. My entry into it was first treatment, and then the 12 Steps. I spent 12 years in recovery, I would say engaged in a lot of other addictive behaviors, having a lot of very manic and very exciting times in my life, but also having a general feeling of I'm not really sure why I'm here, I'm in a lot fear, I'm in a lot of pain, and I can't really see a way forward through that. I get to 12 years sober, and I reach what I consider to be the bottom of my life, even though I'm not using drugs and alcohol. I'm reaching a bottom within recovery. Strange set of circumstances, I find a yoga teacher, who kind of takes me under his wing, and shows me a vision of a way to live beyond addiction, and beyond the suffering that I had incurred, not just before I put drugs and alcohol down, but through that first 12 years.

Alcoholics Anonymous, 12 Steps, really worked for me in that it got me out of chronic addiction, but there was much more work to be done, and I was not on the tip of what's being shared in your book. The lessons that are in your book, and I can't say I've read it cover to cover. I've skimmed the entire thing, and I'm gleaning all of this incredible stuff that I've now been studying over the last 12 years, which is the second half of my recovery. I just want to say it's a critically important book, and that day ... I don't want to explain to people who are watching this why I feel that way. It's not because I'm speaking to Jack Canfield, but it is because in the world of addiction and recovery today, there is basically a few approaches. You can go to treatment like I did, you can walk into a 12 Step meeting, or you can maybe approach therapy of one form or another. That's what available to us in our society.

If you're stepping into a 12 Step room, you're going to come up against concepts that can be challenging. Concepts about God, and you're going to be subject to the teachings of the sponsor, or the person that you're directly connecting with. That can be an extraordinary person, and you can learn a tremendous amount there, and if you're doing what Jack Canfield and Dave Andrews have laid out in this book, you'll be doing personal work that can amplify, and quickly move you along a path, I think much more quickly than I did in my initial 12 years. There's a lot of unnecessary suffering there. I think you put something out that presents ... It's a spiritual book in many respects, even though it's utterly practical. It's not a theistic book, I don't find that you're dealing with the God thing. This is really a way for a person to look inside, and do the work that they're going to need to do anyway, regardless.

Thank you for letting me get my 2 cents in about that. I really do believe it's very important.

**Jack:** I do, too. Really be clear for everyone listening to this, AA was critical to my son's recovery, and also treatment for both of them. One of them spent 2 years at a place called Silver College while he was in his early 20's, and my older son got addicted to heroin. I got divorced when he was really young, and my wife got custody, so I really wasn't involved in raising him, but I came back into his life when he ended up in addiction. I am grateful for all the people that helped him. What you're saying is true. Two things. One is if you're doing treatment, if you're doing AA, the book is a great ancillary resource, it's kind of like a textbook you can do on the side.

For people that are in rehab, one of the things, I'm speaking at a conference in April, it's an adolescence and addiction conference that's going on. They'll all be rehab counselors, be close to 1,000 people there. I'm going to be saying to them, look, keep doing what you're doing, but a lot of you are just having these meetings, and then they have little counseling sessions, and then they go to yoga class, and then they've got the rest of the day to sit around and do nothing in rehab. Take them the exercises in this book, because if you do that, what happens is there's a curriculum, and it is [inaudible 00:20:47] and sequential, it's done in a certain order because it all builds on each other, and at the end of 30 days, you've really healed a lot of things that take years to heal otherwise. You've got a set of disciplines and skills that you can apply to your life when you have cravings, when people are pushing you to drink, when your anxiety comes up, all those kind of things that are triggers for drinking. You have now have strategies and protocols to deal with those, plus you've identified your life purpose, you've come up with a vision of your sobriety, and you're using affirmations, visualizations. All these things that you and I know about, are integrated into a very focused goal called living and thriving in sobriety.

# RECOVERY ONLINE CONFERENCE

FEBRUARY 17-21, 2016

**Tommy:** To underline what you were saying with regards to paying homage to the 12 Steps, and to treatment centers, obviously critical in my path as well. It's for us in Recovery 2.0, it's really a yes and.

