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INTERVIEW SERIES

**How To Improve Your Business...
And Your Life Using “The Real Secret”**

Michael Senoff Interviews Dr. John DeMartini

 Michael Senoff's
HardToFind Seminars.com

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 free 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.hardtofindseminars.com

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How to Improve Your Business... And your Life Using “The Real Secret” ”

It may seem like life just comes easy for some people. They land deals with ease, make a six-figure income without really trying, and live their lives like they're on vacation. Believe it or not, you can have that too. And this interview is just the place to start. In it, you'll meet Dr. John Demartini.

Dr. John is an inspirational speaker who has authored more than 40 books, has appeared on more than 1200 radio and TV talk shows, and speaks 300 days a year across the globe. As a teacher, healer and philosopher, he created his own self-help technique called the Demartini Method. Based on Quantum Physics, this highly acclaimed method is currently being studied and practiced worldwide. Dr. John is also known for his appearance in the wildly popular film “The Secret.”

The big secret in “The Secret” is to use the law of attraction to bring positive outcomes to your life. According to Dr. John, this law of attraction can be used to help your relationships, business or even wealth. And in this interview, you'll hear ways to do that. But Dr. John says his main message as a speaker is to let people know that no matter what they've done or not done, they are worthy of love and can live amazing lives.

You'll also hear...

- Why having one-sided expectations of yourself and others could be holding you back from achieving your goals and reaching your potential
- How using the Demartini Method can cut through your baggage and help you lead a balanced life
- How having both a gratitude and a goal list has helped Dr. John achieve his success and how you can use those lists in your life too
- What three books Dr. John recommends that could change your life
- Ideas on how to have financial mastery

According to Dr. John, people fall into problems when they try to project their values onto others. Instead, he says, we should be trying to find out what other people's values are in order to attempt to meet their needs because “selling is never telling; it's always asking.”

This interview is all about ways you can realize your potential, reach your goals and achieve the positive results you want in all avenues of your life, not just business. Enjoy.

*Hi, this is Michael Senoff with Michael Senoff's [HardToFindSeminars.com](http://www.hardtofindseminars.com). I just got finished doing a fifty minute fascinating interview with a gentleman named Dr. John DeMartini. I'm going to call him Dr. John for short. Dr. John is a world leading inspirational speaker. He's the author at the forefront of a burgeoning personal and professional development industry. This guy has read more than 28,000 texts in over 200 different disciplines ranging from psychology, philosophy, metaphysics, theology, neurology and physiology. He was born in Houston, Texas. He was one of two children. At the age of seven, he was told he had a learning disability and would never read or write or communicate. At fourteen, he was a high school drop out living on the streets and panhandling for food in California. After a near death experience at seventeen, it changed his life. He had been given a second chance and he made the decision to dedicate his life to becoming a teacher, a healer and a philosopher. If you've ever seen the famous movie, *The Secret*, you'll see him featured in that. You'll hear about how this came about in the interview. Today, Dr. D speaks 300 days a year in over 50 countries across the globe. He's the author of over 40 books, some of his best-selling titles include *The Breakthrough Experience: A Revolutionary New Approach to Personal Transformation*, *Count Your Blessings*, and *How to Make One Hell of a Profit and Still Get to Heaven*. Recently Dr. D has capture the attention of celebrities, international sports personalities, noted professionals, UN representatives as a result of his self-help methodology he developed in coined the DeMartini Method. He puts on seminars and trainings over 60 ones all over the world. It's derived from a study of quantum physics. The DeMartini Method is being studied in a number of universities and presented to psychologists, psychiatrists, social workers, health professionals and even prison workers all over the world. Dr. D has shared the stage with such famous people as Steven Covey, Donald Beck, Mark Victor Hansen, Deepak Chopra, Wayne Dier, Dr. Patch Adams. He's also been a welcome guest on over 1,200 radio and television talk shows including CNN, Larry King Live, CBS's Early Show, TBS, CNBC's Alive and Wellness, Mornings with Carrie Anne, Good Morning Australia, and Voice of America. He has homes scattered across the world, but uniquely he lives aboard a luxury cruiseliner called *The World*. It's the only resort community in the world that continually circumvents and travels the globe. This allows him to*

do speaking engagements all over the world. I bombarded him with as many questions as I could about his marketing business, about speaking to tens of thousands of people, about his affiliation with the Secret, about his beliefs, purpose and goals, and just about what he's been doing lately. I think you're going to find it fascinating. We cover a lot of different topics and I hope you enjoy it. Let's get going.

Michael: Where are you from originally?

Dr. D: I was born in Houston, Texas.

Michael: Houston, Texas, and I understand when you were seven, you were diagnosed with a learning disability.

Dr. D: I don't know about a diagnosis, but I guess it's called that. I had a first grade teacher that had me in regular reading class, and then in a matter of a week or so she said, "Well, you need to go to a remedial reading class," and about a week later, she said, "You're in the dunce class." So, she called my parents in and said, "Look, you've got problems reading. He'll never be able to read, write or communicate, never amount to anything, never go very far in life."

So, that was the starting point when I was seven, and I made it through elementary school with the help of the smartest kids in the class who I befriended and learned how to ask questions from them to get through school.

Michael: What did your mom and dad do?

Dr. D: Well, this is the 1950's, so in those days, they really didn't have much to do. The teacher had some sort of authority. There wasn't a lot of systems and support groups around that area, and they just assumed that was true. She suggested I go into sports. So, I started going into sports and excelling in that area, and just try to make it through school some how and excelling in sports. That's where the pathway was.

Because I asked the smartest kids in the class what they got from everything, I was able to make it through elementary school until I turned twelve or thirteen. That's when my parents moved to a different town and started a different school. That's when all of a sudden it was evident that I was relying on those kids that were smart because when they were gone, I started failing everything.

Michael: Do you think it was a natural instinct that you learned to ask questions?

