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INTERVIEW SERIES

**How To Think And Grow Rich In
Today's Society:**

An Interview With Ted Ciuba

Dear Student,

I'm Michael Senoff, founder and CEO of HardToFindSeminars.com.

For the last five years, I've interviewed the world's best business and marketing minds.

And along the way, I've created a successful home-based publishing business all from my two-car garage.

When my first child was born, he was very sick, and it was then that I knew I had to have a business that I could operate from home.

Now, my challenge is to build the world's largest resource for online, downloadable audio business interviews.

I knew that I needed a site that contained strategies, solutions, and inside information to help you operate more efficiently

I've learned a lot in the last five years, and today I'm going to show you the skills that you need to survive.

It is my mission, to assist those that are very busy with their careers

And to really make my site different from every other audio content site on the web, I have decided to give you access to this information in a downloadable format.

Now, let's get going.

Michael Senoff

Michael Senoff

Founder & CEO: www.hardtfindseminars.com

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How To Think And Grow Rich In Today's Society: An Interview With Ted Ciuba

Two Interviews Into One.

When Ted Ciuba made his first Internet sale in 1994, he knew he could never go back to being a professor at a California State university. So he immediately quit his job and has never looked back. Today, Ted is not only considered a pioneer in Internet marketing but also the go-to guru in his field.

So in this two-part interview, I grill Ted on the finer points of information and Internet marketing. Ted has just written a book called *The New Think And Grow Rich*, so we also go over how he updated that Napoleon Hill classic.

Part One: How To Think Like A Modern-Day Napoleon Hill

When Ted was teaching Napoleon Hill's *Think and Grow Rich*, he noticed a lot of people were struggling with the outdated concepts and wording of the famous 1937 book. So he looked into public domain and copyright issues, and found that he could legally make an updated version. And in Part One of this interview, you'll hear all about Ted's book and how it incorporates the current philosophies of *The Secret* to help you think and grow rich in today's society.

You'll Also Hear:

- How Ted tests his prices and makes his Internet sales
- Everything you should know about Napoleon Hill and why he's still popular today
- How to use the law of attraction, law of complementarity and your subconscious to achieve success... no matter where you are today
- All about public domain and how long copyrights last

Part Two: The Framework Of Ted's Marketing Model

Ted describes his marketing model as being similar to a funnel system where you're drawing a lot of people in at the surface with something

free. Then you offer progressively larger packages designed to entice consumers at every price level. And in Part Two of this interview, I grill him for specifics on this marketing model and other Internet marketing techniques.

Key Strategies Discussed:

- What is Ted's favorite method for generating sales – referrals, JVs, email...? Find out what really works
- If you're only writing e-books – are you leaving money on the table?
- The best ways to generate leads on the Internet
- How to make a difference in your life just by writing your goals down
- Tips Ted would give someone who is starting out with absolutely nothing
- Action steps that will get you focused and on your way to success

Ted Ciuba is an Internet marketing giant. And according to him, the first step to success is creating an image of achievement. So sit back and listen to the strategies Ted uses to think and grow rich and how you can use them too.

Michael: Ted, I have heard of your name. I am not sure, but you can tell me a little bit. Were you one of the pioneers in the Internet business? You have been around this business for a long time; tell me a little bit of history on you.

Ted: I will be glad to Mike. Yes, I was one of the pioneers. The fact is it was just because I had that interest. It was 1994 when I saw the first gooey on the screen. People don't use that word today, but it means graphical user interface, which again people don't use. What it means is means is that you can see what looks today like a normal web site. Previous to that time it was members only. It was for the military. it was for professor fanatics and some tech heads, but with images, with color and everything else. At that moment when I saw that, I knew where the future was headed. I was an instructor at California State University. I said, I am going to harness this to commercial ends." I made my first money on the Internet in 1994.

Michael: What were you selling?

Ted: I was selling a course that I had just quickly put together on information marketing. I had learned about that. I had taken one seminar that

said, “You can put this stuff in a course and you can really make high dollars”, which I did. I followed the instructions.

Michael: Whom did you take the seminar from?

Ted: It was from Ted Thomas, 1994; San Diego as a matter of fact.

Michael: Right. So he was putting on seminars on information marketing?

Ted: He was.

Michael: Was that when he was selling it as “Tax Lien’s Sales Certificates”?

Ted: That was pre “Tax Liens”. He was moving from foreclosure at that time and really was experimenting with “Let’s Do Marketing”. This was one of his marketing events; information marketing, which he still does from time to time but it is no longer his main thing. Again, tax liens identified it. He put together high-quality, a lot of good people.

Michael: How much was it?

Ted: I thought it was a fortune at the time. I think the price was \$3,000 and I negotiated with the person that sent me the letter and got it down to \$1,100 and I still thought it was a fortune.

Michael: So you went to that seminar. Did it really open your eyes?

Ted: Successful distance. I came back and announced that I was quitting my job within three weeks of having come back.

Michael: What was your job?

Ted: I was a professor at California State University.

Michael: They must of thought you were crazy.

Ted: They did. As a matter of fact Michael, they thought that I was so crazy. First of all, in that business there are only two ethical times of the year that you can quit. You don’t say that I am giving you two-weeks’ notice. You say I am going to be leaving in the summer or in the winter, during those two breaks. They always ask for lots of time so that they can replace you. I gave my notice with due time, but the office never contacted me. I was getting worried right here down the end. With just a couple of weeks to go, I contacted my department head and said, “Fred, I am worried. The office hasn’t contacted me.”

He rocked back on his heels and had that grandfatherly, big hugging grin and said, "Ted, I never turned your resignation in."

Michael: He didn't believe you, huh?

Ted: Exactly. He was saving me from myself.

Michael: What did you tell him?

Ted: I said, "Fred, I really appreciate your emotion, what you are doing here, your friendship, your fatherliness, your care, but I am really leaving."

Michael: That is funny. What subjects were you teaching at the University?

Ted: Actually that is part of what had to do too with my deciding to leave and things coming together. I was teaching originally English, then I switched over to Speech Communication. Because I was the person that had the most actual business experience, we were putting things together to help train the business community. That was one of the things that didn't really help my integrity fact because I knew that I didn't have a lot of the experience that someone teaching these people should have. What I had was sales and management experience, advertising with development. At that point, direct marketing. I knew if I didn't have it they sure didn't have it. Then I was out there teaching people what to do. You have heard of book knowledge? I didn't really jive too well with book knowledge.

Michael: All right. You can back from Ted Thomas and you quit your job. How did you generate your first sale online back in 1994?

Ted: Back in 1994, you know I am going to tell you a story that is not the same way that I would do it today because back in 1994 people were eagerly reading classified ads. They had sites where there were hundreds of classified ads that were pretty much free; AOL, CompuServe, Prodigy existed back then, then of course there were regular Internet sites. Here in 94, by the way by the time 95 rolls around this had already changed, but you are asking about the first sale. In 94 I put an ad on AOL. It was a lead generating ad. All it did was it offered to give somebody a free special report on how they could make \$10,000 an hour. Now the basic premise behind that was. By the way, I had experience that did this. The basic experience is if you are flipping a seller-held mortgage you generally got less than an hours worth of time involved in it actually doing the work. That is where the \$1,000 an hour was.