**Jack:** Absolutely.

**Tommy:** I really feel that this book in combination with the other elements can really make for a powerful ... What I call a 1, 2 punch for recovery. There was a moment in my recovery, Jack, where I would say that up to that point I'd been thinking about my recovery as something that I have to do, because of out of the fear of what will happen if I go back. There was a transition into a new way of thinking, and I would call that as a result of a spiritual, or certainly a psychic transformation, where the life that I had built had become so enjoyable that I now had fallen, in a sense, in love with, and wanted to protect, and fight for the life that I was now living. I had gone from this fear-based perspective to love-based perspective. Can you speak a little bit about how you express that in this book, because I know that's a big part about getting beyond limitations, et cetera.

**Jack:** The first aspect of that is when you're drinking, all you ever think about is your next drink, and can I get the drink, and what's going to happen if I don't get the drink, and I know that it won't be fun if I don't get the drink, and I don't want to feel all these bad feelings if I don't get the drink. Then when you're in AA, or you're in recovery, what's happening is you're focusing on not drinking. Your focus is still on drinking, and the fear of drinking, the fear of falling back into it, and so forth. As you said, what we're focusing on in this book is falling in love with a live that you just can't wait to get up and live, and you know that drinking is just going to mess it up, and get in the way.

I don't have the drinking problem. I'm not an excessive drinker. I am still a social drinker. I'll have wine at my friend's birthday party, that kind of thing. I noticed when I went to, I have an organization called the Transformational Leadership Council that I founded, and they're all people like John Grey, and the people like that, that belong. We just had a meeting a few days ago that ended in Costa Rica, I flew home last night. There's an open bar at all the dinners and stuff, and I'm on this thing where I'm not drinking right now, just as a way of supporting the book. We're doing a 30-Day Sobriety Challenge, and we're going to start another in the middle of February.

I noticed that there's a certain habit I have. When I was there, I'd always have a drink a dinner, or hang out with some friends. I had gone 14 days without a drink at all. I felt so alive, so energized when I woke up in the morning, no foggy brain. I started to feel a little self-righteous about the whole thing, too. I noticed all these temptations to go back

into it, but I didn't want to mess up how good I felt, and so I didn't. For me, it's like what the book helps you do is get in touch with ... One of the things we have to do is, initially for most people, drinking is associated with pleasure, or any drug is associated with pleasure, or the cessation of pain, and the not drinking is associated with pain. What we have to do is change that association so drinking equals pain, and not drinking, and not doing drugs equals pleasure.

There's NLP, neuro-linguistic programming techniques, of really going out into the future on the trajectory of your current drinking, or your current drug use, and going what's that life look like? Loss of job, loss of family, loss of this, bad health, liver problems, kidney problems, overweight, we can go down the list. A lot of people think sober's sexy. We had a little thing, you may have seen it, it's in the book. It says, "Dear wine, we had a deal. You were supposed to make me sexier, smarter, more fun, a better dancer. I saw the video, we need to talk." Then we take your life into the future five years. If you stop drinking, what would it look like? We literally have you doing that every day so that it's logging in this is the path the subconscious begins to want to take, and we start to look at what would you be able to do?

For most people it's happy hour, or come home and drink the 6 pack, or whatever, and 1 or 2 hours is shot, and then the next thing your whole evening's shot because all you can do is sit around and watch TV, and hang out and be silly. What if you could take that same 2 hours, and work on yourself, develop your hobbies, write a book, get in shape, go to the gym, work out, take a dance class, do salsa dancing, meditate, do yoga. There's so much more value that comes from that, and after ... As people go through this program, we literally say change happy hour to an hour a day for 30 days, and do these exercises that we have. By the end, people are now so tapped in because the research shows it takes about 30 days to change a habit, to change a belief system, to change a mental pathway. All that begins to shift, and so most people, by the time they get to the end, they're so attached to this new life, they don't want to go back.

**Tommy:** I love it. There's a couple different things from the cover of this book that I wanted to address. It says here, "How to cut back, or quit." I have to say that I appreciate, while I am that person who's decided and very grateful not to drink at all, I also have to leave space for my brothers and sisters out there who have decided that drink is going to be a part of their life in some kind of way. I'd love to hear how you, as the author, think about that. Helping people to cut back, rather than just quit.