Dr. D: Well, that was a survival mechanism, but there was actually a girl named Martha Rose Scartozzi who was a very attractive girl when I was in first grade who I didn't mind asking questions to her because she was the brightest girl. I learned from her doing that, and then I started hanging out with some of the smartest kids, Clinton Devaul, Gary Stanton and a few others, and they helped me get through school.

Michael: What happened at fourteen? You dropped out of school.

Dr. D: I dropped out of school, and my goal was to go surfing in California and Hawaii. So, my parents gave me a ride to the freeway with a notarized piece of paper saying, "He's not a runaway. He's a boy with a dream," and off I went.

Michael: Where did you go, what part of California?

Dr. D: I first went to Huntington Beach, California. I came in ten to LA and down the coast towards Huntington Beach, and I fell in love with Huntington Beach. That was the surf capital at the time.

Michael: What do you think influenced you because I'm from Atlanta originally, and I had that California dream? I have to look back at listening to the Beach Boys and seeing the skateboarding and roller skating on the boardwalk. Those were some of the visions that really drove me to come out here when I think about it. What about you? What influenced you to get you out here?

Dr. D: Well, Surfer Magazine, I think and seeing the hot chicks with the bikinis, I think that motivated me to come to California. There was pictures all up and down the beach of long-haired surfer guys with lots of chicks and surfing. So, that was a cool thing for me at the time.

Michael: Were you able to support yourself at that age?

Dr. D: I had thirteen dollars when I was dropped off on the highway there, and then my dad said, "Always keep at least thirteen dollars." I had a little job when I was nine learning how to make money. So, he said, "You're on your own. Go for it." So, I panhandled, and I bummed and begged, and went into diners and got food off tables and lived in communes and did whatever teenagers did in those days.

I liked the beach. I learned how to panhandle and make good money on the beach. So, I made enough to survive there until I had enough money to go to Hawaii.

Michael: So, panhandling, that's when you're just asking for money.

Dr. D: Yes, you're just asking for money. There's girls up and down the beach. You'd ask them for a quarter or whatever, and you collect those things and had to turn the coins into dollars because they jingle too much. From fourteen to sixteen, I was in California, mainly, and then I also went to Mexico and a few places hitchhiking and surfing.

Then, I went on eventually to Hawaii, and I remember the first day I go there I slept under the Sunset Bridge on the North Shore, and then I found a social clan that lived at the beach park under the park bench, and then finally under the bathroom showers where the water went if it would rain. Finally, I got myself a rusty old beat-up car that we got to crash out in then. From there, I got me a tent and then I kept social climbing until I finally hung out in the tent in the jungle in the beach area.

Michael: Were you doing any drugs?

Dr. D: Well, I was trying to expand my mind through natural means in that day. So, it was herbs and mushrooms and all the things that were essential in those days. I ended up eventually get strychnine on the north shore that's where I got my strychnine poisoning.

Michael: How did that happen?

Dr. D: There were some plants that grew on the beach there that had toxic strychnine in it. I almost died of that. That's when I ended up being led up to meet Paul Bragg. I went to a little class, a yoga class because I had the strychnine poisoning. It caused damage to my neuromuscular system, and somebody told me to go a yoga class.

So, I went to the yoga class. I met Paul Bragg, who was a 93-year old inspiring man who was lecturing on the power of the mind and body and spirit, and how we can maximize our lives. That night was the turning point.

That's when I decided that night that I wanted to do what I'm doing today.

Michael: Was this guy renown, Paul Bragg?

Dr. D: Yes, he was the one who started American Health food stores. He worked with the celebrities. He had TV shows. He was an amazing guy.

Michael: Were you able to overcome the physical limitations as a result of the strychnine?

Dr. D: I started doing what he said. I started eating better. I started meditating. I started fasting, and I started setting goals. My life changed that night. So, it took me about twelve years to have all symptoms as strychnine gone.

Michael: So, what is Dr. DeMartini's mission and purpose today?

Dr. D: Well, I'm just dedicated to studying the laws of the universe and sharing them. I'm a researcher, writer, traveler and speaker. I do everything I can to try to help people maximize their potential and live their life absolutely amazingly and live and inspired life. I feel I get to do that so I try to help other people do the same.

Michael: I saw you on the Secret, and it wasn't until I was just doing a little research on you and I was thinking about when I was watching it. Now, I remember which guy you were in the Secret. What a phenomenal success. How did you become involved in the Secret project.

Dr. D: Well, I had been involved since 17, I'm almost 53 now, so since 17, 35 years I've been involved in personal development. This year, I'll do 400 speeches. So, I do a lot of speaking.

After a while, people get to know about you and make you some sort of dent in the game. I've got a bunch of books out and CDs and things out, and it was Jack Canfield who asked if I wanted to be involved in a transformation leadership council group that he was putting together. I told him, "Yes, if my schedule permits. I'd love to be."

So, there was about 33 of us that got together, and on the third meeting, we were meeting in Aspen and we were just breaking bread and just chatting and figuring out how we can help each other grow in ways to help serve people in the transformational industry.

Rhonda Byrne who is over in Melbourne, Australia was going through her vision of doing the Secret. So, she was looking for people around the world who had specialized and who had been teaching principles of the Secret. So, in the process of doing it, she looked on the internet started idolizing, you might say, which ones she was going to put in the movie, and Jack Canfield was one of them and I was one of them, and a bunch of other ones.

She contacted Jack in our office and found out that 33 of us were meeting. So, about thirty of the people that she had already picked out

that she wanted in the movie where all going to meet in one place. So, she said, "Let's go. Let's fly over there and get it all done as much as we can in the shortest period of time."

Michael: What was her background? How did the whole book come along?

Dr. D: From what I understand, and I could be off a little bit, but I think she was involved in primetime television production. She produced a number of movies and had been in the television industry. She had a low period, and her daughter had brought her a book to help her get out of kind of a slump, and that book inspired her and that's what inspired her to do the movie.