Michael: Was that your information that you were selling when you got back from the Ted Thomas seminar? You created an information product “Learn How to Flip Mortgages”?

Ted: That’s it. That is another red blood story too is my creating that, but that was it. What I did when I did my AOL add offering that Lead Generating Special Report, which I actually physically mailed out. They physically filled out the old mail order style form. They sent it back in and ordered their product.

Michael: Did you sell a lot of those?

Ted: Oh yeah. As a matter of fact I am still selling that product today. The very first sale was for \$97. The second sell was for \$777. The third sell was for \$1,297. When I got that \$1,297 sale, I took Sweetie out to eat and we celebrated it. Of course I was still naïve at that time. That was a huge monumental victory. I thought that I would celebrate it every single time that a \$1,297 order came in, but they started coming in so fast because I was also doing other stuff that we all know to do. Running classified ads in Entrepreneur, paying for other places and better ads and everything. Yeah money just started coming in.

Michael: You were testing price with the first one at \$97 and the second one a different price. Is that why the price was going up? You were testing the demand?

Ted: Actually I was testing price and I was testing something else at the same time. What I did and we strongly recommend, a good, better, or best option. It just so happened that the first person took the good and the second person took the best. What blew my mind as the statistics settled out, what really happened is over time 40% of the people would order the \$97 product. Those were not really the best customers, but what that means is 60% of the people, actually it was 39% and 61%, but 60% of the people would order the higher priced product. I said what if I didn’t have that higher priced offer?

Michael: The good, better, and best offer, is that a model that you are still using today in your information marketing?

Ted: Yes it is. Now it is not the only thing we do. For instance when I am offering my book, which you are well aware of the “Think and Grow Rich” it’s a book, it’s a book, it’s a book, it’s a book. All I can do is offer you a free sample. An intro, the preface, chapter one, and try to lead them into the book, but the purpose of the book as an information

marketer, you well know is to get them to other stuff, which is there are a number of different offers.

Michael: We are going to go into that model, for sure. I just wanted to get a little history. So that was your first start, selling that mortgage course. You are still selling it today after almost 15 years?

Ted: Incredible, isn't it?

Michael: That is incredible. Over those years did you develop different information products or did you stick with real estate type market?

Ted: Oh yeah, Michael. I've had a career that has been changing like a chameleon. I went from that product, which brought me success on the Internet and also brought a bunch of people coming and asking me how can I do this? Can you help me do this? I quickly transitioned my main interests being Internet marketing. Again, I never know when I am talking to somebody how much background they have on me, but real quick. Since I was a pioneer, people came to me. I said, "Okay, I will start teaching." I became in short order known as America's Foremost Internet Marketing Consultant. A lot of that just had to do with that I had more information and then I was there first. I had a little bit of showbiz in my style. I was the original founder of what is even today tremendous educational organization. It is World Internet Summit.

Michael: The one in Australia?

Ted: Yeah.

Michael: What is the guy's name that runs that over there?

Ted: Right now it is Brett McFall and Tom Hua. See I moved out of that into "The New Think and Grow Rich", but those were my two ex partners. I was the original founder, Tom, and Brett. Together Brett and I found Tom and we went south to conquer the world.

Michael: How many years have they or you as partners been putting that summit on?

Ted: That began in the year 2000.

Michael: Has there been one every year?

Ted: Oh, there has been more like 4 every year.

Michael: So you are doing it in the U.S., in Australia.

Ted: In the UK and in Asia.

Michael: Are you still partners with those guys?

Ted: No, last year I let that one go to focus more on my newly developed passion “The New Think and Grow Rich”. Which is what you asked. The original question was did you stick with that? I said, “No.” I started in mortgages, I went to Internet, and now I am into the styles of personal achievement.

Michael: Let’s talk about this “Think and Grow Rich”. I think a lot of my listeners and I have for sure, have heard of Napoleon Hill’s “Think and Grow Rich”. Why do we need a new “Think and Grow Rich”?

Ted: That was real simple and that goes back into my history. It is because when I began trying to teach “Think and Grow Rich”, which my original intention by the way was never to re-write the book, it was to teach the book. Because remember I was circling the globe. I have been back to these countries, one, two, three, four years in a row and I was seeing that a lot of these people were still having problems. Some people were succeeding instantly, such as in my own case right now. I thought deeper about that because as a promoter, you feel a responsibility. You don’t want to sell crap.

So I thought, why can’t we get more people to have a better success rate was the question that was haunting me all the time. I said, “Okay, I know the answer. I need to teach “Think and Grow Rich” because it really is first things first.” It is not resources as Anthony Robbins says. It is resourcefulness that is the problem, that is the dilemma. Okay, I am going to start teaching that. Well in America, people say it is antiquated, it is sexist, it is racist, and it is hard to read. People say that in America, but when you go outside of America where they don’t even know historical characters it was just like getting a screen full of static or snow or something like that. I said, “Listen, this book is in public domain, which means that anybody can legally take it and change it, do whatever they want.” I don’t want to eliminate the roots. The root is “Think and Grow Rich”, but two things Michael.

One, it needed to be modernized so that people could read it in today’s language so that they would have male and female examples, stories, and so it would be from different countries; all of the stuff that is our reality today, which it wasn’t when it was written. Also, of course, the

biggest thing was at the time that Napoleon Hill wrote that book; this is not a slam against any religion. We all know that in America there are some very rigid religious, doctrines that there could be some political consequences. If you wanted to say something relative to the quantum realm, such as the law of attraction, you had to opt out to religion or mysticism and that wasn't going to fly. It is hard to talk about the things that with the science of quantum physics, there is only reality; there is only one reality. We all are intermixed. We are not separated. What we think affects what we see in our world, everything is energy and energy responds to thoughts and all of those thoughts couldn't be said as easily as they can be said today. Everything I say in the message is the way it can be said.

Michael: Give me just a quick background on who is Napoleon Hill and why did this guy write this book?

Ted: That is great. Actually at the moment that we are having this conversation, Michael, we are celebrating 100 years of "Growing Rich". It was in 1908 that an ambitious Napoleon Hill, a journalist, went out on his very first assignment ever for a new company. Now he had been writing articles and doing stuff back home in Virginia and getting published in the weekly newspaper in Virginia. There he was in New York City, first job and first assignment. He set out to interview Andrew Carnegie. It could have been like so many interviews, 60-minutes or 90-minutes of nice, thank you, yes, I am impressed, but that very first interview there was chemistry between the two of them. Andrew Carnegie was the richest man on earth. He was elderly. He was in an epic where he was granting as many, I forget how many libraries today, but I think it is over 1,000 libraries of their existence to him. He was in a time where he wanted to contribute. He had already done his real business stuff.

