

This is Jessica Ortner and I'd like to welcome you to this special Tapping World Summit Bonus. In 2007 we were thrilled to hear that Jack Canfield, the creator of the *Chicken Soup for the Soul* Series of books was a big tapping fan, and he agreed to give us an interview for the film, *The Tapping Solution*. You are about to hear our exclusive interview with him.

Now our intention was never to release this full audio which is why I don't have a mic on during the interview. So you might not be able to hear my questions clearly, but Jack is so insightful that we just knew we had to make this audio available to you.

Enjoy.

Jack Canfield: I'm Jack Canfield and I'm the co-author of the *Chicken Soup for the Soul* Series and the author of *The Success Principles: How to Get From Where You Are to Where You Want to Be*. I started my career as a high school teacher and then a teacher trainer and then I became a therapist for a number of years.

Jessica Ortner : How were you introduced to EFT?

Jack Canfield: Well I first heard about EFT from some other people who were practioners and people who were counselors and trainers who told me how valuable and useful it was.

I had been doing something called the "Five-minute Phobia Cure" that Roger Callahan had invented, but I had only been using it for phobias. And then when EFT came along, it became clear that you could use the technology for dealing with negative beliefs, dealing with emotions that were unwanted. As I got into law of attraction work more and started realizing that in order to attract, you needed to be in a space of love, joy, abundance, and forgiveness so you're in a high vibrational place. Because we attract to us things that are resonating at the same harmonic, I wanted a technology that would help people release any negativity as fast as possible.

So I was looking really actively for those and found a number of things, but I think EFT has been the most easily teachable and applicable for the general public of anything I've discovered.

Jessica Ortner : You mentioned forgiveness as one of the things that's really important and that's something that we're starting to explore now in the film, so when someone is deciding that they want to start creating a better future, how does forgiveness of the past play in to attracting what you want to get?

Jack Canfield: Well, if you want to create a better future for yourself and have more abundance, prosperity and health, if you're holding on to resentment and to anger and blame, what happens is that you're creating a low vibration. You're literally living in the past for one thing. You're focusing ... I do this demonstration in my seminar where I walk off the stage. I always say, "I'm walking into the future but I'm looking at the past. I can't see the future very well." I bump into things on purpose, you know. But the idea is that I want all of my attention focused on that which I want to create. I want to be fully present in the moment, but with my intention, or what it is I'm creating here, and also in the future. So if I'm holding on to resentment and anger toward someone in the past for what they did or didn't do – or even guilt for myself – which is a form of resentment toward yourself based on my expectations that you or I should have been different than I was. Then what happens is that I'm not focusing on my positive outcomes. And literally, we can only think about one thing at a time.

So basically, the way I demonstrate it is that if I take this book here. If I'm holding this book, and what happens is that someone comes to give me something, I can't take it because my hands are already full. So I need to let go of whatever it is. Release, literally, what I've been holding on to and let it go so that I have a capacity to receive that which is wanting to come into my life, that which I'd preferred and desired, intended and set goals around, and so on and so forth.

So when I forgive someone and literally let them go, then I'm more present. Too many people are walking around with their hands full of what you should have done and what you didn't do, and my own life was very important. I grew up with an alcoholic mother and a workaholic father who also drank quite a bit. It took me years in the old methodologies of letting go of that. And now we have more of these fast working with the energy systems ways to release things.

I have used it on myself, I've used it with my family, my wife. Her father committed suicide when she was 8. And when I met her she was still holding on to that very tremendously and now she's been able to release all that and then the natural aliveness comes forward because we're trying to shape reality to be what we want it to be. We can't change the past, so by releasing the past, I'm here and I can be with whatever's present and create what I want.

Jessica Ortner : Obviously I can see that you're a strong believer in EFT right now. What happened that really made you start believing that this stuff actually works?

Jack Canfield: Probably the greatest kind of turning point for me... There was a man named Martin Laschkolnig who lives in Austria. He's a practitioner of EFT, and he took one of my public seminars. We were doing work on releasing negativity and anger and fear and things from the past, and he came up to me during the break and he said, "You know there's an easier way to do this." {laughing} And you can do it with more people quicker and it doesn't require all the cathartic release work that I was doing at the time. So I said, "Great, why don't you come to my room and show me tonight." Because I didn't want to put him up on the stage without having seen it. And he worked with several issues of mine, one a belief – the desire to lose more weight but I wasn't. So we started tapping and all of a sudden I felt totally different inside. There was literally a palpable perceptual sensory shift about how I was feeling.

And so I asked him the next day to do some work with the group. And he does it so lightly and with so much humor. When you first learn a technique, you try to do it perfectly and he was just having – we were all laughing at ourselves by the end of it and so much release occurs. So many things that people let go of.

Jessica Ortner: What was your own, can you tell me your own experience with EFT or some stories that you've heard where it worked?

Jack Canfield: I've used EFT now in my seminars for a couple of years, first with Martin and now by myself. Basically, I work with three or four hundred people at a time, and we'll work with public speaking. I teach the idea that we need to be more successful. One of the things you have to do is enroll people in your vision. And I can enroll people individually or I can enroll them in large groups. The majority of Americans and people around the world that I've experienced have a fear of public speaking. Maybe in the third grade he said the wrong thing and the kids laughed or the teacher put them down. So they're afraid to get up there and do that. For years we used to bring them up in front of the room. Their fear would come up, we'd have them close their eyes, go back to the first time they felt that way. We'd do kind of a therapeutic process, but it would take a long time. It was individual. But now we're able to take an entire group and say, "Okay, if there's any fear in there, let's look at it. Let's calibrate it. Let's all go through the tapping sequences" and so forth and then basically it disappears for everybody.

It's about 300% more effective in terms of saving time when working with large groups. I've taught EFT to nurses in my seminars who then go back to their hospitals and maybe they're working in radiology and they're putting someone in a CT Scan and the person's phobic about going into tight places and they just do EFT with them and a few minutes later and

they go and it saves time and effort. It's easy, quickly learnable, and it's also self-administratable.