So, when she then started looking for people that specialized in those principles, we all showed up. Then, when she came to film, it was really amazing because the 33, there were two others that happened to be in the same city. So, she got to film 35 people in four days.

Michael: How big of a success has this Secret movie and everything that's spawned off from it doing?

Dr. D: I don't know exact numbers. I've heard all different types of numbers. I know in Africa alone when I spoke, and I spoken to probably 10,000 people just in cinemas and probably one out a hundred had bought and there are millions that have been bought, these DVDs and the books.

So, it could be probably almost a billion people that have seen this DVD now. People everywhere I've gone have seen the DVD. So, I don't know how many people in the world. It's just infiltrating in the Latin American countries in other languages now. It's a phenomenon that's obviously an idea whose time has come.

Michael: Was it a self-published movie by here or her publishing company?

Dr. D: Well, her publishing company, she put together some people out of Los Angeles, Drew Harriet who is the director, and a team around him and her and they started filming and they produced this.

Then, of course, all of us, all the speakers all had networks. So, it's pretty ingenious what she did. She got to capitalize on our networks too and all our PR maneuvers, and then she got her own PR work and her own distribution system in place, and all the marketing. It was ingenious objective.

Michael: Well, our students here at [HardToFindSeminars.com](http://www.HardToFindSeminars.com), this is stuff they live for, viral marketing, publishing and you're the publisher of multiple books. How would you say publishing a book has helped you in the marketing of John DeMartini?

You're listening to an exclusive interview found on Michael Senoff's [HardToFindSeminars.com](http://www.HardToFindSeminars.com).

Dr. D: I started writing my first book at 23, and I started doing self-publishing when I had enough money out of college to start doing it. Without a doubt, books were assisting me. I guess when you call yourself an author, what that really means is you're developing authority and people look up to you and they listen to you more and so it helps them with marketing and it helps the people listening and networking.

Yes, there's before book and after book. When a person has a book, it definitely assists them in moving forward on their speaking or exposure career.

Michael: Has being involved in the Secret – have you seen a bump in your business because of amassed distribution?

Dr. D: We estimate around 17-18% boost in the business since it came out. It was gradual. It wasn't immediate. It was gradually increased. I don't know. I think there may be a little bit of a leveling now, but I definitely had about a 17-18% improvement since it came out.

Michael: When you do speaking engagements all over the world, are you marketing and selling your information products and books at your speaking engagements?

Dr. D: Oh yes, I just got in from Australia last night and we did a tour there of Australia and New Zealand of about five cities, and I don't even know how many books and tapes we sold, just lots.

Michael: So, are you self-published or do you use a publisher?

Dr. D: About six of my books are through Hay House, and then I've got some other published books and then I've got my own books. So, we've got a few of those, and then we've got lots of CDs and DVDs and other products we've done.

Michael: Profitability wise and making money as speaker, where's the money made in this business, selling product, right?

Dr. D: I mean, it depends on the speaker. Some people have honorariums and they don't have lot of product. Other people have a lot of product and they don't even worry about honorariums, and then others are selling upsell packages to other programs. We do all three. I have an honorarium and I also have product sales and I also have upsells.

Michael: What is an honorarium?

Dr. D: It depends on where I do it, somewhere between fifteen and twenty thousand dollars for the day for the keynote speech.

Michael: I see, the actual fee.

Dr. D: Then, on top of that, I'll have an upsell on the number of people in the room because there's tens of thousands of people. If there's five thousand or two thousand or whatever, then based on numbers at the door then there's a percentage, and then there's also product sales. Those are all different arrangements based on the number of people that are there.

I just did a program a few weeks ago with Donald Trump and George Foreman and Tony Robbins in Philadelphia and there were ten to twelve thousand people there.

Michael: Was that a learning annex event.

Dr. D: Yes, it was a learning annex event. So, as a result of that, we worked a different arrangement because of the number and then it becomes a small group. It's a private group so we have to do totally different arrangements, more honorarium and less product sales.

Michael: Did you talk to Donald?

Dr. D: Yes, we did in fact. I used to live in Trump Tower here in New York, so I'd see the Donald quite a bit.

Michael: Oh great. What do you like about speaking?

Dr. D: Well, it's been my mission since I was seventeen, so I do 400 speeches a year. I've been doing at least 300 speeches a year for many, many year. That's just what I love doing.

Michael: Do you write each one of your speeches yourself?

Dr. D: No, I'm researching every day and I'm always having stuff to do, and I can't wait to get out and share it. So, I don't write a speech. I just get up and speak.

Michael: So, you don't have any kind of outline or PowerPoint when you go up there.

Dr. D: No, I love to be just me. I just get up and I share what's inspiring to me and make sure I have more information than they ever imagined getting.

Michael: When did you first start speaking traveling around the world?

Dr. D: Well, I first started professional speaking at 23, and I started doing them in my apartment five and six and seven nights a week. Then, it went from there into the community, and then from there into the city. By the time I was 27, I had a radio show and a TV show, and I was doing a lot around the city of Houston and starting to do a little bit out of the city.

By 29, I was going all over the states and starting to go international, and by thirty, I was doing international. Twenty-three years now I've been doing international speaking.

Michael: What's the largest audience you've ever spoken to?

Dr. D: Well, I guess you call the media.

Michael: Let's say live in front of people.

Dr. D: About 12,000.

Michael: And, how about media wise?

Dr. D: Media, 99 million.

Michael: Was that Larry King?

Dr. D: No, I don't know how many Larry has. I wish I knew exactly how many he had on there. I tried to estimate it, but I remember getting an exact figure.

Michael: Which one was the 99 million?

Dr. D: Voice America Radio. I did it with Bill Clinton. He and I were on for an hour when the Kosovo issue was on, and we spoke to people all over the world. That was a lovely experience.

Michael: Do you ever get nervous or butterflies in your stomach even before something like that?

Dr. D: You know, I rarely do I guess because I do it everyday. Like the day before yesterday I had the opportunity to do an all day program, and then at lunch I zipped out and did a program for hundreds of people, and then at night I did another one. I filled up the theater, and we did another one that night.