Any ways a deep friendship developed and what was suppose to be an hour interview turned into 3 days, that is Carnegie invited him to stay over for the evening. Invited him to stay over the next day. Then invited him again. During this time, sharing with him what he knew about creating wealth. Remember, Carnegie knew how to do it. There wasn't any question. He was the richest man on earth, but he couldn't be bothered and wouldn't be bothered and really didn't have the capacity to put it into a philosophy. Again, we are not all good at the same things. So someone else comes up and masterminds. Mr. Hill was fascinated. Near the conclusion of this interview Andrew Carnegie pulled out a stopwatch, which Napoleon Hill didn't know about, but Andrew Carnegie was thinking look I am going to invite this young gentleman to write the philosophy about the science of personal

achievement according to Andrew Carnegie and the people like Henry Ford, Pauly Firestone, and those that I will introduce him to. Right? If he tells me within a minute that he will do it, then okay. He says, "Okay. Napoleon, I believe that we have had a long conversation. We are about to separate. Someone needs to do the project that I described to you. I am offering to let you do it. I am offering to sponsor you with introductions, but I am telling you it will probably take you a 20-year task. I am telling you that I will not pay you a penny. You will have to figure out everything that you want to do. That's it. Do you accept this assignment?" Click on the stopwatch. Carnegie was giving Napoleon 60 seconds. Number 7 of "The New Think and Grow Rich" decisions. People who become rich, people who are rich, when they have enough information to make a decision don't need anymore time to think about it. This was part of what he was thinking; 60 seconds. With 28 seconds he will say, "Mr. Carnegie, I will accept your commission and I will fulfill it completely." So he beat the stopwatch that he didn't know existed.

None of us are essentially and basically different. Carnegie had just laid out some grand designs in very brief outline form. He had asked for a major commitment that extended into the future from a person who did not have experience. This was his first job in a big city. His first assignment.

Michael: Do you know how old he was?

Ted: He was very young. I know that that interview happened in 1908. I know that Napoleon Hill was born in 1883. That would be 25-years-old.

Michael: Napoleon Hill was 25? Okay.

Ted: By the way, I should of known that. He published "Think and Grow Rich", which of course is the source document for "The New Think and Grow Rich". He published it in 1937, when he was 55 years old.

Michael: It took him 30 years to get it published.

Ted: Yeah, to get it published. He did have the law of success previously. He was an information marketer by the way. A lot of people don't know this with the passage of time, but he was making speeches and selling products at the back of the room. He had a course.

Michael: Napoleon Hill was right?

Ted: Yes.

Michael: After he completed the book?

Ted: Before.

Michael: Even before?

Ted: Yeah.

Michael: He was selling information even before his book was completed?

Ted: Yes.

Michael: Was it his own stuff?

Ted: Yes, oh definitely. He was set in a number of different ways. He had a magazine. Then of course what do you do if you have a magazine? You write an article every month, right? What do you do when you have 12 of them? Then you put together a book. This is the step of information marketers.

Michael: Yeah, I think he was hooked up with Earl Nightingale? Who was the great insurance salesman guy?

Ted: That is the big one. Earl Nightingale I do not know about, but the great insurance guy that would be Clement Stone.

Michael: Clement Stone may have taken him under his wing. Those guys were in the seminars and the whole movement.

Ted: Napoleon Hill was coming to town. Clement Stone was recommending his book for every one in his insurance. He attributed his own millions of fortune to that book. He said, "Holy moly! Napoleon is coming to this town. I am going to attend that seminar." He bought a ticket and attended that seminar. He made sure that they had him introduction and that was the beginning of history.

Michael: Clement Stone bought the book for all of his insurance agents?

Ted: Oh, absolutely.

Michael: Before he met him?

Ted: Oh yeah, definitely. Again let's talk information marketing. That would be like you and I or Steven Peers or Armand Moron or Anthony Robbins when we were going to Seattle and there happened to be businessmen in Seattle who want to meet us. We are doing this presentation or speech or whatever it is. This guy makes connections behind the scenes to make sure that he is introduced to us. Napoleon was on the circuit. Once they began to talk, of course it's the whole law of complementarity. They each had different strengths, different aspects, different things that if they took it to mind, they could make more money than they were separately. That is the mastermind.

Michael: Did you ever get a hold of any of Napoleon Hill's information products other than his book?

Ted: Certainly, I have a whole collection of them. There is "52 Weeks of Growing Rich". There is "The Law of Success". There is another program, which I don't remember because I have it packed up but I have two different audio programs.

Michael: Wow, so Napoleon Hill was really hustling of information products.

Ted: I am telling you that he was an information marketer. He was making a living, like you and I are doing, as a freelance person who had an interest in motivation and success. He liked to write. He liked to interview. This is all information marketing.

Michael: Was he a white guy or a black guy?

Ted: That was one of the big problem is that you had to be white, American, male as he wrote it in 1937.

Michael: Oh really?

Ted: Yeah. Somebody has taken the book and written "Think and Grow Rich, A Black Choice". They also have "Think and Grow Rich, A Latino Choice". By the way, I am translating "The New Think and Grow Rich." We have the new book in Chinese outside there. We have the new book going into Australia. We have the new book going into Korea. That part is easy. No, he was definitely white. It was one of the characteristics that I wanted to straighten out in that book.

Michael: In his products is there any audio included? I mean you have heard the speeches?

Ted: Oh definitely. As a matter of fact, anybody can go to Amazon.com or EBAY of course and plug in Napoleon Hill and audio products will be a part of the mix.

Michael: Was he a compelling speaker? I don't think I have ever heard him speak, maybe at one or two clips in the past.

Ted: That is interesting that you should ask that question. I will give you my opinion. According to my opinion, because obviously you can't argue with the success that he had, but I never saw him as a compelling speaker. I have listened to hours and hours and hours and hours. I am an instructor myself. I have a lot of experience of listening. You know he faltered on delivery, on content, but I never saw him as being showbiz, as being extremely a closer and these kind of things make it sound compelling. It is not any ounce of disrespect, just direct response to the question that you asked.

Michael: I had heard that the original title of his "Think and Grow Rich" was "Make a Boodle with your Noodle"?

Ted: That is what Mike Mchansen likes to say.

Michael: Do you think that is true or you are not sure?

Ted: I'm pretty certain that it's not true, but do you want to know how that comes into the story?

Michael: Yeah, tell me.

Ted: How that comes into the story is Napoleon Hill had a publisher. Again, you know how this world is and there is a deadline date, there is a launch date. In the publishing industry, you set your launch date a month in advance because you have to have everything else ready. Right? Especially years ago, today you can actually send a PDF file and get it printed the same date. Years ago this was not the case. Any way the publisher was riding on Napoleon saying look, I have to have the title of this book tomorrow, tomorrow, tomorrow. I have already given you three weeks. There is no choice. There is no chance. If you don't give me a title that you want, I am going to call it "How to Make a Boodle with Your Noodle". Now was that a threat that was designed to trigger Napoleon?