So many values in terms of using it in school. If kids have test anxiety. When they go to take their SAT test or whatever... I taught it to my son. My son's a 15-year-old actor so there's no stage fright anymore. In fact, he's the farthest from it. I mean, shut up already. Put me in coach.

So I think that I've just used it in a number of arenas. After 9-11, we had people who were afraid to fly. I had a woman in a seminar who was afraid to fly because her brother was shot down in a plane and we did EFT and she flew home. She had taken a train from New York and she flew home. That's a lot of time saved.

Jessica Ortner : Wow! And how do you, when you're teaching all these people, how do you approach it, like when you're explaining the basics of what EFT is, how do you explain it?

Jack Canfield: I don't know when I'm teaching EFT if I even teach the theory behind it correctly. I'm more interested in the technology and if it works. But what I do say, and I don't even know if this is accurate, but it's kind of what I'd learned. I've never really taken a formal training in this. It's that: It's like we have viruses in the computer in our brain and this is like a program that goes in and kills the virus. Another way of saying it is that this is kind of like a virus. There's a program in there and it's working and it's called, "See snake – get afraid." "Think about speaking in front of a group and your hands start to sweat and you can't breathe and you're stuttering and so forth. So we're going in and we're removing the domino effect. So I have these dominos and they all knock each other down. So what I can do is just remove a few dominos and boom it doesn't go from seeing the snake to freaking out or thinking about getting on the airplane and freaking out.

Now, I know there are meridians involved and acupuncture stuff and all that, but it doesn't interest me all that much. I'm much more of a person who's interested in does it work? I know for me that when I walk into a room and I want the lights on, I don't sit there and go, "Electricity, I don't even know if I understand electricity. I can't use it if I don't understand it." I just flip on the lights, the lights come on and we move forward.

Jessica Ortner: How do you explain EFT then? Or do you find that you use it in a way that is not so metaphysical and seem so kind of out there? Do you know what kind of a way that you approach EFT to make it more accessible to the common public.

Jack Canfield: What I do is I say, “Look there’s energy that moves through your body and basically when you get traumatic experiences or conditioned negatively over time, it blocks the flow of that energy and there are some techniques that have been developed that instead of working on the content as much, we work on the context that holds it in place. How many of you would like to be able to release your fears, your anxieties, your weight issues, you know, in a few minutes?”

And everyone raises their hands and I say, “Okay, here’s how it works, let’s do it.” And the proof is in the pudding. If you calibrate that your fear on a scale of 1 to 10 is 9, and then after doing the sequence a few times, it’s like 1. Then you say, “Okay, come on up to the front of the room and turn around and face the audience.” And before they would have been shaking and now they’re relaxed. That’s all the explanation you need.

Jessica Ortner: That’s great. And you know a setup phrase for EFT is “Even though I have…” this problem “I deeply and completely love and accept myself.” And a lot of times, people even have trouble saying that. One of the troubles sometimes we’ll say is, “I don’t want to state my fears because of the law of attraction. I’m not supposed to focus on them.” What is your response to that?

Jack Canfield: If I were teaching EFT to someone and they said, “I don’t want to focus on my fear because of the law of attraction which means I’ll attract it more.” I say, “Look. Here’s the deal. You are unconsciously focusing on your fear all the time. It’s your subconscious that needs to get reprogrammed in a sense. So by refocusing on it for a little bit of time, we can get rid of it so it’s not unconsciously running you. I have a slide of an iceberg, I don’t know if you’ve ever seen it, but there’s this much above the water and there’s this huge thing below the water. I’ll say this is how your mind works. It’s 1/6 conscious and 5/6 subconscious. So if we want to be more successful, we need to remove or reprogram or delete, erase, whatever you want to call it, the programming from the hard drive.

Basically, here’s a technology that can do that. So it’s okay to focus on it for a few minutes because it’s going to be gone forever. It makes much more sense. A lot of people have, in my mind, misinterpreted the law of attraction to say that, “I don’t want to ever focus on reality.” That’s what got us in trouble in Iraq. We didn’t focus on the fact that there’s tribal history over there that goes way beyond anything that we’re going to be able to do in a small period time. We were so focused on the vision that we were going to bring democracy to the Middle East that we weren’t dealing with reality.

My belief is that you have to acknowledge reality and then choose what you want and then there's a release process. If you look at *The Secret*, we talked about ask, believe, receive. I know that I want to be able to stand up on the stage and speak comfortably and be able to enroll lots of people into my company, my network, my sales presentation at the time, whatever it might be. Then I have to release it and believe that it's possible. And if I only am working on the conscious level, not doing it with my unconscious beliefs that can sabotage me, all the intention in the world isn't going to get me where I want to go. I'll constantly trip up. I'll get myself in trouble. And then the final part is to receive, and that's to create a vibrational match with that which you want in your life.

If I'm walking around and every time I see someone who is a man and I get scared because let's say my father sexually abused me as a child, then I can't stay in that high vibrational state. So you have to not be in denial, but at the same time, you don't get stuck there. It's a kind of foot in both worlds, if you will. Otherwise you just have this "la-la land" kind of metaphysical... You meet people all the time and they go, "{in a breathy voice} Hi, I love you." And you want to shake them a little bit and say, "Get your feet on the ground." Then you meet people that are really kind of like thugs who need to have their heart and their spirit awakened. It's a combination of a free-flowing spirit and a mind that's open and aligned through a body that has no blocks in it. When you've got that, then you're going to be responding to your intuitive impulses that are accurate because there's no distortion in the field and then you'll naturally take the actions that will manifest the things you say you want.

Jessica Ortner: If there's someone who's never done this kind of work before and they're ready to look at their lives and to figure out what they want to change, you talk a lot about stating your fears and letting yourself be aware of it, but you also talk about a lot of it being unconscious. So how can someone look at their life and figure out what their beliefs are?

