



Transcript - Jack Canfield

Jessica Ortner: Welcome to the Tapping World Summit 2020. This is your host, Jessica Ortner. By listening to this interview, you agree to the terms located at TheTappingSolution.com/disclaimer. We hope this interview helps you become a healthier and a happier you.

Do you feel like you're constantly putting your dreams on hold? Like there is never enough time or money or clarity to take that step forward? Today you will learn how to use tapping to harness the power of your mind and emotions, to take action with more ease, and how to attract the opportunities you have been wishing for using the law of attraction. To lead the way, we are speaking to Jack Canfield from JackCanfield.com. Jack's background includes a BA from Harvard University and a Master's degree in psychological education from the University of Massachusetts. He is affectionately known as America's Number One Success Coach. Jack has studied and reported on what makes successful people different. He knows what motivates them, what drives them, and what inspires them. He brings this critical insight to countless audiences internationally, sharing his success strategies.

You may know him as the originator of the Chicken Soup for the Soul series, which Time Magazine called the publishing phenomenon of the decade. He's helped sell not 1 million, not 2 million, but 123 million books and he also is the co-author of a great book called Tapping Into Ultimate Success. The last thing I have to mention, because it's so impressive, he also holds the Guinness Book World Record for having seven books on the New York Times Best-Seller List at the same time. It is a real pleasure to get to speak with him today. Welcome, Jack.

Jack Canfield: Thanks, Jessica, my pleasure.

Jessica: Your bio is a mouthful, and I could have gone on for another two pages of everything you have accomplished! I have been a fan of yours for years. I remember I think it was over ten years ago, I had learned that you were a fan of tapping. Here you were, America's Number One Success Coach, and you were using tapping in your personal life and with your clients. I have to start just by asking you, what attracted you to tapping?

Jack: Well, I've always been someone that wanted to find a way to do it easier and faster to achieve bigger results. For years I used to do something in my trainings called



The Total Truth Process, to help people release negative emotions and limiting beliefs, and what happened was that this process would usually take about two to three hours to do, with people banging on chairs, and screaming out their anger, and crying, and going through all these six phases of releasing their emotions, and getting back to a state of love and appreciation. So it was a lot of cathartic release and a lot of people would be exhausted by it. Sometimes it would bring up stuff that wasn't completely closed, and so I'd have to work into the night with people. It was powerful and it worked, and people always looked five years younger when I was done.

But when I discovered tapping, and I could finally get the same place without all the cathartic releasing and all the aftermath that sometimes would occur, I was really excited. The Total Truth Process, while effective, was very scary for some people. They just didn't want to re-stimulate all those old emotions. So for me, it was like "Wow, I can save hours in the work I do with people!" Sometimes it's so fast. I remember I was working in Bali – we do these luxury retreats in places like Florence, and Dubai, and Maui, and Bali, and Santa Barbara – we had this couple from Australia, and he was in a motorized wheelchair. He had had an accident and he literally had major brain damage. He was in one of these big, thick, motorized wheelchairs. He hadn't walked in about a year, and with tapping with him, we actually had him taking steps by the end of the five days we were there.

Jessica: What? Wow, that's incredible!

Jack: I know, but even more importantly for what I'm saying about how fast this is, is his wife, who is a saint – I mean, she married this young, dynamic television producer and director and here he was in a wheelchair, requiring her to feed him and help him go to the bathroom, and all of that. At one point, I think it was the third or fourth day, she just really acknowledged that she was starting to feel resentful. She felt guilty about it. I said, "Well, let's tap on both of those." And, I swear to God, we didn't tap, we didn't even complete a round, we just started tapping on the head, got to the eyebrow point, the side of the eye, under the eye. She started tapping under the nose, and she started laughing. And it was gone. I expected at least to go through one round before you get there, but it was astounding. I've used it now... I did a seminar in India for Herbalife, it's a big multi-level marketing company, and I had 3,000 people in a room for two days. I had 3,000 people all tapping on their biggest fears as salespeople, and it's incredible how much gets released in such a quick time.

Jessica: Yeah, absolutely! You focus a lot on success. So someone might be wondering, what does letting go of past emotions have to do with my current success? Can you



just tell us why doing this inner work is so important if we want to reach our potential?

Jack: I think there's two aspects, one is the emotions and the other is the beliefs. If you're carrying around a lot of anger, that gets in the way of your vibrational field, especially if you're looking at the law of attraction. The law of attraction basically says you have to be vibrating at a high level to attract things that are vibrating at a high level like abundance, and wealth, and all of that. So if you're carrying around fear, anger, resentment, all those kinds of things, basically your field is not vibrating as high, and people don't feel as attracted to you as they would. I remember I used to use the sayings if Robin Williams walked into the room – I can't do that anymore because he died – but if he did, everybody's expectation for joy would raise. You would just be excited he was there, because he was so funny all the time.