**Jack:** It's a very controversial position, as you know, because people in the 12 Step program say that's not an option, no one should even hold that option. What we found out are 2 things, Tommy. Number 1, if you don't provide that option, a lot of people

# RECOVERY ONLINE CONFERENCE

FEBRUARY 17-21, 2016

won't even engage the book, because they're so afraid of what their life would be like without alcohol, that they just won't engage it. That's why they won't go to rehab, they won't go to AA. We also found that about 90% of the people that go through this program never drink again. About 10%, 5% to 10% can. There's some recent research that shows not everyone who's an excessive drinker, and 29.6% or something like that, of Americans are considered excessive drinkers. I always say to my audience, "Look to the right, look to the left. One of you is in trouble." Of that excessive drinkers, about 8 people are not alcoholics. 8 out of 10 are really not alcoholics. They do have the capacity to cut back.

My stepdaughter who went through the same problem with alcoholism, after two relapses, realizes she can't cut back. Young people, they get sober, they go a year, then they go I wonder if I can drink now. They just do it. It's a perfectly rational curiosity. She's found twice, I'm not one who can. Many of our graduates actually go through this, and they find I can have a beer, I can have a glass of wine, that's it, I'm done. A lot of people, that one glass of wine, that's it, they're done. They're just going right down the rabbit hole if they're not careful. We say that some people can cut back. We strongly encourage that.

I have stepson who's not an alcoholic, but he was a binge drinker in college. Fraternity weekend, really get drunk, and then he went into the financial world, and that was part of the culture there. He's realized now that's not working for him. He's 26, they're thinking of having a baby, and so he's cutting way back. It's possible for some people to do that.

**Tommy:** I'd like to also ask you about your position on the importance of community fellowship when somebody's trying to change a behavior such as this.

**Jack:** I think it's important, very important. 2 things, number 1, that's where AA can come in very handy, having an accountability partner, whether it's your AA sponsor, or just you and I. We're not in AA, let's say, but we agree that we're not going to drink or take drugs, and if I'm starting to feel like I might want to, I'm going to call you, and you're going to walk me through that. I think it's critical. This is why sober living houses, when you come out of rehab, is really important. My stepdaughter, all of her friends are sober. They have sober clubs they go to. They have sober meetings that they go to, et cetera.

I think it's very important, and what we've done with the 30 Day Sobriety Solution is we've provided a free companion website which has a community. The book's only been out a week, as we're recording this, and literally we now have 500 people in that community already, that are going in every day, supporting each other, communicating

with each other. We're actually responding to their posts as well. I don't know if we'll be able to do that if we sell a million books, but certainly there's lots of community support going on there.

I was with Katherine Woodward Thomas, who is a therapist, and has written a book called *Calling in the Water*, something about finding your soul mate, and then *Conscious Uncoupling*, about if you have to get divorced [inaudible 00:30:56]. She was presenting at our Transformational Leadership Council. She'd said two things that are really powerful. One is we all have a core fractional wound, where we got wounded in relationship. She said wounds that occur in relationship need to be healed in relationship. It's not like you just go off in a room somewhere ... Some people can. They go off and meditate, and for whatever reason, they're able to release it.

Most of us need to be in relationship, whether it's with a therapist, a friend, a support group, a men's group, a 12 Step program, whatever it is, to be able to have our breakthrough ah-hah experiences, then be able to make bold and brave commitments, and then to be able to have a set of disciplines, for you is perhaps yoga and meditation. For me, I have this thing I call the hour of power, where for 20 minutes I read uplifting material, 20 minutes I meditate, and 20 minutes I do some form of exercise. It could be yoga, it could be aerobic, it could be weights, and it could be running. You have to find that daily discipline that keeps you on the path. One of the things I tell all of my students, whether it's dealing with alcoholism, or just general success, you must have a mastermind group, and you must have an accountability partner.

**Tommy:** Thank you so much. I'm wondering your position on how you, or in the book here, how you talk about dealing with the mind. The monkey mind that so many alcoholics and addicts speak about.