Jack Canfield: In my experience, the way you look at your life to figure out what your beliefs are is to look at what you currently have in your reality. In other words, if I'm poor, I obviously have some beliefs about money. They could be everything from: money's not spiritual and people with money are evil – and if you look at all the movies we watch, it's always the mean rich people who are screwing over the nice poor people. So we're almost programmed that having money is a bad thing. To look at all of your life and say, "Okay, what beliefs do I have to be holding?" Men are bad, they only want one thing. There are not enough people to go around. Bosses are just trying to use me. Whatever it might be.

So the first thing for me to look at is: "What is my current reality?" The second thing is to get together with a group of friends and brainstorm: What are the things your parents said to you growing up that you think are still limiting you. And if you get 5 or 6 people together to do that, people start saying things like, "Eat all the food on your plate, the kids in China are starving." Then you go, "Today if I go to a salad bar and I take a lot of food, even if I'm full, I've got to keep eating it because I don't want the children in China to starve." Whatever. So that brainstorming technique can come out with a lot of things.

Children should be seen and not heard.

You'll never amount to anything.

You know your father was a drunk so you'll be a drunk too.

No women in this family have ever gone to college, what makes you think you can?

You've got to hide your feelings.

Don't air your dirty laundry in public.

Just a ton of stuff that we have.

The other thing is obviously that you can use muscle testing. You can use kinesiology. Literally, I was just in a situation where I was kind of upset... In the last few years our company hadn't been able to generate more than \$8 million in net profit. We're a small group of 12 people, and I was kind of blaming my staff for it. Then I was working with a guy and we were doing muscle testing. And when I got to, "It's okay to make more than \$8 million a year," my arm went weak. So we literally had to work on that and release whatever was holding me back in that arena until I got to the point where it's okay to make \$100 million. Until literally it's okay to be the richest guy in the world. There were unconscious beliefs in there that people wouldn't like me, that I couldn't trust people because they'd only be coming to me to try to get something from me. And that I had to make a difference in the world and obviously if I was busy chasing that much money, I'd get corrupted. These are things that rationally I would never have thought were in there, but when I muscle tested on it, they went "yep" and I went weak. So with EFT we were able to release that and come back into where now I'd be very happy to be the richest guy in the world. Why not?

Jessica Ortner : That's so good. So before you were talking about vibration and holding a high vibration compared to a lower vibration. [mm-hmm] How do you explain what vibration is to someone who new to that?

Jack Canfield: For me the simplest way to explain vibration is that it's emotions. Our feelings are basically the vibration we're putting out. We can walk into a room and we say, "Wow! There's a lot of energy in here."

We'll go, "Wow! It really feels down in here." "That person really brings me down." "That person brings me up, they lift me up." Literally when a vibration goes to a higher frequency, what happens is that we're going up. When we go down, we're going to a lower frequency. So feelings like love and joy and passion, enthusiasm and optimism, positive expectancy, looking forward to... all that is at a higher vibration. Anger and fear and depression and hopelessness is a lower vibration. So our job is to literally bring ourselves up to the emotional tone scale from down here to up here. And the way we do that is by thinking what one of my teachers called, "a better feeling-thought." Always hyphenating feeling-thought because a thought creates a feeling. Let's say my wife leaves me and I say, "Well, there's no woman in the world who will ever be as good as her. I'm going to be miserable. I don't want to go back into the dating game. There's no women in this town. All the good ones are taken." You know, then I start to feel bad. Where if I go, "Oh, my wife left me. Gees, look at all the opportunity there is for other kinds of relationships and to build new experiences in my life." I'm going to feel better.

What I teach is when you're feeling bad, look at what thoughts you're thinking. And if they're limiting beliefs that have been habitual, because a belief is just a thought you think over and over and over. People try to make it more complex than that. It's not. Again, you can release that. You can disappear that belief using EFT technology.

Jessica Ortner: And have you ever used EFT for a physical thing?

Jack Canfield: I've never had it release a complete pain for me, but I've had it reduce it on a scale of like 10 down to a 1 or 2. So it's just kind of a minor sensation. Because I was getting pains in the bottom of my neck, my cervical joints weren't staying aligned. They were subluxating and so I know enough that if something doesn't line up after a while, there's got to be a belief in there and a negative experience. So I started working with it and over time, I mean fairly quickly, the pain subsided, and what really came out later was that I had been really good friends... My first year of teachings I was really good friends with this African-American guy and we were just the best of buds. We'd go out drinking after school and the whole deal and then he became a black Muslim and he rejected me because I was white, and it was kind of reverse racism thing, and I was very, very hurt. I never dealt with it back then because I was too macho to have it matter. So when we finally got to the root of this thing, I realized that I needed to release the hurt.

Jessica Ortner : It's interesting how you talk about how something happens and you don't deal with it at the time. Can you talk a little bit more about that like when someone is starting to want a better life and

want to start succeeding how they need to kind of deal with certain things that maybe they hadn't dealt with at the time it happened?

Jack Canfield: Well, every time we want to go to a place that's better than where we are, there are blocks inside that have stopped us or we'd already be there. And these blocks most often, and from my experience, I won't say always, but probably very close to always seem to come from where I have an experience I didn't complete. So basically, energy is supposed to flow through us as a wave-form. You know this comes in the word e-motion, energy in motion. And so we say we're emotionally moved by something. So when I allow myself to be moved and feel what it is and let it pass through me, and there's no blockages. But let's say that my dog dies and my father says to me, "Come on son. Stop crying and be a man." Well this crying, this releasing, this grieving that was natural got blocked. And to block it I have to shut down. I have to tighten up against it. That's why people who are uptight literally have a lot of emotion they haven't shared, but they've tightened up not to feel it because it means they're going to get in trouble or rejected by their parents or whatever.

So literally as we begin to open up to new possibilities and want to go further, these things that have been incomplete in our life come up to the surface to be dealt with or to hold us back because it's trying to protect us. So we have to release those or we'll stay stuck.

Jessica Ortner: Do you ever use EFT to go towards goals when you're not focusing on the negative, but you're focusing on something that you want or do you find mostly that it's effective on cleaning out beliefs?