So it was that vibration that was vibrating at a high level... Now, the reality is, if I've got a sales person who is desperate, who is in fear and trying to sell me something, I'm picking up the fear, and I'm getting that my need is to handle his fear better than his need is to provide me with a service or a product that would be successful. So I think that's a big piece. Then when you're in a lower vibration – the kind of feelings I'm talking about, whether it's jealousy, anger, resentment, irritation, anxiety, whatever it might be – what happens is, your brain is not functioning as clearly. You've got too much energy in the amygdala of the brain where the fear lives, and it hijacks the prefrontal cortex, which is where creative ideas occur, which is where we tap into the spiritual connection, which is where our intuition comes down in terms of inner guidance and so forth. So I think it's really important.

And then you have limiting beliefs, and the limiting beliefs are usually unconscious and are things that get in your way. I was working with a woman not too long ago who was an athlete. She would get these amazing times in her practice and then when she would compete, she wouldn't do as well. So with going back and discovering a limiting belief, we found that what happened is, when she would come home as a kid, her mother would say, "Great job, dear," and then she would hide her medals and her trophies. All her friends who were competitors, they all had their trophies or medals and ribbons on their bulletin board and so forth. One day she said to her mom, "Mom, why do you hide all my medals?" And she said, "Because when they're out there, it makes your brother feel bad, like he's not as good as you."

So she decided at a very young age that, "When I win, the people that I love get hurt." So basically, she forgot she made that decision of course, because we make these decisions usually between the ages of three and eight, and so then this decision



is still running her subconsciously as an adult, young adult. So when we were able to get rid of that, all of a sudden her times go back to what she was in practice and she's winning competitions now. So it's really critical, whether it's in business believing you can't sell, people won't like you, you're going to fail, you're not good enough, you're not old enough, you're not well-connected enough, you don't have enough friends to start a multi-level marketing downline, all those beliefs are the things that stop people from being successful, and those can be tapped away just as quickly as negative emotions.

Jessica: Right. What's so interesting about all your work – I started kind of reviewing all of the books I've already read, and they all have a common theme, which is taking action. But you also talk a lot about the Law of Attraction, and I think that there are some people who have this misconception that using the Law of Attraction is just about the beliefs and thinking the happy thoughts and sitting on the meditation pillow. But you're really talking about okay, well we have to take action, but we also have to look at the way that we're vibrating. We have to look at how we feel. Can you just tell us a little bit more about how these two aspects work together?

Jack: Sure, if you think about the law of attraction, just the simplified version of it that people are most familiar with, as in the movie or the book, *The Secret*. Rhonda Byrne talks about ask, believe, receive. So you have to be clear about what you want, and you have to ask for it. Whether you ask for it in prayer, you ask for it just by saying I want a seat by the window, I want to get a first class seat, I want to be making a million dollars a year, whatever it is, then you have to be clear. For a lot of people, that's the first place they mess up, they're just never really clear about what they truly want.

The second thing is the belief, and belief is more than just a mental construct or even an emotional construct. It requires action, and this is where action and belief come together. If I believe that - well, let me ask you this: If you were in a seminar – I always ask my seminar participants this, if I'm giving a keynote speech somewhere – I'll say, "If I were to run a seminar tonight, say 9 o'clock to 11 o'clock, I'll teach you how to levitate. It costs \$2,000 but I guarantee you'll be able to float six inches off the floor for an hour. How many of you would sign up?" Very few hands go up. The reason is, when I ask them, they'll say, "Well, I've never seen anyone levitate. I don't believe anyone can levitate, so I'm not going to spend time and energy trying to do something I don't believe is possible."

So when you take an action, you are expressing to the universe that you believe the results that that action will produce is possible, that I can lose weight, this diet will



work, that I can become financially independent, this strategy will work. I can have a happy relationship by learning these communication skills, whatever. So, what happens then is, action has two functions. Number one, it actually says to the universe in a very high vibrational way, "I believe this is worth doing. I believe I can get there because I'm going to expend energy doing this strategy or activity or whatever." So it supports the belief. Now, the second part of action is that you have to take action. I teach about a 10-or-12-step system that says you have to be clear what your purpose is, you have to take 100% responsibility for your life, you have to clarify what your vision of what that ideal life looks like, and you have to set specific and measurable goals. You have to come up with a plan, you have to use affirmations and visualization to turbocharge the subconscious and get the energy up, the receptive energy we talked about, the receiving in the third step.

Then you've got to take action, and action is required. If you look at the word satisfaction, it comes from two Latin words – satis, which means enough, and facere, which is the root word of factory, which makes things. We talk about manufacturing things, that means making things with our hands, manu, like a manuscript, you write it with your hand. Then enough making, so satis means enough, and facere means to create, to make. So enough making, enough action, produces satisfaction. Even in the law of attraction, there's a key there. The last six letters in the word attraction are action, a-c-t-i-o-n. So you can't just sit on your stool and visualize and meditate and expect a car to show up in your driveway, unless you live at the bottom of a hill and a car is coming down the hill. But the reality is, there is action that you have to do.