So, I don't have time to get the butterflies, I guess.

Michael: What's your organization look like? You're full on 400 speeches a year, how is your business organized? What kind of team do you have in place?

Dr. D: I have different teams in different countries. So, there's somebody in 56 countries. There's somebody out there helping in some way. So, like in Australia, I'm guessing, we probably had a team of probably 75 people with all the different helpers and assistants in different locations there, at least that many.

Then, in South Africa, we've got a team, and now in Manilla, we've got a team building and we've got in Japan. We've got them in Europe. We've got them all over the place. There's teams in all the cities and states and nations that we go to.

Michael: Is any of this set up through your main office?

Dr. D: Well, I have an office in Africa. We kind of have a team in Australia. In different countries, we have teams that run everything there. Then, I have a head office in the states in Texas, and I've got about seven or eight people there that coordinate a lot of my schedule and flights and arrangements while I'm in the US. Then, in each country, the people there take care of that.

Michael: So, what's it like being in front of 12,000 people speaking? That must be a high.

Dr. D: I look out and you only see a handful of people at a time, so it's like just speaking to any group. You're speaking to one face at a time, and you just get up and share your heart with people. I love it when there's a big audience and a small space so it's packed, moreso than a giant

warehouse kind of thing or big stadium and not as packed. I've spoken to small groups that are packed in a room, and I've done big ones and there's just as much exhilaration for both.

Michael: So, I was reading you travel around on a luxury close liner called The World.

Dr. D: Yes, one of my homes is a ship called the World. It's a condominium ship and I'm off and on it. I'm not on their everyday because of my travels. I'm not always able to coordinate it.

Michael: Do you own this yourself?

Dr. D: No, there's 114 of us that own this. It's 675 feet long. It's 115 foot wide, and it's about twelve stories high, and it's got beautiful homes on there. They range anywhere from 1,200 to 7,400 square feet mansions. There's 114 of us that live on it and it's just circumvents the globe.

Michael: So, this is a method of traveling to your engagements.

Dr. D: Well, whenever I can. Now, sometimes it just doesn't work because my schedule is not able to be matching, but luckily I'm able to do that, and when I do, I'm on there, and I just get out there and speak. Sometimes I speak on the ship, and I travel most of the time. I'm non-stop traveling. I'm dedicated to my work. I've been doing this since seventeen, and as far as I'm concerned, this is what I live for. This is what I love. This is what I do.

Michael: Are you married?

Dr. D: My wife past away two and a half years ago. She had unexpected cancer that took her. So, now I'm dating a new girl that's named Star and developing a relationship. I'm just on the go and she meets me and rendezvous' at various romantic places. In fact, she's coming here to New York in a few days.

Michael: That's great. Sorry to hear about your wife. Do you have children?

Dr. D: I have three children that are grown up. They're in college, and they're in Houston. I just talked to one early this morning, and the other one has just got a new job. So, I keep up to date with them on Skype thank god.

Michael: Great. What kind of people live on that World cruiseliner? All across the board?

Dr. D: There's 114. They're wealthy entrepreneurs, some royalty, some celebrity. I really don't know if I should say all the names.

Michael: That's okay. Is it exclusive, the World, or are there multiple cruiseliners that run like this?

Dr. D: The one and only.

Michael: It's called The World. That's really cool. Who introduced you to that?

Dr. D: Well, I saw it being advertised about seven plus years ago when they were first conceiving of it, and they were advertising opportunity. I've said to myself since I was eighteen that the universe is my playground, the world is my home. Every country is a room in the house, and every city is a new platform I can share my heart with. That's been my affirmation.

So, when I saw this ship called The World, I thought, "Wow, I wouldn't mind being on that. That would be great." So, I checked into it, but at the time there's only 27% had been purchased. So, I thought I was a little premature. I Didn't want to give money out until I knew for sure it was really going to work. It was a new idea.

Then, later on I ran into another gentleman that bought two apartments on there, and he had done such due diligence that I asked him a million questions and then I bought the next day. So, my wife and I moved on almost five and a half years ago.

Michael: That's great. A lot of people are lacking energy, and for what you do, it must take an extreme amount of energy with your schedule. What are some techniques or some secrets that you can give to the listeners to keep their energy up? Or, what do you do to keep your energy up?

Dr. D: If you're in love what you do and be inspired about it, that's one.

Michael: Enthusiasm.

Dr. D: Yes, you have to be enthused about what you do. If you can't wait to get up in the morning to go do it, people can't wait to come get it. I eat lightly. I don't eat heavy. I drink a lot of water and I breath deep. I'm up there doing it. I'm inspired what I do, and I can't wait to share new research and material with people. It's been my dream.

When you're doing your dream, you've got energy. I don't know I just do what I love.

Michael: I know you're a student of quantum physics.

Dr. D: I'm definitely involved in quantum physics. I've been studying that since I was eighteen. I've written about it and talked about and lectured on it and spoken in conferences on it.

Michael: What's the new research that's just coming out related to quantum physics that really will blow people's minds?

Dr. D: I put together a method. I call it the DeMartini Method. It was originally called the Quantum Collapse process, but it confused so many people by that term that we changed it to the DeMartini Method, but it's basically a principle of asking quality questions that brings equilibration to the mind and helps a person see the hidden order in life when they're in their chaos and their stress, it's a series of questions that helps you see the hidden order. So, you're vitalized again instead of bagged and emotional and distraught.

It's a very powerful tool, and it's all based on quantum physics. It's based on what they call symmetry laws in quantum physics and charge parity laws. So, all the physics laws I just put into a psychological profile and questioning process, and it's amazing. It literally takes people to a new quantum levels in their thinking and action.

Michael: Give me an example. Let's say the husband and wife are having an argument, and they're emotional and they're fighting. What kind of tools can they use using the DeMartini Method.