**Jack:** We talk about it a lot of different ways. We approach it through EFT, I know you've had Nick Ortner on your summits. For me, one of the things is to notice. The first thing is to notice, to become aware. That's where meditation becomes really valuable, and we tell people things like when you set a sober goal, notice what reactive thoughts come up. When you say your affirmations, notice what reactive thoughts come up. Write them down. You can create another affirmation for that, which is kind of like a branching system, or you can tap on the negative belief. The belief might be it's not possible to be sober have fun, or I can't work on Wall Street and not go out and have drinks with the guys, or I have to have champagne at my daughter's wedding, because that's what you do. They have this stuff called Perrier and Pellegrino, works just fine. To help with that belief, then you can tap on this fear of rejection, this belief my friend won't like me, whatever.

# RECOVERY ONLINE CONFERENCE

FEBRUARY 17-21, 2016

We have a whole chapter, chapter 13, day 13 on tapping. We have a whole chapter called The Affirmation Solution. We have how to deal with whatever the limiting beliefs that start to emerge, that come up. The stories you tell yourself that come out of your original wounds. It's all built into the program. It's built in kind of like when we know it's going to show up.

**Tommy:** I've often said in my coaching programs, actually one of which ended yesterday, and I say, "I hope by now you guys have understood that if you think you're graduating from this program, you've failed." There is not end to this. We're in a circle. It's an ongoing process, and part of the challenge I think people have is the ... We need to complete things for sure, but the idea that I'm there now, I'm there. I don't feel like as human beings we get there. What does this book propose for the continuation of work after you've come through the book, and after you've come through 30 days.

**Jack:** Right. First of all, I absolutely agree with you, let's start with that. I used to be a trainer for a training company called Insight Training Seminars, and the last thing we would say at the end of 6 days of training, the music would come on, we'd say, "The real training begins now."

**Tommy:** Exactly.

**Jack:** What it's all about is taking what you've learned, and applying it on a day-to-day basis, again, in some kind of disciplined way. You have to have rituals and disciplines built into your life, whether it's your yoga practice that you go to the yoga studio every day, or you sit on a pillow every day and do your meditation, or you do your affirmations, or you write in your journal, whatever it is. We say, because there are a ton of activities in the book, some of these are going to speak to you. They're going to feel really comfortable. Some are going to be uncomfortable. Maybe the uncomfortable ones are the most important ones, that's why we resist them. As you leave here, and we focus on that on days 29 and 30, how are you going to create this structure for your life as you go forward, to make sure you're continuing to do the things that we've taught you to do.

We also have what we call 30 Day Reboot, where we suggest people cycle back through this again. If you start to notice you're starting to fall off the wagon, or you're starting to feel your life's disoriented or whatever, go through it again. We tell people, let's say you're a recovering addict or an alcoholic, and you've not drunk for two years, but it just feels stale to you. You can do a 30-Day Reboot with the book, as well, on that. It's a lifetime discipline. You know what they say, people that overeat, you don't do a diet, you change your lifestyle. It's the same thing with this. This is not an alcohol diet,

it's a new lifestyle that grows out of this, where your new life becomes so attractive, and so exciting, that the old life just isn't interesting anymore.

**Tommy:** Thank you. Most of the work that you've expressed really has to do with story.

**Jack:** A lot of it.

**Tommy:** You've expressed the power of storytelling, and how you've loved it in your life, and how it fueled Chicken Soup for the Soul. I'm finding that most people on the path, well certainly people stuck in addiction, are very good storytellers to themselves. In fact, we're master storytellers. My story was I am not going to get my needs met by this world. The world and it's inhabitants have let me down. Therefore I'm going to have to go out, and I'm going to have to take what I feel I need in order to navigate through this world. What I feel I need, which I discovered when I was 13, what I feel I need is marijuana. That's going to be important for me in this life. If you're somebody that can support me in that decision, you will be in my life. I can permit you into my life. If not, I will move you to the ... At the very least, you'll be an outlier at best. The breaking of these stories seems to be such an important part of moving out of addiction into recovery. What are your thoughts on that?