Napoleon now, here is the story, and again this is straining the science of quantum, straining the science of what we think about we bring about, what we demand we accept, we access. Napoleon just said,

“Holy crap! I have to have it.” He is in his apartment. He is screaming at the top of his voice to the universe, right? You give me that title. I have to have this title. I can’t let this publisher title it Boodle Your Noodle. It is going to ruin me. I demand that you give me a title. He fell asleep. At 2 o’clock in the morning he had a dream, he woke up and said, “I got it. “Think and Grow Rich”! Of course, not surprisingly he had used that exact phrase several times in the book so the reason he called it “Think and Grow Rich” was because it perfectly encapsulates the idea of the secrets.

Michael: What is different about “The New Think and Grow Rich” from the original one?

Ted: Basically it is written to what we are talking about now. Anybody can read it in today’s modern world. It is modernized. They are not going to be put off by the antiquated language, by the sexist stuff. In the original there were only like three examples of women who had got rich and two of them were getting rich by marriage.

Michael: The good old-fashioned way.

Ted: Yeah, exactly. All of that interview stuff got lumped into that. Then empowering it with the quantum stuff where we can talk today. For instance we can take a phrase of a religious leader, all of us in this culture know Jesus, for instance whether we subscribe to that church or not. One of the things he said was “All believe, knock and the door will be opened. Seek and you shall find.” These kinds of things, which sounded like religious, mystical stuff before, what we found out with quantum science is where particles at their basis are only energy. Particles in all of our lives do respond to our thoughts. We create what we think about. Then there is no other way – I mean sometimes it takes a book to say this. I am not the first or the last to say it, but it takes it into a level where we are saying here is how you connect the dots. You know, chapter one. Get absolutely clear on what it is that you want otherwise how can the universe? If you are not clear that is what your clients need. That is what you are getting. That is why you are dissatisfied. You are dissatisfied with the results that you are getting your life, not even knowing that you created those results. With chapter one, let’s start with being clear on what contribution that you want to make in this time that you are passing around earth. What you want this passage on earth to deliver to you. Let’s do that and then we can start thinking about that and pressing that into the holocaustim?

Then there are two main structures to this, the self-fulfilling prophecy and the law of attraction. Through these two mechanisms then there is

more because there are 13 crystals in the book. Those are only the major principles, but then there is more. Getting that clear in your mind, heart and soul, you can begin to trigger the self-fulfilling prophecy to the law of attraction. You can begin to create and live the life that you would like.

Michael: For our book publishers information product developers, and you mentioned it briefly, “Think and Grow Rich” was in the public domain, but still people may want to know is it legal? How do you do it? Doesn’t someone still own “Think and Grow Rich”?

Ted: No and you are right Michael, that is one of the most common questions that I get. People say, “Oh. “The New Think and Grow Rich”? Isn’t that Napoleon Hill’s? How did you do that? Again this is a real lesson specifically for information marketers. It will be good info for anybody, but when something is in public domain, which we usually abbreviate PD, public domain. What that really means is that they have lost the period of statutory protection for their intellectual property. Now that sounds like jargon, but basically if anybody creates a CD, an audio, or a book then they have a period of protection. Today, I am not really sure what it is. I think it might be 100 years or 70 years? Do you know?

Michael: You could Google it. It is out there. I am not exactly sure.

Ted: I don’t know what it is, the exact, but I do know this. It starts at the moment of creation and it lasts until a certain number of years after your death. I am thinking it is 100 years if you are a corporation rather than a human individual. That is good, but what it use to be was you could have two, 28-year, consecutive periods of protection. Well the book “Think and Grow Rich” oh man, there is a history on that too. When it bounced around it was caught in a war, it was caught in a divorce, and it was lost and it was recovered. That is power of ownership of the copywrite. What happened is in the second 28-year period – well how many people do you know who have a tickler system to remind them in 28 years that they need to renew their copywrite?

Michael: Exactly. I guess it was renewed after the first 28 years?

Ted: No, it wasn’t.

Michael: No it was never renewed?

Ted: No it was never renewed.

Michael: What happened? Do you know?

Ted: Because it was not renewed it fell into public domain.

Michael: Really? So any copywrite that is not renewed, at least back in the earlier years, if it wasn't renewed it is in public domain.

Ted: Yes. Here is one rule. Anything that you find that was printed prior to 1923, after 1923 you would need to do a little bit of investigating work. Anything you find in the world that was printed prior to 1923, it is yours. The universe is giving it to you. The laws of humanity have said, "Look this author was protected with his or her intellectual property and now for the better of society it is open free game as everything else."

Michael: That is great.

Ted: The information that I am giving you freely here, it costs me \$7,000 to find out.

Michael: I am sure. You probably had to consult an attorney and really do your research before you started getting going with this.

Ted: Yes.

Michael: What happened? You said the copywrite was lost, it was regained, it went through a divorce. Do you know of any stories about that second 28-year period?

Ted: I sure do.

Michael: Give me one.

Ted: You would like one, okay. When the book came out, the original "Think and Grow Rich", Napoleon Hill rather instantly became very well off. The book took off like gangbusters.

Michael: I mean what really got it to take off? Someone had to do the marketing behind it. Do you know who was responsible for really making it take off? Did it have anything to do with Wilshire books or any one great promoter? Do you have anything on that?

Ted: Michael, at this time, no. That is such a good question; I am going to investigate it myself. I do know that there was a publisher. Because I am in the middle of moving, I don't have my original copy that I can pull

out and tell you exactly who that was, but it was a publisher. They published it I think until the mid-60s.

Michael: You know who I think wrote an ad for it? If I am not mistaken, I wonder if it was Maxwell Sachtel?

Ted: Wow.

Michael: One of these guys – hold on one second, I want to just grab this book really quick.

Ted: All right, that would be cool.

Michael: I have a billion dollar marketing concepts. There are some advertiser, some copywriter that we know who promoted this. I am just not sure exactly who.

Ted: I will tell you what, next year either you share that with me or if I find out I will.

Michael: I will find out. I won't have time to find out during this call, but I will find out. I will share that with you.

Ted: Excellent.

Michael: Okay, so go ahead. What was this story with the copywrite one?

Ted: The book took off instantly and Napoleon Hill became rather flooded with money instantly. He changed several things in his life rather quickly. He bought 100-acre, 110-acre estate out in the Catskill Mountains of New York. He bought a Rolls Royce. He started entertaining in lavish style and I am talking about having sometimes a couple thousand people there. Then along come World War II and the U.S. government, extraordinary times require extraordinary measures. They said, "There is no commercial book publishing."

Michael: During World War II?

Ted: Yeah. All of a sudden, within several months his income trickled to a stop and boom he found himself in economic distress. He lost his farm. He lost his Rolls Royce. He quit entertaining in style and he went into a period of what in today's world, we didn't call it then, but it is called economic recovery.

Michael: Wow. That is wild. Okay.

Ted: Now there is another one that is even more fascinating than that.

Michael: Go ahead. Yeah, let's do it.