Dr. D: Since I just finished a book called the Heart of Love, I have a whole chapter on just exactly how to handle that. First of all, when they're arguing, that means that they're both trying to be right instead of love. They're both protecting their value self-righteously under the other one and expect the other one to live according to their values.

Instead of honoring the other person's values and learning how to communicate their own in terms of their partner's values, and so that's the first step is learning what the other person's values are. See, people have a hierarchy of values and whatever is highest in their values where their order is, and their discipline, and that's what they rely on. If you expect them to do anything other than that, then you're going to be betrayed and you're going to feel upset.

If you protect yours onto them, you're going to get mad at them. Wisdom is not doing that. Wisdom is discovering what theirs are and then honoring that and then learning how to communicate like a salesperson in terms of that. So, they get what they want.

You let them get what they want, and you get what you want?

Michael: What about people who are around negative people? What advice would you have for them?

Dr. D: Well, I never label anybody negative. I just label people, people, and I say that because they have a set of value, if I go against the value and challenge them, they're going to respond negatively. If I go in favor of their values, they're going to open up and be more positive.

So, I never label them because if you label them, you're stuck. What you do is you find out what their needs and values are, and you communicate them and they open up. They get really warm to you.

Michael: What are some questions that you can identify those values?

Dr. D: Well, it's just like anything else. When you're trying to communicate in sales, you have to first greet and introduce somebody, gain rapport with them by asking questions that may bring a commonality, then establish need. You have to find out what their needs are by asking questions.

Selling is never telling. It's always asking, and then you have to confirm those needs, and then you can offer solutions or suggestions to people. Then, you can, as they say, close on the deal, and then you get to do it, but you've got to find out what their needs are.

What people do is they project onto people their assumed needs instead of finding out what their real needs are, and people get negative. They get bitter about it because you don't like to be told what you're supposed to be doing. You like to be asked what do you need, and have somebody help you with it.

Michael: Right, in your book, How to Make One Hell of a Profit and Still go to Heaven, what's this book about?

Dr. D: Well, so many people over there years have had a block between their spiritual quest and their material quest. I see people that are really metaphysical kind of not down to earth people that are kind of out there in airy fairy land, or you see people that are really grounded that have no metaphysical twist on their life. I always say that you need both.

You need the inspiration, and you also need the practical. So, what I've done is I've put the book together to show people that you need spirit and matter. Spirit without matter is an expressionless, and matter

without spirit is motionless. You need to be able the art of building wealth and valuing yourself, and also living a spiritual quest, doing something that inspires you that's really high on your values that's a service to people.

The book is about how to put those two together and make a fortune serving people.

Michael: Chapter two is titled, The Principle of Fair Exchange. What does that mean?

Dr. D: Well, fair exchange means that if you project your assumptions onto others and assume what they need and think yours is right, then you're going to end up trying to get something for nothing.

If you sit there and walk in altruism and martyrdom, you try to sacrifice yourself for them, you're going to give them something for nothing. Now, the key is to make sure you find a way of communicating what you have in terms of what their values are, so you have fair exchange. That means you do a service, you get a reward.

Doing a service and not getting a reward or getting a reward without a service eventually breaks down.

Michael: Humans are emotional. There's no doubt about it, and handling and managing your emotions has got to be probably one of the hardest things ever. Can you give me some insight on the ways people can handle and control their emotions whether it's anger or anything other?

Dr. D: There's twelve basic sources of anger. Anytime you have unrealistic expectation on a human being to live outside the walls of the universe and you expect them to be nice, never mean, kind, never cruel, positive, negative, one sided, it's like trying to get a one sided magnet. If you chop a magnet in half, you'll always get two sides.

If you chop a person in half, you're still going to get two sides out of them. So, if you expect them to be one-sided and not both sided, you're going to be upset and angry. You're going to be feeling frustrated, and then if you expect them to live outside their values and have unrealistic expectation to live out their values, now you're going to be frustrated again. So, those are two sources of negativity.

Then, you put those together, that's the third source. Then the next one is the unrealistic expectation on ourselves to be one sided. We're expecting ourselves to always be up, never down, positive, never

negative, happy, never sad, kind, never cruel, give, never take. These are fantasies.

Then, we expect ourselves to live outside our own values because we've injected the values of some authority in our lives, and we're trying to be somebody we're not. Then, we're going to get angry at ourselves, and then a combination of those two. Then, we do that on the universe.

We expect it to be matching everything that we expect and supposed to be always supporting us and never challenging us. That's a fantasy. That makes us angry. Then, we expect the universe to always live by our values, and then we expect mechanical objects to live by our values. Computers should do exactly what we expect, and we don't know how to run them. So, we get angry whenever we have false expectations on people or objects or on the universe and ourselves.

Michael: So, to manage it, we have to relook at our expectations?

Dr. D: We have to look at our expectations, and then we have to realize that if we have a false expectation on life, like if somebody comes up and they're in a relationship and they say, "Okay, well, this person is always supposed to be nice to me and supportive," then you've got a fantasy. There's a human being with a set of values, and if you communicate into their values, they're going to be nice to you. If you go against their values, they're going to be mean to you.

So, if you expect them to be one side without the other side, you have a fantasy, and you're going to end up being angry and betrayed and critical, but that's a symptom.

See, the negativity and the criticalness that comes out of you is actually a symptom to try to give you a wake up call on what's unreal in your expectations. Once you get that wake-up call and you set realistic objectives, you don't get the negativity.

Michael: You've been teaching for so many years, you've got to know that people like learning, but learning about it and listening and taking seminars and actually doing something about making changes is another story. What's your view? Have you seen a rise in people taking action on some of the things that are being taught out there and actually using it to make changes in their lives, or are they still just listening and not doing?

Dr. D: It's all based on value systems. Your values dictate your destiny, and it determines how you see the world, act upon the world and make

decisions in the world. So, I have people in my seminar for instance that their highest value is learning. So, they don't have a value on actually applying it. They just want to learn. They just want to go take a seminar because they go to seminar after seminar just learning.