**Jack:** I agree with you. I think it's important to look at your story. A lot of our stories is I'm not lovable, that there's something wrong with me, I'm somehow flawed. I remember working with a client who literally thought she was born without a soul. Everyone else had a soul, but somehow they forgot to install one in her, and that she would never be happy, and that the only way she would ever find happiness is to be co-dependent, and support everyone else's needs and not her own. Where that left her was lonely, never asking for what she wanted, so she was a closet drinker, drank alone at night.

Another person who was a total overachiever, who had the experience when she was five, this came out through ... I do an exercise with people. I'll just share it, and people can ... We won't do it now, but people can do it on their own. I ask people what's something that's difficult in your life, that you're trying to create that you can't create. It could be sobriety, it could be stopping smoking, it could be income, it could be having a meaningful relationship, and it could be getting rid of the clutter in your office. Something that keeps showing up as something you just can't manifest. I ask them to close their eyes, get in touch with how they feel about that. Usually it's frustration, resignation, hopelessness, giving up, whatever. Then I say now scan your body from head to toe. Notice where you feel the most pain, the most tension, and the most numbness.

I'll give you the context of the story. She won a free coaching program with me as some promotion we were doing. She was living in France, and she was very high level in a bank, she was on 5 boards of directors, she was committed to the max, she was planning her own wedding without a wedding planner in her 40's, and she wanted me ... I said, "What do you want?" She said, "I want you to show me how to be more successful." I said, "I have a different thought here. Why don't we look at why you're so over-committed, and overwhelmed." She said, "Oh, okay."

In this process, when we get in touch with this sensation in the body, I say, "Is there a feeling inside that? Now go back to the earliest time you can remember feeling that." She went back to 5 years old. There was a recession in France, and her father said at dinner one night, "I don't think we're going to have enough money to feed all the children." She decided she was going to be one of the ones they fed. That meant she was going to be perfect, get A's in school, make her bed, never be a problem, say yes to everything, wash the dishes, keep her clothes clean, blah blah blah. Here she was in her 40's, still operating out of this 5 year old story that if she didn't overachieve, she would die, would [inaudible 00:40:20].

We uncovered that, and then we had her wise, spiritual self tell her that was just the father's thing, and she could let go of it. Within a month, she had resigned from 3 boards, she had hired a wedding planner, and her whole lifestyle in balance, and she had stopped drinking. She was a closet drinker at night, again, because she was so amped out, and stressed out, she had to, "I've got to take the edge off," but that turned into 3 or 4 glasses of wine, which turns out to be half a bottle, which ruins the rest of your night.

We do have to discover what is that story we're telling ourselves, and then what's the opposite story? What's the real truth? The real truth is you have every capacity you need to handle the world as it is, it's just the meaning you make of it, and how you hold it. I tell this to my clients. You have handled everything that ever happened to you. In other words, you have the capacity. You may not have handled it gracefully, or elegantly, but you handled it. You have the capacity to handle whatever life gives you. Self-esteem is the belief that you are capable, and lovable, and significant.

That was my son's thing. He felt he wasn't significant. He felt he was an outcast, nobody could understand him, and he's the artist that nobody understands. He'd go to rehab, and these are all middle class kids from rich families. They don't know anything, I'm an artist, I'm a drummer, and I'm a visionary. I can't relate to anybody, therefore I have to go off and take drugs, and have my creative process. Now he's been sober 20 years, and he's a sponsor in AA. You got to discover it first, to see what it is, and then create a

new story, one that supports you in your sobriety, not the one ... We have a whole chapter on that.

**Tommy:** Another thing I want to talk to you about is time, in the sense of people who are stuck in addiction, and who get onto a path of recovery, seem to have this strange relationship with time, perhaps more so than other individuals. The way I see it manifesting is it was best expressed ... I sponsor a young man I work with who is I guess not so young, but he's 38 years old, and he said to me ... Just getting sober, maybe a few months. He said, "I feel like I'm behind. I always feel like I'm behind, like I've wasted my life. I don't feel like life is happening, in a sense, I feel like I've missed it, but at the same time, I'm craving the future. I can't wait for the future to get here fast enough. I want the future here more quickly, but I feel like I'm behind." In a sense, it's this unbelievable perfect storm for how not to be able to accomplish anything in your life, to be thinking like that.