Ted: The history on the inside is that at one point, again, Napoleon was an information marketer and he was an information marketer. He would get rich. You have to understand people started suing people like him saying, "I didn't get rich and I followed your instructions. Now you owe me \$6,000,000." So he said, "Whoa. " This was back in the recovery period. "I have too much money to be exposed like that. I have to do some asset protection. I know what I will do. I will put the copywrite of this book into the name of my wife. Therefore, when they come after me it is not mine so no big deal." That was pretty good thinking when they were happily married, but they got a divorce later on. So he didn't even own the book for a good number of years. His wife sold it to the original publisher W. Clement Stone who had a little bit more financial capacity bought it back and gave it to Napoleon Hill several years in the future.

Michael: That is an interesting story. Let me ask you this, you are in the, not get rich field, but selling a business opportunity and you sold other products. How would you compare and what advice would you give to information products marketer as far as selling an opportunity or selling just a product. What is an advantage to selling an opportunity?

Ted: The advantage that I see is that an opportunity has a higher perceived price tag because you are selling money at a discount. In other words instead of saying buy this product and you are going to feel good, you are saying buy this opportunity and you will convert your \$1,000 into countless thousands of dollars.

Michael: Is that one of the main reasons that you stayed within the opportunity field?

Ted: The honest truth, Michael, is I would have to be considered as a hybrid because the motivational field is not really the opportunity field. I have made it that way. In other words saying, "Look, buy my product. I have the secret to wealth." That is different than saying, "Look, buy my system. It is a business in a box. You plug it in and it is going to make you money."

Michael: I agree. Marketing "The New Think and Grow Rich", I don't think you are selling a business opportunity. You are selling information.

Ted: Yeah. Following that model, yes we have a program, which we call “Certified Mastermind Consultants, which actually is selling a business opportunity which actually trains people, certifies people in everything they need to do to run a business. We have courses that they can coach. They can coach them on the individual level, \$3,000 per client. They can coach them in small groups as in corporations. They can put on 8-hour or 3-day seminars.

Michael: I see. You have a business opportunity that sells a package that teaches people how to be coaches and consultants?

Ted: Yeah. In the information marketing industry, we know that we can make the most money and have the most impact and influence by helping and empowering other people to use this to make money themselves.

Michael: Is “The New Think and Grow Rich” part of that model? Is that the back-end product or do you have multiple back-end products? For our book publishers and our marketers, tell me the model and how you benefit by having a front-end product like “The New Think and Grow Rich”.

Ted: Well for our marketers and information marketers with experience this is going to be a review, which is always good. We like that. For the newbies this is the way it works. It is called the funnel system and the funnel is.

PART TWO

Ted: Imagine basically a funnel. Now imagine that that funnel’s depth dimension is divided. So at the top you have something that you get the most of people in, which is free or almost free. A \$19.95 look, which when you get on Amazon, it is not even that. I am giving samples away for free. The idea is to get people in, to get them a taste.

The concept that we know, there are two things operating here. Number one, people are not going to even request something for free if they don’t have some nominal interest. For instance, if I saw that “famous” ad, free release. I don’t care if it is free. I am not going to ask for that free report. So you give something free and then you start stepping up the price. Now stepping up, which means it is actually going down a level. In other words if you would think that the next horizontal level, now you have something that is \$50, now you have something that is \$100, now you have something that is \$200, \$300,

\$500, \$600, \$700. So our funnel basically starts from free. In other words, if you want a sample of the book, here it is. It is up to me as a marketer to impress that person who has an interest in the subject matter or they wouldn't have asked for it. Impress them enough to go through another product and of course we have other products. If, for instance, the beginning product is "The New Think and Grow Rich", and in this business it is, that is the book and we have the audio, which I just took the book and read it into a recorder. We also have different packages that we put together of interviews such as we are doing today. Capture this interview, put it together and now you have a collection of them. You can sell them. The most famous product we have right now is called polo-magic wealth programming.

Michael: Right. I was reading about that. That sounds very interesting. We can talk a little bit about that. All right, so I am getting an idea of your funnel. You get them in with the book. You have a qualified prospect. The content in there is kind of not programming them, but educating them on how to be successful and that is always an advantage. Are you primarily on the Internet? Are you an Internet business or are you doing some offline stuff as well?

Ted: That is a good question, Michael. Again, with the passage of years, I have gone back and forth with different models being dominant at any particular time. Right now we are clearly Internet dominant. We are clearly doing most of what we do over the Internet. However, we are developing different products right now that are strictly designed for the street and won't actually be sold as products on the Internet. They will only be sold as programs that are delivered in a coaching environment. The answer is yes and yes.

Michael: What has been your most successful method in generating sales for your "New Think and Grow Rich"? A good marketer understands that good marketing is doing a lot of things well, but is there one favorite method when it comes to leverage and effectiveness in generating online sales for your "New Think and Grow Rich" that you want to share?

Ted: What we need to clarify is are we talking about units or are we talking about dollars?

Michael: Let's talk about each one separately. How about that?

Ted: That is the perfect approach. The easiest thing, the fastest thing, the big gulps as far as units go is joint ventures. If I do a telephone call with Alex Mandosia and Chett Holmes or Michael Senoff, then we get

the referral out. A lot of times we find a big impact, which are spikes we call them. The thing that really works and I wrote this book, this is another one of my book titles "Mail Order in the Internet Age". In other words for high priced products we just switch the discussion from units into dollars. For high-priced products, mail, out sources e-mail 20-1.

Michael: Okay. So you are capturing their mailing addresses on your online forms?

Ted: No, because those people haven't jumped through enough hoops.

Michael: Are you generating your direct mail leads through the Internet or are you just going through traditional mailing lists?

Ted: We are generating them through the Internet.

Michael: Are these leads who you are mailing to, have they purchased "The New Think and Grow Rich"?

Ted: That is the story. They purchased anything. Now the people who get the free sample, I am collecting their name and email address. I am not collecting the other data to start the program. By the way, other people do, so I am not saying that it is a bad model, but the model in which Ted Ciuba creates under is I need to have the credit card before I send out any real mail.

Michael: Now "The New Think and Grow Rich", do you mail a physical book or is this an e-book or both?

Ted: People cannot buy "The New Think and Grow Rich" as an e-book.

Michael: Okay, so it is a physical printed book?

Ted: It is. I do deliver it. As a sample I deliver the preface, the introduction, and the first chapter digital. When people buy "The New Think and Grow Rich", the physical book, I do deliver a digital version, which I have found that a lot of people find it is a lot of value; many because it is searchable and portable.

Michael: One of the real benefits is that you have a mailing address?

Ted: Yeah.

Michael: And a credit card.

Ted: And a credit card, that is the one. That, to me, in our business when you have a credit card is when they change from a suspect to a prospect. The whole issue is that e-mail is free and mail costs something right? The whole idea behind direct response marketing is that you are buying customers at a discount. You are not going to go out there and be stupid with your money or otherwise you will never make it. What you are going to do is you are going to put lead generated out. The people that raise their hand and to us raising their hand is putting a credit card down on a product of any value. We have one product that only takes \$2, but it is the value, plus we all will have something to all deal with if they decide that they want to do it. That is the point, at that point then we start soliciting them both online and offline; the offline component, which is different and online we solicit leads, so there is no cost like anybody. When we go offline it is, did you give us money?