Jack Canfield: I know there's a book on EFT and abundance that I bought. I haven't read it yet. [laughter] I have about 4,000 books in my library and about two or three hundred that I have piled up that I want to read. I leafed through it and I thought, "Hey, that's pretty cool stuff." But I haven't applied it in that way yet. No.

Jessica Ortner : I've been reading your books and it seems like a lot of what you teach is almost a new way of redefining who we are and how we view ourselves. So with everything that you've been learning, how do you define who we are as humans and our potential.

Jack Canfield: I think each of us is literally born with a set of talents and a purpose. That each of us comes in with a purpose. Now some of the metaphysical people believe that we choose that with a committee of people before we're born. Other people don't think that. I don't think it matters. I know that I have 5 children. Three natural and two step children. And every one of them is totally unique. They come out of the same mother. One's an engineer. One's a hip-hop singer. One's a

drummer in a band a photographer. Politically they argue with each other. They're interested in different things, and they have a set of talents that if they pursue they're happy.

I believe that every person is born as a cell in this human body. If we all achieve our full potential... You know, I might be a liver cell and you're a kidney cell and someone's an eyeball cell and someone else is a lung cell and if all the cells are doing what they're supposed to do, then the whole world works. The problem is that when we try to be what we're not or try to deny what we really truly feel and want to do that then we get like cancer cells in the body that are not aligned with what the rest of the purpose of the body is.

I think we're divinely imbued expressions of the Holy Spirit or infinite intelligence, source energy, however you want to call that, and that each of us has the potential to be extraordinary, to be brilliant, to do anything we want to do. The problem is that we've been trained out of that by our conditioning by schools, by the television, radio, governments that want to keep us codependent and so on and so forth.

Every person I meet is like waiting to unwrap a package. "Wow, who's in there?" And watch them come alive as they realign with who they really are you watch their eyes light up and they get excited. I teach that whatever you're attracted to is not just something that's a desire, but it's your inner guidance saying, "This is where your path lies. Go study with that person or go buy that thing." Or "Do the process to allow you to buy that thing or to go travel to that country." You take 10 people in a room and you ask them where they'd most like to vacation in the world, you get 10 different places. Everyone is unique. And so that's the excitement of life, it's to follow our own heart and to also explore the diversity that exists with everyone else. To me it's a giant dance and then you just show up and know that it's going to be fun and you're curious and you can't wait to see what happens. That to me is the best there is.

Jessica Ortner: What if there is someone who says, "Okay. All this personal work... I'm doing it and I'm doing lots of tapping, but the truth of the matter is that I just got a divorce and I can't change the fact that that just happened and now I'm losing all my money, and it seems like there are a lot of outside circumstances and I can tap all I want but it's not going to make my ex-husband be any nicer to me." What's your response to help them improve their lives with tapping even though they're blaming outside circumstances?

Jack Canfield: The first chapter in my book *Success Principles* is take 100% responsibility for your life and your results. That basically is saying that no one outside of you is responsible for your experience. My ex-wife

could be being a jerk, but that doesn't determine how happy or unhappy I'm going to be. Someone says, "Well, he yells at me." That's just noise. You go to a football game. People yell. You don't get upset. It's the meaning we attach to it that really creates the distress or the discomfort. Ultimately, for me, I keep bringing myself back to the state of centeredness, back to the state of connectedness to spirit through meditation and things like that.

When someone says it's not working, what I say is, "What's your affirmation?" And the affirmation is, "It's not working." What I teach is look for where it is working. If a client comes to me and says, "On a scale of 1-10 my life is a 3," my next question is, "Why so high?" And they go, "What do you mean?" And I say, "Why isn't it a 2 or a 1?" They go, "Well, yeah I guess it's not a 1. Well my son is really a great kid and I'm having a great time with him. And my mother's been supporting me through the divorce." And I say, "Great. So what would it take to move it to a 4 for you? Not a 10, just a 4." "Oh, if I had more time with my friends." "Great. So what's one thing you can do to have more time with your friends?" Boom! Then if a negative belief or a fear comes up, we can tap that.

But the idea is to constantly be focusing on what's working. What can we appreciate? Build upon that. Most people have been trained in our culture to focus on where it's not working. If you go to school and I give you a paper and you go through it, what do you do? You redline through all the places I made mistakes. Here's where it didn't work. Here's where you screwed up. So we have been trained to be analytical and critical rather than appreciative and expansive. Criticism and analysis tends to contract us whereas appreciation and exploration and support expands us.

So even if I'm working with someone that I don't particularly like, I teach this idea of "positive aspects." What's the positive aspect to that person? If I focus on that, then what happens is that that starts to expand. But if I focus on, "He always does this and he always does that and he never does this." Then, I'm going to get more of that as opposed to, "Yeah, he's not the best... you know he forgets my birthday and he doesn't call me before he's coming home from work, but he's a wonderful father and he's a great lover and he gets along well with my mother. And we both love watching professional basketball." If you focus on what works, then what's not... just pull back from it and find out other places in your life to get that fulfilled. One of the big problems in relationships is that people are looking for one person to fulfill every need. That's never going to happen.

Jessica Ortner : What do you think needs to happen for our society to start accepting these kinds of beliefs for a shift to occur?

Jack Canfield: I think the shift is already occurring. I think there are so many people now with movies like *The Secret* and *What to Believe* and 8 billion websites where people are doing good stuff and you go to YouTube now and almost every teacher, now there's technology and philosophy and content being taught in smooched, short, 5-minute segments and you can go and literally almost take somebody's seminar for free on YouTube today. Millions and millions and millions and millions of hits. When you've got, like when I was in *The Secret* and the media blitz started, I was on Larry King, Oprah Winfrey, and Montel Williams, and other teachers were on The Today Show and Good Morning America, and Nightline and you name it. So it's become part of the culture.