**Jack:** The truth, and you know, and Eckhart totally made us super aware of it, the only time that ever exists is now. All the future is the now showing up then, and so if we can learn, ultimately ... This is such a powerful secret, and it's so hard to [inaudible 00:43:25]. It took me years to get this, I mean, literally, and I've been around this work for ... I'm 71, so I've been around this work for 50 years. I only really, really, really understood this in the last 10 years, that all there is, is now. If you can learn to make now fulfilling, and do that every single moment of the now, then the future is just the now showing up as you making the now work for you. The only time you can do anything is in the now. Too much of alcohol and drug addiction has to do with regretting the past, feeling guilty and shamed about the past, thinking about the past, reliving the past, and thinking about the future.

We have this thing in one of the first chapters called the Alcoholic King, and it's a little story about how when we drink, and you see people, "And then I'm going to do this, and then I'm going to be the president of my company, and I'm going to write that book." You get in touch with that expansive state where creativity can in fact happen. Then you wake up the next morning, and you're in no condition at all to become the president of your company, because you're hung over, and you can't write, and your brain's foggy. This illusion of grandeur we experience under the influence of whatever we might be doing is bad news. Ultimately, my belief is you've got to learn to come back to the present, and learn how to make that present moment fulfilling by reaching out to people, by connecting to people, by meditating to connecting with your higher self, or God. However you hold that, there's this place inside we can go to, and experience incredible peace and bliss without substances.

# RECOVERY ONLINE CONFERENCE

FEBRUARY 17-21, 2016

Most people, I find, are much more likely to be willing to relate to people when they're drinking and on a drug, and that's why ecstasy is so popular among young people, and marijuana, for sure. If we can learn to be in the moment, and find what can bring us feeling good now, whether it's dancing, movement, yoga, meditation, massage, listening to uplifting music, playing an instrument, talking a walk, petting the cat, swimming, there's a million things you can learn to do. A lot of us never learn to do those things. We didn't grow up in families where there were any kind of communication skills being modeled, where people were direct in their communication, asking and giving, having boundaries. For a lot of us, it's really learning what we didn't learn in childhood, so that we can be fully functioning adults.

**Tommy:** Yes. I want to ask your personal opinion. Imagine you're opening a rehab facility, or a sober living environment, and it's going to be based around the 30 Day Sobriety Solution, and idea, by the way, which I think would be an amazing one.

**Jack:** Yeah, me too.

**Tommy:** Would you permit people who came there, clients, to smoke and or use e-cigarettes to imbibe in nicotine. The reason I ask you this is because there's on school of thought, people that I talk to, who really feel like some people need to be allowed to do that for a little while, while they're getting off of drugs and alcohol, and there'll be a moment somewhere down the road where they'll be able to let go of nicotine. Other people feel very strongly that self-esteem shoots way up when a person in early recovery, even right away, lets go of cigarettes, or imbibing in nicotine on any level. Just curious how your treatment center would be run on that issue.

**Jack:** I haven't that through fully. If I was going to do a treatment center I would, but the position we take in the book is that you shouldn't try to fix everything at one. If you try to give up alcohol, sugar, change your diet, and give up smoking all at once, sometimes it's overwhelming, it's too much. I remember my ex-wife ... I used to get in the car, and there'd be this half-peeled orange, and I could never figure out ... "My God, she's lazy. She starts to peel an orange, she never finishes it." Only to discover about 2 years into our marriage that she was smoking, and if you chew on an orange peel, it gets rid of the taste and the smell of nicotine. Eventually, when she quit smoking, she also quit drinking coffee at the same time because they were linked together. You know, you have the cigarette, you have the coffee. Having one was almost a trigger to have the other, so for her, that was an important letting go, but we find for some people, when they try to do too many things at once ...