Michael: You hit home with this because I think this is really important. You are going with a physically printed book. There are a lot of people out there who think and probably there are some people and examples of some people who have made a lot of money just with an e-book individually and not dealing with a printed physical book. Are they leaving money on the table?

Ted: In my opinion they are.

Michael: You mentioned 20-1. Can you expand on that?

Ted: Our top-end product is a \$10,000 price tag product. I don't know what the psychology is. I do not know all I know is the numbers. To me when I speculate about the psychology, I think that people just need to think about a \$10,000 investment. A sales letter that is on their desk, or put into their briefcase or put into their purse that is just more material than a web page that maybe they leave it on all evening but then they turn off the computer and it never comes up again.

Michael: Okay. That is great. From what I understand from the physical book, you are able to get a credit card number. You are able to get a mailing address. You know are able to do direct mailing for your higher priced, higher margin products, which is a great marketing model.

Ted: That is the model Michael.

Michael: Over the years, anyone selling business opportunities or information products, they do feel a responsibility to their customers. We all know a lot of people don't do anything that bothers me when someone

spends money on a package and they don't do anything. Have you seen your "New Think and Grow Rich" really give people results and tools that can give them the success that they are looking for?

Ted: The answer is it's well proven that it does that. One of the things that we still struggle with is some of the statistics. In other words neither you, nor I, nor Tony Robbins can change the fact that 90% of the books that are bought are never read past the first chapter. On the other hand, I had a lady write me. It is brief. I want to read this to you. I just pulled it up. She wrote me this after owning "The HoloMagic Wealth" Program for just a couple of weeks. She says, "I am certainly enjoying listening to the HoloMagic Program. It sounded quite inspirational causing me to really focus on what I want, how to get there, and being specific in my goals. This in turn is inspiring me to become more organized in creating a system. Then she goes on and I love this. I haven't gotten any results, but I am certain that I will get that. Many thanks, Doreen Morrison. What she said after just a couple of weeks is the book working? Well the whole thing balances against the cause and effect. That is the first words by the way, the law of cause and effect in the actual book.

Think is the cause and grow rich is the effect. Think to Grow Rich. What do you mean you haven't received any results yet? I know maybe you haven't gotten a bank account yet, but you are focusing on what you want and how to get there. You are being specific in your goals and you are becoming more organized and you are creating a plan. I say, is this thing working or is it working?

Michael: What is the universal law?

Ted: Well there are a lot of universal laws and different aspects of it. It has become real popular with the secret being out; for instance the law of cause and effect. It is a universal law. In fact, this was one revolutionary idea when Napoleon Hill first created it in 37'. It is not revolutionary today, but you wouldn't expect it to be 77 years later. There is a system that you can discover, that you can follow, that you can implement and come rich, so the law of cause and effect is the universal law. Some other laws that we operate in today, the whole view, which we have really taken "The New Think and Grow Rich" into, the whole field of quantum physics is interesting. The law of attraction is one that I would like to highlight because again, the secret has made it real popular. The reality of the matter is there is nothing but energy in everything that appears solid. It is not solid, it has to do with the nervous wiring of the human body and the ways that we like to interpret things to be comfortable, but deep down, every school child

knows this that when you start going into the atoms and then you go into electrodes and then there is nothing but energy. What the quantum physicists say is there is really nothing but energy. They discovered that the observer of facts, what they are observing. They discovered a lot of times what the observer is observing don't even exist. These particles, they call them energy packets. They don't call them things because they are not things. What they found is, Mike, a school of fish is that they are controlled not can be, they are controlled by human thoughts.

Michael: Yeah, by your mind.

Ted: By your mind and when you start thinking and holding images of things, like a school of fish you bring all of these energy quantum things that relate to that and correlate that to you. Back then Napoleon was writing, you couldn't say this in logical language. Today we say it because it is so true. When you start thinking about something you are creating that in your environment.

Here is something real simple. Two brothers both had the same parents; both were exposed to the same opportunity. Twenty five years later, one is broke and on skid row and the other can look out of his office window from the 67th floor in New York and see his brother down there. What is the difference? It was the way they thought, the things that they thought about. It was the faith that they had. It was the things that they desired. It was the images that they held that inspired them to dream or not dream, to loaf or to work into the night. All of these things are originated by thought. Quantum morals. Universal law. Again, there is more research for everyone to do.

I am not saying that I gave a good summary, but the quantum morals, when you think it is already true. Thoughts are things, which sounded metaphysical in 1937; today we know thoughts are things because everything is energy. If thought is energy then that thought stimulates electrical energy. Everybody knows that, even school kids seeing the electrooculograph over your head and all of that. To me it is that we are creating things when we think about things. That is why people like you and I, business is always booming.

Michael: You are absolutely right. What the science says, and we have the science to back it up. Maybe back in those times, people would think that you are crazy, but today there is irrefutable evidence and proof that what you are saying is true.

- Ted: That is why I feel so comfortable today. I know that it will. When Napoleon was saying yesterday and I wouldn't of felt comfortable saying it. I would have said it just the same way too.
- Michael: It was interesting. You were just giving an example of two people. I have it in my hand an ad by Maxwell Zacheim. He was one of the greatest copywriters. Here is the headline. "Both had an equal chance. Power of will made the difference. Why is it that two men with equal opportunity, with equal mental equipment, sometimes end up so differently? One finds his way to influence, money, and power, and overcoming seemingly insurmountable obstacles while the other tries one thing after another, gradually losing his grip, never succeeding at anything." It goes on, it is a full-page space ad. The image is one guy in a top hat and an overcoat. The other guy has his hat tipped begging for money. This is a book. It was Health and Publishing Company. I don't have the copywrite. I don't know because I don't have the actual book, but it is called "The Power of Will". That is interesting. In that ad, that headline in that story I am sure you have heard is probably responsible for one of the greatest ads of all time, which is the Wall Street Journal ad. You know the Wall Street Journal? There were two brothers; they both grew up in the same town.
- Ted: Actually they were not brothers. They were good friends.
- Michael: Oh, two good friends. You know that story line for marketers and advertisers, that story line is a very effective and powerful way to sell an idea.
- Ted: It is. The reason, Mike, it is a powerful sell is because for everybody it is easy to understand. Like that Wall Street Journal letter, it is a two-page letter. All it is, is it starts with this comparison and contrast. Then gives a few benefits of obviously the guy who is doing well off, what the Wall Street Journal offers. Then it ends with oh those two were friends. It goes back and has closure. It is a model ad, billion dollars winner.
- Michael: All right. I have to ask you this. I know in the "Think and Grow Rich", one of the things he talks about was the sexual energy. How did you tackle that in the new book? Maybe you can remind me? In Napoleon Hill's, he spoke about this sexual energy?
- Ted: He sure did. He had chapter 10 labeled as Transmutation of Sex Energy, right? Believe me man; I had a lot of experience with that book. I taught it to hundreds and hundreds if not thousands of people.

Transmutation of sexual energy was a stumbling block, not for everybody.