When I was on the Self-Esteem Task Force in California 10 years ago, nobody talked about self-esteem. Now everyone just assumes, "Hey, you shouldn't do that, that hurts my self-esteem." Your kids say it on the playground. Teachers in school are talking about well is that going to raise their self-esteem or lower their self-esteem? The same thing is happening now with a lot of the technologies that we're talking about here and with the energy work that's being done and people realizing that there's a higher and quicker way.

I devoted my whole life to finding ways to help people go further and faster with less effort. So if we can double your income in half the time and have more fun doing it, wouldn't you want to do that? If we can take kids and teach them in a way that they're excited to be in the classroom, they can't wait to come to school... I have friends who are teachers the kids get to school at 6:30 in the morning and come to their class just to hang out for an hour before real school starts. When I was a teacher, I had kids who were on suspension who would sneak into the school, come to my class and then sneak out of school so they wouldn't get caught, but they didn't want to miss my class.

When I played basketball, I couldn't wait to just get out of my uniform – I went to military school – so to get out of my military uniform, get into my basketball uniform. I was pulling it over my head as I was running up the stairs. When you wake up in the morning and life is that exciting... This is what's happening. People are seeing that when they do the kinds of things we're talking about, they get more of what they want, they have more fun doing it. They make more money doing it. There's less stress, less pain, less conflict and that's becoming the cultural norm. People are saying, "I don't want less than that." Ten or 15 years ago, people didn't even know it existed.

Jessica Ortner: You were mentioning people wanting more money and it seems like a topic that comes up a lot. For someone who might think that

money's not that important, I don't want to be a millionaire, why do you believe that money's so important?

Jack Canfield: Why I believe money's so important is that I've seen all the good things it can do for you. I have extraordinary health. I'm 62 and most people say I look like I'm only about 55. Part of that is because I eat organic food. It costs more. I drink really good water. It costs more. I have filtration systems on my house and my shower and every faucet and so forth. We are able to afford really good health care – alternative health care, herbs... We can fly to a health spa if we want to do it. I'm able to buy all the things I want that help my intellectual growth. I have, as I said, 4,000 books in my library. One year I took 38 weekend workshops. I was just hungry to learn all this stuff. If I didn't have the money, I wouldn't have been able to do that. I wouldn't have been able to travel to any place in the world to work with any teacher, master, facilitator or take the trainings I want. And one of my favorite concepts about why money is so important is this: and I learned this from a friend of mine named Bob Proctor. He said, "If you look at your life. If you want to make a difference..." So many people say, "Well my life's about making a difference, I'm not interested in money." If you don't have any money, you are limited into the impact that you can have in the world based on your physical presence. So you can go down to the homeless shelter and you can volunteer, but that's all you can do. Whereas, if I've got \$6 million I can build 10 homeless shelters. So I have a capacity to reach people. I mean, we've planted over 600,000 trees. I found out that every 431 books eats up a tree, so having published over 100 million books, in terms of copies sold, we've done microcredit in over 31 different countries and helped women all over the world start businesses. We've been able to help hundreds of thousands of kids into wheelchairs. We've supported literacy all over the world. I mean there are literally millions if not tens of millions of people whose lives have been affected by Mark Victor Hansen and myself from our donations from the *Chicken Soup for the Soul* series. So we've given away tens of millions of dollars. Someone says, "Well, I'm down here doing so and so." Well that's great and I do that as well. I volunteer. But having money gives you the power to have more influence to see the things that you want to bring into the world. And the last thing it does is it gives you the sense of security and real security is not about money. But having said that, I know that when I know I've got \$1 million in a trust fund or something or in an account or in my case \$10 million, I don't worry about stuff. I can buy what I want, go where I want, be as generous as I want, not worry about can I afford it or not... just do I want it or not. And do I want it for me, do I want it for the world. So literally, money for me is just a symbol for energy. If it's in the bank, it's contained energy. It's stored. It's waiting to be used like fat in a body can be burned and used. So the more I have, the more I can use it to do the good in the world I want for me, my family, my community and so forth.

Jessica Ortner: So going back, I just wanted to focus a little more on money with EFT. What have you found to be some of the most common blocks that people have when it comes to money?

Jack Canfield: I think the most common blocks people have to having more money in their life is that they don't believe they deserve it. We know that, for example, 38% of all women in the state of California have been sexually abused or raped by the time they're 18. And so what happens is that when I was doing my self-esteem seminars for years, people would come in and they really felt like they didn't deserve to be wealthy. There was something wrong with them. They were damaged goods. I remember doing a seminar for a Benedictine abbey down in Florida, and many of the monks there were there out of guilt, not out of a desire to be closer to God. One guy had taken an entire troop up the Rhine River during World War II. Everyone was killed but him and he was the leader. So he came back, went on about a 3-week drunk and then basically joined the monastery. And I said, "Why did you join?" And he said, "because I didn't think I deserved to have any more pleasure in my life. I did it to kind of try to aggregate that." This sense of unworthiness is a big issue for people. I think there's a fear of being corrupted, becoming evil. There is deep subconscious programming that money is bad. "Filthy lucre," you've heard that term? "Don't put the money in your mouth, it's got germs on it, it's dirty." You know. "People with money get corrupted." And certainly we've seen examples of that, but we've seen other examples where they get the money and they're not corrupted, so money is obviously not the variable.

I think a lot of people are afraid of rejection if they get money. They grow up in a family and they see that they're not rich and the next door neighbor is and they start resenting the neighbor for having stuff they don't have, and then as they grow older, they go, subconsciously, "I don't want to be resented."

When I was in college, I had friends with names like Larry Rockefeller and Max Factor III and so forth. These were all people who were extremely rich and whenever you'd introduce them to somebody, they'd say, "Never say my last name." You know, "Hi, I'd like you to meet my friend Larry." "Hi, I'd like you to meet my friend Max." Why? Because they were afraid people would only like them for their money. I remember back in the 70s when there was an organization started for people who were inherited wealthy. They were all running around in Birkenstocks and driving old Volkswagen beetles and no one knew they were wealthy and they didn't want anyone to know they were wealthy. In fact, one guy had literally millions and millions of dollars and he would borrow money from his

friends because he didn't want them to resent him, reject him. He felt guilty for having all this money, like, "how come I do?"