We say in the book when you set goals, we have a chapter on goal setting, but it's for this program. Have a goal for what thriving in sobriety looks like. Don't try to have the goal plus be president of your company, plus write the bestselling book, plus lose 35 pounds. It's just overwhelming to be doing all that at once. While I haven't thought that totally through, I probably would allow there to be a weaning period, where I'd probably let people smoke for awhile, and then we'll want ... They're all addictions. They're all dealing with anxiety. When you inhale smoke or nicotine, it relaxes the lungs, it allows you to breathe deeper, in fact, it forces you to breathe deeper because it's actually irritating the lungs. I would probably just have a lot of yoga and deep breathing exercises be part of the daily program, so that ... I would be teaching people through tapping, and other ways, the Sedona Method, et cetera, how release anxiety, because that's really what all these are about. They're releasing the anxiety and the emotions that come up that we don't want to experience.

**Tommy:** Can you speak just a little bit about your approach to food in the book, and ideas that you spread there. It's a big topic for us in Recovery 2.0.

**Jack:** Sure. I originally wanted a whole chapter to really go deep into it. I have a friend named Hyla Cass who has a whole book on eating and addiction, I mean addiction and what the foods you can eat that help it, and supplements you can take. Again, Dave, who's been doing this longer than me, focusing specifically on addiction, he decided he didn't want to do that. We do tell people that ... Our community website has a lot of ancillary materials. If you want to go deeper into nutrition, that can support you, but we do talk two things, GABA, and also omega 3s. It's fascinating, because omega 3 is now linked to Barry Sears' work. When you have brain injuries, high, high, high doses of omega 3 can bring people out of that brain injury state, almost like in a coma, a lot quicker.

JJ Virgin, who's one of the top nutritionists in the world, just gave a speech at the Transformational Leadership Council about her son who had a traumatic brain injury. They started wanting to give him omega 3s. The hospital didn't even want to do it, so they were sneaking in omega 3s into his diet, and he came out of the coma, and out of not being able to focus, and talk, and [inaudible 00:50:25] ten times faster than anyone ever suspected. I think those 2 things I could really stand behind. There's a lot of other nutrients that help, not only get rid of the cravings, but also help build the brain back. The brain, when you're doing alcohol, the alcohol stimulates the secretion of dopamine and serotonin. When you stop drinking the alcohol, the brain doesn't automatically doing that again, sometimes for as much as 14 to 21 days. That can be a real bummer because you don't feel high, you feel down. There are some way to facilitate that up feeling a lot faster, and nutrition is certainly one of them.

**Tommy:** I just want to ask, because we just hadn't covered it. This is certainly a book that anybody could pick up, even if they're not alcoholic, meaning it could apply to any addiction.

**Jack:** We say in the book, because our publisher asked us that, to be much bigger market if you said any addiction. Dave's experience working with alcoholics was that if you do that, a lot of alcoholics, then, think it's not for me. It's just too broad a book. I know that Dr. Roizen that works with Dr. Oz at the Cleveland Clinic interviewed Dave when the book first came out, and at the end he said, "I'm going to write a book on obesity and addiction. Dave, will you co-author it with, because I think you have the solution here. We just need to refocus it on obesity." One of the first reviews on amazon.com, someone picked up this book at a friend's house, because they had an earlier review copy that I'd sent to them, and they started reading it, and said, "Oh my God, I can use this for my food addiction." We say in the first chapter, we're not going to mention it after this. We're not going to talk about cigarettes, porn, surfing the net, whatever, sex, gambling, all those addictions, but the same principles apply totally.

**Tommy:** Okay. Just like Chicken Soup for the Soul, there should be 30 Day Solution for x, y, z.

**Jack:** We could easily do that.

**Tommy:** Jack, I just want to finish off today's interview with a little bit of a pep talk, so that people who are watching, as if we're at a workshop with you. All of us, our lives have been touched by addiction, whether that's alcoholism, or some other form of it, but we'd love to hear a couple things that we need to hear about how not to give up, and how there's hope in any situation.

**Jack:** I just speak from my own experience. Chicken Soup for the Soul was rejected by 144 publishers. It took us 18 months to find someone to publish that book. Our publisher told us if we sold 20,000 copies it would be a miracle. We're now over 500 million copies, in I think it's 30 some languages now, 38, something like that. If I'd given up after a hundred rejections, I wouldn't be here. If my son had given up after 3 relapses and 3 rehabs, and God knows how many times that he gave up, he wouldn't be sober. I doubt that he'd be alive, because he was doing some heavy stuff.