Then, you've got other people that are going there to build a business and they're looking for new insights. Those people are going to immediately apply it in their business.

Then, you've got other people that are going to immediately apply it in their relationship. So, everybody goes in there with a different set of values and expectations and they're going to live according to their values. If you expect them to do something other than that, then you're going to be frustrated. So, I don't have this expectation that every single person is going to go out and use it in a certain way.

I just know that they're going to live according to their values, and I know a lady that's probably spent \$20,000 on seminars in the last two, three years, and she has no intention of using it. She has no intention of making a business out of it. She just likes learning, and she's got enough money where she just spends money learning.

Michael: That's a good point.

Dr. D: I told her. I said, "Look, if you're going to come to my seminar, but you're not going to apply it, then what's the value of it?" I had to realize that she was just there to learn. She didn't want to go and apply it.

Michael: You realized that there's a lot of people like that.

Dr. D: Yes. That's their business, but if they have unrealistic expectations to live outside their values, they're going to be critical of themselves. People bitch all the time about things. They say, "Well, I'm not getting this," but the real truth is their unconscious motives and their real value systems keep creating their life.

As long as they're not conscious about what their unconscious motives are, that set unrealistic expectations and fantasies and be self defeated.

Michael: In the book *The Secret*, I saw a press release where you were having people come to a training that you were going to teach a few secrets beyond the secret. For anyone who hasn't seen the secret, I guess I'll reveal the secret is the law of attraction. You become what you think about, and what were some of the other secrets that you taught.

Dr. D: You do become what you think about, but the thing is you won't stay thinking about something unless it's valuable. I ask people by the thousands and I do seminars, and I asked, "How many of you want to be wealthy?" They all put their hands up. I say, "How many of you have a lot of cash and are wealthy cash wise?" They all put their hands down. Only a handful of people have their hands still up.

I say, "Well, the difference between what you say you want and what you actually do is your value system." So, what happens is the people that say they want to be wealthy, but they don't have it, what they have in their value system is they want immediate gratification. They have desires for socializing, nice clothes, nice car and all this other stuff, and they're all buying depreciating assets, and those things are higher on their values than actually being patient and saving money and building long term wealth.

So, as long as they have no interest in saving money, building long term wealth and don't have long term vision and all they have is immediate gratification, their highest values, and they want to buy depreciating assets, then there's not going to be wealth because they're never going to have it work for them. They're going to be working for it all their lives.

So, they have to have a realistic expectation according to their real values or otherwise, they're going to be frustrated and think the secret doesn't work. The secret works according to our values everytime.

Michael: So, you believe in the secret.

Dr. D: I believe in the true secret. Now, what people have done with the secret has been varied. People think that well I'm supposed to just hold an image of a million dollars and I'm supposed to have it, and then if it doesn't show up in a week, then there's something wrong. These are fantasies.

I always ask people if you really want a million dollars and you want to go out and find it, what service do I provide that's worth it to a million people. If I could sell a million people a dollar's worth of service, or 500,000 two dollars, or five hundred people \$200 worth, then I've got a million dollars, but I've got to make sure that I actually truly have something that's worth a million dollars worth of value, or otherwise it's fantasy.

Michael: What do you think the state of the motivational industry is today? Have you seen any changes with the internet coming into play?

Dr. D: Well, it's like anything else. You have a gradation of awareness in it, just like in religions of the world. You've got the universal down to fundamental. The fundamentals are black and white and they're striving for that which is unobtainable and universals are a little more aware. The same thing in motivational or inspirational industry, you've got the neophytes, and you've got the adepts.

There's a gradation there, and everyone's needed because we're all in different scales of awareness. So, I guess the industry is a constant evolving process, and the ones that master it overtime, they rise up. They're fewer in number. They're greater in consciousness, and the average person is on a new journey. They're starting out.

Just like in college, you have lots of people that enter into elementary school, fewer into high school, fewer into college, fewer professors, fewer professor emeritus's, and very few Nobel Prize winners. The same thing in the secret, the same thing in the laws of the universe.

Michael: Can you tell me a story about one of your students, just one of the most amazing stories that pops out in your mind as far as a personal transformation?

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Dr. D: Oh gosh, that's a lot of people. I had a funny one. I was in France doing a financial mastery program. I have the secrets of financial mastery CDs that I did. I was doing a two day program over there, and there's a guy there that could barely speak English. I guess the translator wasn't great, and I told people that, you know, whatever you do, you start saving money, and you start investing it, and I said you start with what you can be comfortable with and add ten percent to it, so it's always at the border of comfort and uncomfort.

This guy started saving, and then I said, "What you do is you increase your savings and have it forced automatic savings in place where it's electronically done so you have no emotion about it, and then you increase it." I told him to increase it at least ten percent every quarter, every three months once you develop the new habit. So, that's what I told everybody to do.

Well, four years after the guy came, he comes back to me. I saw him just two years ago or so. He comes up to me and says, "Dr. DeMartini, I want to say thank you, thank you, thank you." I say, "What happened?" He says, "Oh, I did what you said. I started saving the money, and man unbelievable things started happening." I said, "Well

what happened?” He says, “Oh, it was just unbelievable. I’ve now saved two million dollars. It’s just been amazing.”

I said, “What did you do?” He said, “I did what you said. I started doubling my savings every quarter.” I said, “But, I didn’t say double. I said ten percent.” He said, “You did? Oh my god.”

Michael: That’s great.

Dr. D: So, he doubled his savings every three months four times a year, and imagine what that led to.

Michael: You have different types of product that represent different markets. You have financial mastery. You have wellness and health. Where do you see the biggest demand out there in the marketplace for knowledge and products?

Dr. D: Well, you know, I get to work in the educational industry, the health industry, financial industry, relationship dynamics. I’ve been blessed to be kind of that renaissance kind and I find them all busy. They’re booming in every direction. So, I don’t know if I can see one more than the others.