I know when I first made \$6 million in one year when the *Chicken Soup* books really took off, I went through what I call my nouveau riche stage and I bought lots of stuff and I had a lot of fun doing it, but I felt guilty. It took me about 3 years to come to the place where I felt comfortable having that much money in my life, and there's a transition. It's harder when you get it all at once.

You've got all these people who've got all of these beliefs about money so that when money starts to come into their life, they will actually sabotage themselves to put themselves back to that level where they feel comfortable again. Some people don't want to be responsible for that much money. They don't quite know what criteria could I use for spending it and investing it and giving it to philanthropy and so on and so forth. So rather than deal with that, they'll just deny it or lose it. We see all the people who win lotteries. There's research on this. Something like 90% of the people who win a lottery within 3 years are back to the same economic level. They've either given it away, gambled it away, spent it all away, because their self image wasn't one of being wealthy, so they had an impoverished image of themselves, because that's the way they grew up.

Lots and lots of pain around money. I remember teaching a workshop on abundance in Australia, and this woman in the middle of it just started screaming, "Money, money, it's terrible. I can't believe... It's so much pain" And she talked about her father and all he did was work for money, he was never there. Money was all that mattered to him and so she blamed money for the fact that she didn't get the love she needed from her father, and the divorce it created and the fight over the will and all this stuff. So she didn't want that. She wanted simplicity and love. And she thought the money was the cause of it when it wasn't.

Jessica Ortner: Some people might say, "Well, just because I'm believing that I'm worth it isn't going to suddenly make my bank account any larger." How do you explain to them how important belief is compared to actions... How to view the whole experience?

Jack Canfield: To me it's true that just tapping, if you sit in your room and you tap for the next 20 years, I doubt that you're going to be a millionaire. Okay? But that's like saying, "Eating doesn't make you wealthy." But if you don't eat you'll die and then there's no chance of being wealthy.

If we go back again to “Ask, Believe, Receive,” the belief part is the part that most people are hung up on. But I say that if you really believe something, you know in stage 2, “Believe” you take action. See, if I said to you all you have to do is come over here and sign this book and I’ll give you \$100 and you believed me, you’d get out of your chair and you’d come over and you’d sign the book and I’d give you that and you’d have \$100. But if you thought I was lying and you didn’t believe me, you wouldn’t act. In other words, I’ve never had anyone sign up for my levitation course because nobody believes I can teach them to levitate, and I can’t. I’m making a joke, but the point being that if you don’t believe it’s possible, why would you go sign up to learn how to do it? Because you’ve never seen anyone else do it.

Action. If you look at the word “Attraction,” the last the last 6 letters spell A-C-T-I-O-N action. In Latin, the word *satis* means enough and so when we have *satisfaction*, enough action brings satisfaction. Not too much, not too little. So what we want to do is as soon as we believe that something is possible, then there are two kinds of action. Number one is what I call obvious actions, if you want to be a doctor, you better study the anatomy, you better get your BA degree. You’ve got to apply to a medical school and so on and so forth. But there’s also what we call inspired actions. So when I decided I wanted to make \$100,000 in one year just to see if I could do it. I was making \$8000 as a teacher. When I set that goal and visualized it and really focused on it for 30 days, what happened was I woke up one morning and I said, “Oh, I’ve got this book. If I sell 400,000 copies, I’ll make \$100,000. And that was an inspired idea that I’d never had before that came out of focusing on and believing it was possible. Not yet seeing the how or the strategy, but believing. A lot of times people think, “If I do law of attraction and I focus on what I want and I tap for it and all that, then what happens is that that thing will just show up.” Sometimes what shows up is an opportunity. Sometimes what shows up is a strategy. Sometimes what shows up is a relationship that can help me manifest that thing, not the car, but the person who can help me get the car. The job opportunity that will help me to earn the money to get the car, or the relationship with someone on the bus coming home who is actually selling a used car, the kind I want for about 1/3 of what I would normally pay for it because they’re a distressed seller or their son just went off to college and they don’t need the money and they’re trying to empty the garage out. But if I don’t act on that when the opportunity shows up... Many people, what happens, the opportunity comes in and they go, “That’s too scary” or whatever. So again, when the opportunity to act comes, if there’s fear, tap on that and then keep moving forward.

Jessica Ortner: You explained that very well. That was great. [laughing]
Just now you were talking about when you were focusing on attracting that money, you did that for 30 days. Do you think it’s a good idea for

someone who's starting to do tapping to kind of make a goal where they have to do it for a certain amount of time. Like how important is consistency play when it comes to tapping and attracting things?

Jack Canfield: I'm not an expert on the research in EFT, but what I do know is in my own experience, there's some research I did come across about whenever you're trying to change neural pathways in the brain it takes about 25 to 30 days to lock in a long-term habit.

Now there may be ways that that's been accelerated, but there was a study done with NASA astronauts where they had to wear concave lens goggles for 30 days. Now when you're wearing concave lens goggles, it makes your world appear upside down. So you're trying to negotiate – I'd be coming over to reach for your hand to shake it and it's up there coming at me that way and it's very disconcerting on where do I connect here. They did this to see what would happen if the astronauts were disoriented because they knew in outerspace where there's no gravity, they'd be floating around. They wanted to see how they'd relate to disorientation. Would they lose their appetites? Would they lose sleep? Would they get hostile? Would they become belligerent? Whatever. And what they did find is that 25 to 30 days into the experiment, every one of the astronauts at a certain time in that 5 day framework, their brain flipped the image right side up again. So they're still getting an upside down image through the ocular nerves, but their brain rewired itself so it could be more effective. So we know that, or at least the neuroscientists are positive that it takes about 25 to 30 days to rewire neuropatterns in the brain.