The thing we say, too, is that there's so much shame associated with relapsing. So much shame associated with you've let your friends down, you've let yourself down, you've let your sponsor down. The word fail, F-A-I-L, if you take the I and just do a little line across like that, it becomes fall, and every child that's ever learned to walk has

# RECOVERY ONLINE CONFERENCE

FEBRUARY 17-21, 2016

fallen down. We never say, "Oh, little Johnny failed again." We just say, "He fell down, let's get back up." I've never met a parent who said, "You know, we're going to give him 2.5 years to learn to walk. Screw it, to hell with it. He can crawl the rest of his life." No matter what happens, how many times you've run against a wall, whatever it is, you have the capacity to succeed, and you just haven't found the right circumstance, the right person, the right breakthrough, the right awareness, the right tool, the right whatever it is that will help you do that.

My father, who was a violent alcoholic, I mean violent. He's an army air force officer, and huge culture of drinking. My mom divorced him. He met someone and fell in love with her. She said if you quit drinking I will marry you. He did not have a drink after that, because it was so important. You have to find that thing that's so important, and the ultimate thing that's really important is you. It's your soul, your purpose for being alive. You are not an accident. I often tell people there's no such thing as a loser. A lot of alcoholics, part of their mantra is I'm a loser. I failed over and over, I'm a loser.

I always tell people there's no losers on planet earth. Everyone that's here won the sperm race, beat out 52 million sperms, of you wouldn't have been here, so this is a winner's club. You just have to trust. You were meant to be here, you are lovable, you are meant to have love in your life, you're meant to be successful, and it's a path that may have many twists and turns. Mike Dooley, who's In the Secret, was one of the speakers at the conference I just put on, and he said, "You know, every right turn, left turn, U-turn, was a perfect turn on the path to get to where you are," but you never know that until you get to where you are. Then you look back and you say, "Well, if it hadn't been for that, I wouldn't be here."

If it hadn't been for the pain of alcohol, and the drug addictions in my family, I never would have written this book, and I believe this book will help a lot of people. If it hadn't been for my own violent past, my parents being violent to me, I wouldn't have developed hyper-vigilance. I wouldn't have developed my empathy skills that allow me to be a great trainer, and a great facilitator and coach. Everything that's ever happened to you has been perfect, as painful as it might be. You've tilled a lot of soil, and you've planted a lot of seeds. Don't forget to harvest them. Stick around, it's going to get really exciting, I promise.

**Tommy:** Thank you so much, Jack. I'm really grateful to you for lending your voice to the Recovery 2.0 conference. How can people find this book, and find your work, and your workshops, and everything that you're involved in right now?

# RECOVERY ONLINE CONFERENCE

FEBRUARY 17-21, 2016

**Jack:** If you go to [amazon.com](http://amazon.com) or [barnesandnoble.com](http://barnesandnoble.com), you can order the book there. If you go to [30daysolutionbook.com](http://30daysolutionbook.com), or [30daysobriety.com](http://30daysobriety.com), either of those. They're in the book, it shows you how to go there. You can actually go to our website and download another program we did for free, it's a \$97, 6 CD, but it's not it's an MP3 program called the Success Principle 30 Day Journey. We did that 5 years ago, just about taking yourself to the next level of success. When you finish this 30 days, you can take that, and also apply it to the rest of your life. We're doing everything we can to get people to say, hey, do this, because you don't have to suffer anymore.

Also, if you go to [jackcanfield.com](http://jackcanfield.com), we have Breakthrough to Success trainings, we have an online Train the Trainer program where we're teaching people to teach all these principles, and you can get certified online to be a Success Principles trainer, so just [jackcanfield.com](http://jackcanfield.com).

**Tommy:** Thank you so much once again, Jack. I hope to be at one of your workshops this year.

**Jack:** Oh, great.

**Tommy:** Meet you, and give you a big handshake, and a big hug.

**Jack:** I look forward to that, too. You've got the greatest smiley face. Reach through the screen, and give you a hug, is that okay? I look forward to that.

**Tommy:** Okay. Thank you so much, Jack.

**Jack:** My pleasure Tommy, thank you.