Michael: What did he mean by that?

Ted: What he meant by that is akin to “don’t sow your wild oats”. Use inspiration to accomplish things, to be somebody because you want to be somebody for your significant other, be somebody because you want to deliver something significant to your significant other.

Michael: Was he saying, let’s say if one is very sexually active, was his idea to reduce that to save that energy and channel that energy and save it for doing other things?

Ted: He was. He was saying if you are very sexually active. By the way Mike, he was not saying sexually active. He was saying if you are overly sexually active, you are wasting a lot of time to be harnessed to better ends.

Michael: Wasting all of the energy.

Ted: Yeah.

Michael: He believed that energy was not infinite. You held it within you, but once some of it was gone, it was gone.

Ted: Well he believed in the chest player bluff being time is the opponent. Let’s just take an example from the real world. If you are getting off work everyday, because you are still employed and you are going straight to a bar and you are getting home from the bar at 11:30 at night. You are doing this five nights a week. There is a whole lot of time that you are not using. You are wasting your life. A lot of people go to the bars. They go to the bar to have a good time and chase tail right? That was the kind of thing that he was saying.

Michael: Did you keep that in on “The New Think and Grow Rich”?

Ted: No. That was one of the biggest changes is I immediately threw that title out. I retitled it passion. Again, remember the whole chapter as originally written was very male oriented. It was if you are out there sowing your wild outs, if you are out there spending all of this time, if you don’t have basic good designs then you are going to cause problems. That is the only chapter, by the way, that I gathered outside help on. I got three female co-writers, Dionne Gardiner from Australia, Carrie Carter from the U.S., and Man Kei Cheah from Hong Kong who

represented the Asian perspective. We kept that theme in, but we brought in other things about what happens with the unity of the male and female. The basic premise there is that we have talked earlier about universal law. The basic premise there is when you get the male and female together then you have an offspring. If you don't get them together, you have someone – for a better word, basically masturbating and playing with themselves. This came from the Eastern philosophy. We combined it yes passion. We defined it as passion. For instance if you were a male dog and there was a female dog in heat, nothing could keep you from making every effort to get to that female dog. That is the kind of passion that you want to put into your quest. The book is loaded with techniques to create that passion to attach that passion.

Then he realized the truth, that it is a world of ying and yang. It is a world of balance. Only when you honor the male and female, both sides of the equation, do you really create something of value. You create that offspring. You hear about burnout for instance. It is a common phenomenon that we hear about. Basically it has to do with people working from 6 in the morning till 11:30 at night and not doing it just a few days in a row, but doing it many years in a row. They lose the passion in other elements of their life. They lose the balance. What do they do? They burn out. They become unproductive because you can't keep up an unproductive lifestyle forever.

Michael: Why do you think having written goals can make such a big difference? Do you really believe in that writing your goals can really make a difference because I have heard contradictory stuff that it is not as effective as one may think. What is your opinion?

Ted: I come down on the side where it is like major effective. Number one, I have experience of years of myself of being involved in this. Number two, I have the experience of thousands and thousands of clients and feedback and everything. Having a written goal does two things. Number one it forces you to get definite. If you could get definite without having it written, I might say okay, but it is kind of like this riddle about motorcycles and helmets. Some people will say, well listen I am safer on a bike. I don't believe that, but let's not even argue that. I step ahead to the next concept. Maybe you think that you can see better, you could be more flexible and everything. Okay, but if you do have an accident, if you do, you cannot tell me that you are better off than being inside a car being seat belted in because you are a missile that is flying in the air if you are on a bike and you hit something. It is common sense that if something happens. It is the same kind of concept with goals. If you could define them as clearly as an in depth

without writing them, then maybe I would say okay, but I have never seen anybody that can get the precision and the fire in them to create them completely firm without writing them.

Number one it clarifies. Number two it is that written record that is always there, that always reminds you that you can use for inspiration. If you wake up and you don't remember what is going on, maybe you were working late the night before and you wake up a little groggy. You can pull out your goal card or you can look up at the wall and it is a reminder. Boom. You are back in sync.

Michael: Got it. You have acquainted well with a lot of freedom and independence. Let's talk about building wealth. What do you think is the first step that someone with nothing can do to get started?

Ted: Someone with nothing needs to sell something. They don't have to create that. They don't have to write the sales letter. What they want to do is to start directing people there. Someone with truly nothing can start by signing up for an affiliate program, for instance, and start telling friends about it. You get your first dollar, and then you buy a Google ad.

There are really two things in the long term. Number one, to start you have to start making money, but in the long term what you are really doing is you are making money and you are building for a future at the same time simultaneously.

Michael: That makes sense. Tell me why you think that you can't get something for nothing. If abundance is supposed to be easy, how does that work?

Ted: Well that comes up very often with this secrets mentality. Basically it is the law of cause and effect. Basically it is the law of "sow and you shall reap". It is the law of "Okay. I admit you don't have 100,000 people in your database. Are you going to whine or are you going to get your first five on your database? If you don't deliver, you can't receive. It is like the fire doesn't start up; gets you warm and then you go outside and bring in the wood. You bring in the wood. You break the ice. You bring it in. You start the fire with a little kindling. Then you get the fire. It is the universal law. One of the big problems that keeps people from actually taking proactive steps, it isn't that they want to buy it how to become active, to become wealthy. Never buy another lottery ticket. Never even imagine that that is how you are going to make the money and the wealth in your life. Come into work.

Michael: Get to work. Give me a few action tips that our listeners can commit to using right away to focus on positive things where the abundance that they want in their life and want to build.

Ted: Number one, realize in your heart and soul that it is a quantum world. Realize that just by the fact that you are holding images in your head, you are creating more of whatever you have in your head. That is the first step to realize that it is a quantum world, to realize that what is in your head is manifesting whether that is concern about not being able to pay bills or whether it is confidence about paying the bills. Once you get that, number one this is how the universe works.

Then number two, start creating. I recommend chapter one in “The New Think and Grow Rich”. Start creating those images of performance. What is it that you want to contribute? What is it that you would do if you weren’t getting paid, if money was no object? What would you do? Because you have to be productive, we already settled that right? What does that look like? What are people telling you about that? What are you doing? Are you celebrating? Are you achieving? For instance one of the things that I always use as a goal image is the million-copy mark. You know a million copies of “The New Think and Grow Rich”. There we are out dancing and celebrating. If the universe works in a way that what you hold in your mind, which Dean Columbine says it does and that is the whole message of “The New Think and Grow Rich”. If it does, then the first step and by the way there is so much more than the first step. The first step is to start creating those images of achievement. That is where I would start.

Michael: What is the best business in your opinion based on all of your experience in marketing, Internet marketing. What would you advise if you had a brother who wants to get into business? He says, “Ted, what is the best business that I should get into?” What would you tell him?