What they did in a subsequent experiment, they had half the astronauts take their goggles off on day 15 and put them back on on day 16. It took another 25 or 30 days for that phenomenon to occur. So what I teach in my seminars is when you are doing visualization and affirmation, tapping, anything that's working to do a major mental shift, do it for 30 days without fail. Because it's kind of a fail-safe model that we know works. Now maybe it's only 22 days or maybe with EFT it could be 17, I don't know. I haven't done the research on that. But I know that if you do it for 30 days, it's a slam dunk guarantee.

Jessica Ortner: What do you see tapping and just what you're teaching like the law of attraction, where do you see it in 10 years from now?

Jack Canfield: What I see 10 years from now is that every kid in school will be knowing this stuff. The fact is that we have some incredible technology that's available now in terms of psychological techniques that we're all using like EFT. It's spreading so fast. I think this will be standard, kind of if you know, if you get the hiccups and someone goes "Boo" because you know that if you scare yourself your hiccups go away.

I think it's going to be as common knowledge as that. The internet has changed everything, and with television now, Internet TV, and streaming videos and all that, anything that is good spreads virally, and the viral spread of this is phenomenal. I mean, literally, when I've got people coming up to me in my workshops saying, "Do you use EFT?" "Yes, of course." "Oh good." It's out there. I think that 10 years from now what we've learned... the law of attraction will be as commonly understood as the law of gravity and that EFT and other technologies that are still to be evolved. I mean, EFT was... and I'm only looking at it from the periphery... has gone through several stages of evolution and new technologies and new applications keep being created by people who are experimenting and so on and so forth.

One of my friends is a Tae Chi and Qi Gong master, Chunyi Lin, and his dream is to have a healer in every family, a doctor in every family. He teaches how to heal with energy. And I believe that we will have that, that this is going to become common knowledge like Neosporin and a Band-aid. And we'll have that same understanding about how the mind and the emotions work.

Jessica Ortner: What are some common challenges or some common beliefs that you think society has that you think need to be shifted for that to happen?

Jack Canfield: I don't think there are any common beliefs that would have to be shifted for that to happen. I think it is happening. I mean if you're asking me what beliefs are cultural that I think need to shift, I would say that one of the beliefs that seems to be cultural that needs to get shifted in North America at least is what I call the "entitlement, victim, they should take care of me, social security mentality." Where somehow if I'm a good person, the world will take care of me as opposed to people taking 100% responsibility for their own life and taking responsibility for their own health, for their own economic welfare at the end of their life. You know the average American retires with somewhere between \$25 and \$40 thousand net worth after they take what little equity is left in their mortgage because they've remortgaged their home so many times during life. To think about, if you're making \$80 thousand a year for 40 years, you'll have like \$3.2 million go through your hand, or something like that. And to get to the end of your life and have \$40 thousand to show for it is insane. People don't understand how to use money. They're afraid of it. They've never studied. It hasn't been taught in school.

We've all been taught to be worker bees, to work for other people, and as the large corporations are actually shrinking and more and more people are becoming entrepreneurial, people are seeing that they have to take responsibility for their own economic welfare. And that's exciting.

Kids in school now are starting to do projects... One of the things I just saw was microlending to students in school so they start their own businesses and giving kids money and actually have them play in the stock market and so forth. Learning how to create value for other people so they don't think they're going to just grow up and get a job, because we know that around the world, there are fewer and fewer jobs being created by large corporations and more and more are entrepreneurial things happening.

So I think that this idea that somebody out there is responsible for my welfare definitely has to shift. And I think too, the other thing I see the shift is the idea that there is somebody out there who's responsible for my relationship with God. I think organized religion has its place, but when it gets too controlling of people as opposed to sending them inside so they can have their own direct connection with God. I go to a church where they say, "We are not interested in having a discussion about theology. We are interested in helping you have a direct experience of God in your life." That to me is a much more evolved way of playing the game.

So I think that looking to big daddy government, looking to big daddy minister, to guide my life as opposed to me taking responsibility for that. I think both of those are going to need to shift. And finally too with health. We're all looking at the expert doctor. Now with so many self-healing techniques and so many websites, most of us, many of us will go online and in three days know more than our doctor knows about it because he's so busy practicing that he's not focusing on that. We're only one of many patients. So I think all that is shifting and I think it will shift naturally. I don't know that we have to push it too hard.

I've gotten away from pushing to just intending and trusting.

Jessica Ortner: That's wonderful. Teaching a new generation about these principles, what do you think is the best way to approach a child and teach them these things? Or something a parent should keep in mind?

Jack Canfield: You know it's interesting. I don't know the name of the magazine, but there's a magazine out of the northwest that actually teaches EFT and leaves all these color-coded things and they have kids tapping on their bears and they've created teddy bears with all the tapping points and then the kids do it to themselves. I think that it's no different than giving a kid a Barbie doll and they dress them and undress them and do all that, that we can teach these same things to children just as naturally as we teach them "Jingle Bells" and the Easter Bunny and all that kind of stuff. It's just a matter of choosing to do it.

The neat thing about kids – they don't have all the history of countervailing belief systems. They come in when they're really fresh. When I show *The Secret* to a group of high school kids, they get it like that. In fact, one of the kids, he said, "The movie was a half hour too long." And I said, "Why's that?" He said, "Because after an hour I was ready to stop the movie and just go do everything differently." So for me, kids are really, really, really, really, open. When they're really young, they don't really know anything but what you teach them and what they learn on tv. So if we can put more of that into just the way it is, they'll learn very, very quickly and apply it quickly.

Jessica Ortner: Wonderful. I have a big question for you. Now if you had one minute to speak to the entire world and every single person could hear you, what message do you think you would say? What would you tell the world?