Michael: Can you think of one of the most memorable interview experiences you’ve had?

Dr. D: I’ve had a recent one by a gentleman. I think it’s New Dimensions radio recently out there in California. He’s interviewed most of the presidents, the Dali Lama, great leaders. He’s done most celebrities. He’s done amazing people. This guy has been at it for sixty years, and doing an interview with him and being in his location where he had all the archives of all the different interviews was just amazing.

Michael: Do you remember his name?

Dr. D: His name was Tom. That’s what he goes by, Tom.

Michael: Was it a radio show?

Dr. D: Yes, it was a radio show. It’s amazing.

Michael: Tell me about your Larry King interview.

Dr. D: Well, I thought the Larry King was great. I thought he was a really pro. To be in front of a master like that is a great opportunity, and he certainly knows what he’s doing. He knows how to intuitively go from

one person to the next to keep everybody animated. He's really great. It was the highlight of my life I would say.

Michael: Was it just you and him?

Dr. D: No, I had the opportunity to be on a panel with four other people. It was about the Secret.

Michael: Yes, I think that I saw that with Joe Vitale.

Dr. D: I was the second one. We had one with John Assaraf and Michael Beckwith and Bob Proctor and myself, and there's also Jacey Knight. So, we had a great routine and there was a great interview, and I'll definitely remember that.

Michael: Do you ever see yourself settling down and getting off the road?

Dr. D: I hope not. I've been working on it for 35 years, and I hope I can do it another fifty years.

Michael: Do you travel around with an entourage?

Dr. D: You know, sometimes I do. I just flew in with my publicist in from Australia, but most of the time, I have an entourage there and then when we're in that city or that state or that nation, we end up having the secondary tours, we have to go with a group.

Michael: Give me a typical day of Dr. John DeMartini.

Dr. D: I'm speaking most of the time. This morning, I've done some interviews, and most of the time I'm doing interviews or I'm speaking, one of the two, doing some consulting.

Michael: What do these interviews do for you?

Dr. D: Well, it helps me reach more people. I made a mission to reach as many billion people as I can, and I've gotten to reach in the last ten years and five months, well six months, it's already 1.6 billion people. So, my mission is seven billion people, see if I can't reach every country on the face of the earth. That's been my dream since I was seventeen.

Michael: So, in the interview, what's the method directing them to your website?

Dr. D: I always ask that if it's possible. I let people know about DrDemartini.com, or they can call 1-888-DMARTINI. I always

appreciate that, but my main message is to let people know that no matter what they've done or not done, they're worthy of love and they deserve to live an amazing and magnificent life and they can be inspired, and there's tools out there that can help them. There's no reason why they should hold back and shrink back in fear of guilt when they can shine forward in love and gratitude.

Michael: What's one of your premier seminars for someone interested in learning more about your DeMartini method? Can you talk about what that is?

Dr. D: The DeMartini Method is a series of questions that we ask ourselves that help us find the hidden order in our data chaos, and transform stress into appreciation and love, and allows us to get past the baggage into the fuel. I teach people that in the breakthrough experience.

That's the program I've been teaching now for twenty years, and in fact, in about two weeks it'll be about twenty years exactly. I've been teaching that. I've taught it in 52 countries to tens of thousands of people, and it's just an amazing two day experience. I'm doing one here in New York this weekend.

Michael: That's two full days.

Dr. D: Two full days from eight in the morning until midnight and then again early in the morning until six o'clock on Sunday.

Michael: So, if someone comes to that, what can they expect? Is it more you speaking or is it breaking off in groups?

Dr. D: Well, it's speaking for the first portion, the morning it's dialogue and speaking, and then the afternoon, they're working processes and they're actually experiencing the theory that was in the morning, and then it was a combination of dialogue, interaction, group dynamics and speaking on Sunday.

Michael: Can you just talk a little bit about the spiritual laws of saving?

Dr. D: I tell people, look, if you don't save, you're going to be working your whole life for money, and it's going to run your life. If you do save, basically, you're going to run it. If you save money, it becomes your slave, and you become it's master. If you don't save money, you become it's slave and it becomes your master.

If you have a calling as something that inspires you, a real vision and a dedication in your life that you want to work towards and want to save money for, then the bigger the cause, the bigger your wealth potential. That's the spiritual law. You have to have a spiritual mission to drive it.

One of the greatest books ever written on wealth building is called the book of wealth, and it said there's two driving forces and that's spirit and matter. You put those two together, and incredible powers are unleashed.

Michael: Other than the gentleman that you mentioned earlier, the 91 year old yoga guy, who are currently some of your mentors now?

Dr. D: I had a great mentor when I was in chiropractic college who had about six PhDs. He was 35 years old. He was literally a genius, and I studied philosophy and metaphysics and anthropology and a whole bunch of things with him and healing with him. He was a very brilliant guy. He had a PhD in biochemistry, biology, cell physics. He was amazing.

Paul Bragg was an initiator, and I have just been devouring literature. I speed read books. I've read over 28,600 books. I just read, read, read and learn, learn, learn and try to share and share and share.

So, I can't say it's any one person. It's just a synthesis of everybody.

Michael: Give me three of your top favorite books that you would recommend anyone has to read.

Dr. D: Two books that I tell people to get is Syntopic in volumes one and two as produced by the Great Books, Great Ideas by Britannica. Those are the two magnificent books. What that is a synthesis of sixty of the greatest minds of the last 2,500 years and the main and significant ideas that they all worked on. It's the best of the best.

So, those two books I recommend, and I always ask people to go and read Emerson's essays just to inspire them on kind of a transcendental level for their thinking.

Michael: Describe Emerson's essay on compensation to the listeners.

Dr. D: Well, the compensation says for every sweet has it's sour, and every rise has it's fall. It's about putting and realizing the balance of life. Many of us have fantasies and delusions that we expect from ourselves and others that are unrealistic when nature has a balance.