Ted: I would say you need to take a look at information marketing/ Internet marketing because the margins are so big and because you can build continuity income. I would say that you need to take a look at real estate. Again, it is the same thing because we are dealing with numbers that make sense. If you are dealing with a \$250,000 house it only makes sense that it is going to be easier for you to make \$40,000 than it is if you are dealing with a \$40 e-book. I would say you need to look at stock and the word options trading. Now these are things if you look real quick that the entrepreneur, the individual could do, which is really my main market. The information-marketing course is the

business that you and I are in. Just yesterday I sold a product for \$997 and the actual cost of the product was about \$20. I did have to ship it overseas. It was about \$97.

Michael: The margins are out of this world.

Ted: I do have a number of products that I identify as high-leverage. That is it. I say Internet marketing, of course, information marketing, real estate and stock and trading.

Michael: How can someone learn more about you and your book "The New Think and Grow Rich"?

Ted: Michael, I will tell you what we have a cyber course and that is HoloMagic.com, which is H-O-L-O-M-A-G-I-C, HoloMagic.com, but I was talking to Jean, your assistant. She said, "Why don't you put together a sample of the book and just let anyone who wants to see a sample of the book, just go and get a sample of the book?"

Michael: That is a great idea. If you provide me a sample of the book, I will put a link right under the recording so that anyone can download it. That would be wonderful.

Ted: That will be perfect, Michael. I will email that to you.

Michael: All right. Let's talk for about five minutes. Tell me, what are you up to now? Tell me more about this HoloMagic.com. What is it? HoloMagic Wealth Programming, what is this?

Ted: HoloMagic Wealth programming it's the only deep trance wealth programming in the world. It is a hypnosis program based on "The New Think and Grow Rich" using the neurosynergist sound technology.

Michael: I am going to be devil's advocate. Subliminal tapes, I am getting those images in my mind. Let's just say that I am Mr. Negative and I am just saying isn't this stuff a whole bunch of BS? What are you going to tell me?

Ted: Some people do have that opinion. They are usually the uneducated or opinionated. The first thing, which I wouldn't say directly to you if you made that remark, but if you were someone stating that remark I would say why don't you do a little bit more investigative work?

Michael: Let's do that. Tell me a little bit more about it. How did this product originate.

Ted: Remember I told you that I found that people weren't able to understand the original "Think and Grow Rich"?

Michael: Yes.

Ted: So I wrote "The New Think and Grow Rich" and I still encountered people who couldn't understand that. I said, "Of course, learning styles." So I put it into audio, because a lot of people generally do a whole lot better. It is so much easier to understand in audio when you have the inflection, etc. Then they said that is doing better all right. Part of it is that even when people hear they need, for instance, to decide what they want to do with their life, they don't do it. They listen to it and then keep going, right?

We put together a hypnosis program in which we created these spaces. We created the environment to go deep to let your inner-self talk to you. By the way, I am a certified hypnotherapist. I did have a preaching credential, minister credential, so there are ethics in there also. I went and found who I felt was the top sound engineer in the entire world. He certainly is in Australia. He use to be working and stuff like that, but now he is all into personal development. What we found, and you notice the truth that different sounds create different states. For instance, if you hear your fingernails scraping on a chalkboard that is going to create a different physical state in you than it would if you hear daffodils swaying in the wind. The sound of a dolphin has a harmonic resonance with something in your Cholosum and another sound is the sound of compressed cognac waves. I mean these are the sounds of solar waves, sounds coming off of the sun, energy with computer equipment that we can compress and make them into an audible sound. These sounds awaken certain higher powers.

We put all this really modern sound technology in with what is again like a lot of stuff. "The New Think and Grow Rich" philosophy is profound, but it is not absolutely new and neither is brain entrainment. That has been around for a few years. There is stuff about these different sounds and frequencies. What we have been encountering is that people go into you have heard the thing. It is really happening. You go into a trance like a Zen monk has been meditating for 20 years. People do go into a state where they have never been before where they don't remember where they were, when they were there. They come out with it. They have taken their time at their highest, deepest,

most-profound level to ask themselves what it is that they want to do and how they are going to do it. To let their inner guidance tell them. It is crazy stuff. The difference in power between symbols, which is ones own growth, and how they connect with you versus hmm.

Michael: This program, is it an audio program integrated with the sounds that put you in a state to make you more receptive to the teachings of the book?

Ted: Absolutely. It sort of guides you through them. It starts with your vibratory frequencies, the rhythms, and the brain entrainment. It incorporates these sounds. Of course, it goes through all of the different brain waves, Beta and then Alpha, Delta and moves back and forth through these things. It is programming. The basic premise that we use to form the program is that the reason why people know what to do and then they have read the book "The New Think and Grow Rich". They can't get themselves to do it because their conscious desires are in conflict with their subconscious desires. Their subconscious desires, and this is not an exaggeration this is a level we were thinking at. For instance, they were bottle-fed. Every animal wants the milk of its mother, so what did they learn when they were bottle-fed and they were neglected. They learned I can't have what I want, sub-conscious level, but what happens is they learn this prior to the time of being 2-years-old. At 2-years-old they leave the realm of Beta brain waves and they never visit that realm again. What this program does is it takes you back into that realm and now lets you reconfigure, reprogram is an appropriate word. What you think about and how you are moving forward.

Michael: How many hours of audio is it? It is 13 sessions?

Ted: It's 13 sessions and the sessions range from 22 minutes up to 36 minutes.

Michael: Is this patented technology with your sound engineer?

Ted: Yeah. It is. He is really fanatic about that too. It is called neurosynergist sound technology. If you want to make them go through the roof call it homo-synergist.

Michael: Is this technology being used in other methods for peak performance in other areas?

Ted: Yes it is. He is a scholar, a consultant. Like I said, he use to work with musicians, but he really didn't find that as a satisfying lifestyle, deeply

infatuated with sound. Now he is working with sports people and companies and individuals.

Michael: Very interesting. Who is this guy?

Ted: He is my partner on this project. He is Michael Gardner.

Michael: Okay. Where is he from?

Ted: He is out of Melbourne, Australia.

Michael: That is very interesting. We are going to offer for anyone to download the book, but within the book is there more information on HoloMagic?

Ted: On the final page, there will be a reference that will say something to the nature of for HoloMagic Wealth programming go to HoloMagicWealthProgramming.com.

Michael: HoloMagicWealthProgramming.com. Okay, very good. We have covered a lot of information and I really appreciate you taking the time to share this. It has been an interesting story. We could sit here and probably talk for days on the subject, but I think we have a good sample of tips in this audio.

Ted: Michael, it has been great. You are very sharp. I have enjoyed the conversation.

Michael: Thanks very much and enjoy some of the audio interviews on my site. My philosophy here is the philosophy we are talking about. I give till it hurts. Give and you shall receive. It will come back to you. I have some incredible audio on hardtfindseminars that we give away for free. Obviously I do market and sell stuff, but anyone that doesn't have the money can get a wealth of information there at the site. Spread the word.

Ted: That is a fact Michael. I looked it over. You do have a lot of good stuff.

Michael: Keep in touch. Email me and have a great trip. Congratulations on your wedding and relax.

Ted: Thank you, brother.

Michael: All right. Talk to you later.

Ted: Bye.