Jack Canfield: Well if I could only speak for 1 minute and give the world a message, it would be this: You have within you the capacity to do anything you want. And that whatever comes up in you as a desire is The Universe, or your High Self's way of telling you, "This is what I'm here to do." Whatever you're attracted to do, whatever kind of people you're attracted to, whoever you admire, or whatever you'd like to be like is The Universe's way of saying, "This is your mission. Step up to the plate." I believe you're never given a desire without the capacity to make it come true. It wouldn't come up as a thing you wanted if you didn't have the capacity. You may need to enroll other people, build teams, learn new skills, etc., but this is what you're here for. It's time to get rid of what I call slow, incremental growth, and just make a quantum leap into the full expression of the brilliance of who you are. And everybody has that capacity. I believe that when you do that, you're going to have a life full of joy. That's what I've done in my life. So decide what you want, believe you can have it, visualize it. Get rid of the fears. Tap away at anything that's blocking, and then take the action steps. Respond to feedback. Don't give up. Persevere. And then you're finally going to get it, just like we did with *Chicken Soup*. We've sold 115 million books. We were rejected by 144 publishers, but we believed in the dream, took action, didn't quit and eventually here we are.

You know a number of years ago, I was in Bangkok, Thailand, and as you do when you're a tourist, you tour around and you see all the little sites and there are 3 places that you always go. There's the Reclining Buddha that is this gold-leafed Buddha that is about as long as a football field. And then you go to this Jade Buddha which is about this tall, solid Jade, and then you go to see this thing called the Golden Buddha.

The Golden Buddha is about 10.5 feet tall, solid gold and it's an amazing thing when you see it. It's huge. So while I was looking at the Golden Buddha, my wife was off to the right side and I was taking a picture and she was over there and there was this case that was full of this big piece of clay about 1 foot thick, 2 feet wide, 3 feet tall, and it said in 1953, 4, 5, 6, 7, something like that that they didn't know that there was such a thing as a Golden Buddha, and they were actually lifting this big clay Buddha to move it to make way for a road that was coming through, and as they lifted it up in this temple, it cracked and they put it back down. By then it was outside and it started to rain. So they put a big piece of canvas over it to keep it dry.

The head monk that night came out that night to see if it was staying dry and he shined a flashlight underneath the canvas tarp they had put over it and something reflected back from inside the crack. And he said, "Clay doesn't reflect light, there must be something else in there." So the next day, in the back, where it wouldn't show if they screwed up, they chipped away and sure enough there was this Golden Buddha inside.

And their best theory is that about 300 years earlier, the Burmese were attacking Thailand and the monks in this monastery covered up the Buddha with clay to keep it protected so it wouldn't be melted down and stolen as a spoil of war. They also think that all the monks were massacred and so therefore the secret died with the monks.

So here it was 300 years later and they opened it up and discovered – I love the word discover you take the cover off, you dis-cover something – and the Buddha was always there. So I was having dinner with my wife that night, and she said, "You know, that Golden Buddha is like the people we work with in our workshops. Everyone of them has this golden essence inside, you know, Christ consciousness, universal consciousness, High Self, love... all these different terms that religions use but it's been covered over with the clay of self-doubt, negative limiting beliefs and fears and so forth."

And so our job in life is to remove that which isn't us, to get rid of the clay, allow ourselves to get back in touch with the essence of who we are which is the divine and creative and beautiful. So I see EFT as a technology or a set of technologies that allows people to remove the clay off the Golden Buddha of who they really are, let their true magnificence come forward and express itself again.

Nick Polizzi: You've been breaking down a lot of words like Latin and English-based words and using them to describe concepts in EFT and energy work. Does this sort of mean that there's been, in the past that people knew more than they do now? It sounds like these are old words, but

they're so accurate in describing the phenomenon that we're talking about right now.

Jack Canfield: Well, I love the origins of words. The origins of words, originally things meant what they were. My favorite word is sincere. In Latin, Sine means without and Cera is wax. And when they would make statues, if they would have a little chip in it, where they went further in than they wanted to, but they wanted a nice smooth surface, they would just put a little wax in there and sand it down and it would look... But the sculptors who refused to put wax in their statues, they were sinecera. They were without wax. So what you see is what you get. So someone who is sincere wasn't putting on anything, any covering over to look better than what they really were. So for me, the origins of words normally tells us, like self-esteem, what does that mean? Esteem comes from the word **aestimari**. Aes in latin is copper and timari is to value, so how many coppers is something worth? And when you put those scales – you know how many pieces of coins would it take to balance it out? Aestimari means to estimate, so the word esteem is what is your estimate of your self worth. And you begin to go, “Oh, I'm in charge of that evaluation.” “It's me that's choosing to do that.” So I love to go back to the origins of words, whatever language they come from and find out what was originally going on there. Like the word sin was to err, and then to miss the mark. It didn't mean you were a bad person, it simply meant you missed. Refocus. Shoot again. So no one was punishing and send people to hell forever, they were simply saying, that's not what's going to do it for you, let's go over here and try this and see if we can get back on purpose. So for me, words do carry vibrations. They were kind of felt by the people who originally came up with them. If you take and do a muscle test, use kinesiology on the word, “rama” Ra will be strong, ma will be weak. Ra is the masculine energy in the universe. Ma is the feminine energy. That is why they go mama in almost every culture. The female energy is receptive and the male energy is thrusting. So you get sex, it's the same kind of thing. So literally, if you want to feel stronger, just chant ra, ra, ra, and also you're vibration will line up with that.

I love words and I think the vibrations of words and the origins of words tell us a lot and I think people did know in the past more, but I think all through history there have been a band of people who were the teachers. There has been a band of people who were the healers, who knew. And often, the word esoteric meant it was kept private and silent. It was the secret societies who knew these things and the religions Shamans and teachers and so forth. They would teach only other Shamans. It was a way of protecting their power in their culture. Now what we're seeing is that the esoteric is becoming exoteric. All these secret societies are now teaching more publicly and so stuff like *The Secret* and so forth which is now becoming common knowledge. Socrates and Aristotle and the Egyptian

priests and the Tibetan Monks and the American Native American Shamans were all keepers of this wisdom and they intuitively knew or were intuitively channeling what it is they needed. Now what we're seeing is that the priests of the culture have said, "Wait, we all have this capacity." And so now people are beginning to teach everybody how to have as much power so we literally have a more empowered world that's based on equality rather than top-down control.