Every event in quantum theory is an event that's neutral until somebody labels it and measures it and puts some sort of intention on it, and those neutral events when they are assumed to be one sided, we ended up being defeated and illusioned.

So, I basically say that look at life from both sides, and bring a balance into the perception.

Michael: How do you think that guy became so brilliant, Emerson? Do you know?

Dr. D: Well, he did a lot of research. He did his homework. I had an opportunity to speak in the same place that he spoke at Harvard there one time. It was a great honor to be able to speak because that was one of my goals when I was in my twenties. To speak there was a great opportunity – the theology department and also the business department.

Michael: Do you set specific goals and write them down?

Dr. D: I have the largest collection of goals you probably anybody you'll ever meet.

Michael: How do you do it?

Dr. D: Just on my computer every single day. I update them, refine them, refine them, read them, refine them, read the, refine them everyday, and I have one of the largest collection of gratitude list than probably anybody you'll ever meet.

Michael: Why is it important to have a gratitude list?

Dr. D: You have to be grateful for what you got. You get more to be grateful for.

Michael: Is it something you read everyday, or you keep adding to it?

Dr. D: I update it everyday. That's a ritual.

Michael: Real quickly, what's the myth of retirement?

Dr. D: The myth of retirement – well, there's nothing wrong with retirement as long as it doesn't get in the way with what you're really up to. I don't have any vision or any desire to retire. I mean, I don't have to work. I work because I love to work, but I do it because I love doing it.

I don't have any dream about going, "Oh my god, I want to retire and get away from this. I would say retirement is for people that never found out what they really wanted to do because when you really want to do something you love doing and your vocation and vacation are the same, why would you want to retire?"

Michael: Well stated.

Dr. D: I was speaking in Thailand at the Wellness Summit, and I had a press conference afterwards where the media was there and radio and television and all this stuff. This lady put the microphone in front of me, and she says, "Dr. DeMartini, I looked at your website. You're crazy, you speak so much. Why do you do this? What do you do for vacation?"

Here I am now in the most beautiful resort in Thailand. I have missed Thailand as my escort, the escorting me around from lunch to dinner to travel. I'm sitting there with waterfalls, gold fish ponds, beaches, the palm trees, the most magnificent resort you've ever seen, and here I am speaking and getting paid thousands of dollars to sit at this place.

I'm being interviewed by media. What better can you get? She's asking me what I do for vacation. I said, "Ma'am my life is a vacation. What are you talking about?"

Michael: Do you remember what she said?

Dr. D: Well, she just looked at me kind of like a puzzled face. She just couldn't comprehend it because I guess she's not doing what she loves doing.

Michael: Do you have any new books coming out soon?

Dr. D: I've got one book called The Gratitude Effect coming out in September. I've got the Riches Within coming out in February. I've got The Joy of Depression coming out probably before the end of the year.

Michael: That's a good headline.

Dr. D: I've got another one called the Boy who Barked, it's a little children's book. So, we've got a bunch of them. We've got five of them coming out.

Michael: How has Amazon been for you as far as selling books and promoting yourself?

Dr. D: I don't know. I had that delegated out. I don't know what the numbers are at Amazon, so as far as I now they sell books, but I just don't know. I'd have to go to the publisher to find out how many they're distributing to Amazon.

Michael: How involved are you with the marketing of your business?

Dr. D: Well, I think I'm number one marketer because when I'm standing up and speaking in front of thousands of people, it seems like that's the biggest drive for new business. So, I guess I'm the number one marketer.

Michael: Other than that, you know, website, are you doing any direct mail?

Dr. D: You know, I don't. I hardly every do that. I have some in my office, but it's mainly the promoters that I have around the world that are my teams outside that – I was just in Australia and the Global One Training Company does that there, and they do a lot of promotion.

We spoke to ten or twelve thousand people while we were there, and so they are the ones that do the promotion. Every country I go in, we've got people that do that.

Michael: So, there's companies all over the world who are looking for speakers?

Dr. D: I don't really have to do a lot. What we do mainly in our office is schedule, make sure that products are being delivered, coordinating and designing new products, things like that. We do some downloads. We have a website. We have newsletters, and we put our PR material on there, but we don't do an extensive amount of marketing from there direct.

Michael: I'm sure your success didn't just happen overnight.

Dr. D: I'm a slow learner. It's taken me 35 years.

Michael: Well, you've certainly arrived. Hey, this has been fascinating. I know I've bombarded you with questions, and I really appreciate it. Why don't you give out the best website for people to learn more about you?

Dr. D: If they want to know more about me, I'm Dr. John DeMartini. My website is DrDeMartini.com.

Michael: What's one of your lower end seminars cost?

Dr. D: Well, it depends. Sixty classes that I teach, sixty programs that I offer, so they can arrange from an evening event like I'm doing tonight in New York City for \$35 for hundreds and hundreds of people. They can be at a \$12,000 seminar where I take people to Tibet or to China or Asia or some place on a trip and tour studying anthropology or sociology of the culture.

So, there you have a lot of different ones, but the breakthrough experience is about a thousand dollars. The seven day program is about three thousand dollars. There's different ones at different prices.

Michael: When they go to seminar, do they come home with audio tapes, stuff that they can relisten to?

Dr. D: Some of them have package deals. They have audios with it, and some just buy it afterwards. They just buy products for whatever they want, but they get a workbook with it. It depends on the seminar.

Michael: You're the one teaching. You don't have other trained people doing them.

Dr. D: I teach sixty different courses, and then I have also trained facilitators teaching some of my courses and modules. We've got about 1,600 people that are involved in that.

Michael: I appreciate it. This has been great, fascinating, and I really appreciate your time.

Dr. D: Thank you, and I appreciate it and I hope it helps somebody out there.

That's the end of my interview with Dr. De. I hope this has been helpful, and please check out his website at DrDeMartini.com. Do a search on Google. You'll find plenty of information about him and thanks for listening.

Please make sure you listen to some of the other interviews at HardToFindSeminars.com.