The good thing about the visualization and the affirmation and the tapping to get rid of the negative limiting beliefs and the negative emotions and the self-doubt around it, is that it allows the subconscious mind to then become creative and it does two things when you do that. Number one, it comes with creative ideas, and number two, it programs the part of your brain called our reticular activating system, to allow you to perceive more resources that are available to you. Like right now, you're not aware, or neither are our listeners, of what they're feeling in their right foot. But as soon as I say right foot, you can feel it. So what happens is your reticular system is filtering out the nerve pulses that are coming up to the brain to tell you what's going on in your right foot, because it's not important to you. It's filtering it out. But also, the reticular system filters out anything that doesn't match your beliefs. So if you're believing that you're not a good person, someone could even say, "I like you, you're amazing," and you wouldn't trust them or a minute later you wouldn't even remember what they said.



So the reticular system gets reprogrammed, and you start noticing other resources out there in the world, people that can help you, people you can get hugs from, magazine articles jump out at you, you're walking through the bookstore and book covers just jump out of the background. I literally had a person tell me – this is overkill – but this person was walking down the aisle in a bookstore and my book fell off the shelf, the Success Principles book. She picked it up and put it back on, and it fell off again. You know when they have the face out, and there's too many books on the shelf? But normally what happens is you'll just notice a book like that and then you'll say, "Wow, maybe I should buy this," whereas all the other books fade into the background. Anyway, there's a lot of brain science with this work of visualization, of beliefs, and action, and how they all relate together.

Jessica: Right, so we know that it is powerful to have these positive beliefs, but often times we're raised with negative beliefs, some of which we're not even consciously aware of, like the example that you shared, that athlete thought that her success meant someone else would be hurt. How do we begin to discover what beliefs are holding us back?

Jack: Well, I do a simple process where I ask people to close their eyes, to think about something they want to be creating in their life, or someplace they feel stuck, like they can't seem to create a relationship that works, they can't get a job, they can't seem to make or hold on to any money, they can't declutter their office, they can't seem to stay happy, they can't stop smoking, they can't stop drinking, they can't lose weight – whatever it might be. Then I ask them to close their eyes and think about this place in their life where they can't seem to create where they want, to notice how they feel about that. Basically, you might feel depressed, you might feel angry, you might feel resigned, you might feel frustrated, whatever. Then as you're feeling that, to scan their body from head to toe and look at where in your body do you feel the most pain, tension, or numbness? Because numbness is basically numbing out the pain or the tension.

Then to describe that, how wide is it, how thick is it, is it cold or hot? Is it solid or hollow? Is it wet or dry? Is it rough or smooth? What color is it? What shape is it? Just asking all those questions to concentrate the awareness on the sensation itself. Then I ask them, inside that sensation there is an emotion that's been locked away. See if you can get in touch with that emotion. Then I ask them to take that emotion and that physical sensation and go back to the earliest time they can remember feeling that very same emotion and physical sensation. 99% of the people go back to somewhere between the ages of three and eight. I ask them where they are, they'll say things like, "I'm in grandmother's kitchen, I'm in school, I'm on the playground,



my brother is teasing me, my mom is yelling at me, the teacher is shaming me, I'm stuttering," whatever it might be.

Then I'll say, "What decision did you make at that time that might still be limiting you?" That's when the limiting belief comes up. What always shocks me is how it's the same thing that shocks me about how powerful tapping is, how many people, like 99 out of 100, will actually always come up with an event and a limiting belief. Now we can tap on that and we can replace the limiting belief with the positive belief. Then we can replace in the body where that tension or pain was, get the SUD down to one or zero. We can then also put in light using the spiritual dimension of replacing the physicality of that area with light. So that's how I go about it.

Jessica: Right, so we're going to put that process in the workbook. Now Jack, when you go through this process, do you find that there is a certain belief that's very common around success?

Jack: Well, I'd say the biggest belief, and it's kind of a core-crusher statement for almost everybody, is "I'm not (blank) enough," and then you can fill in the blank. "I'm not old enough, I'm not educated enough, I'm not experienced enough, I'm not smart enough, I'm not clever enough." It's like, "I'm missing something, the skills, the talent," whatever it might be. Then the other big thing that comes up is fear, "I'm going to screw up, I'm going to fail." Those are the two biggest things I see over and over. I have a train-the-trainer program where I train people to be speakers and trainers and coaches and teach our success principles. What I can tell you I see that's coming up the most often is, when we get to the point where we want them to do a podcast, or a webinar, or a Facebook live, they hesitate. Just like you have to hold their hands and walk them through it. So we've started tapping with people and it just gets much easier now.

Jessica: Right, so I would love to do some tapping, and I think this fear of failure, like you said, really comes up. But before we do some tapping on that, I want to know, what is the opposite of that? Because, the reality is we can tap, and tap, but we can't actually control the entire universe, right? So we can still try something and it might not go as well as we wanted it to. I feel like that's just part of life. So when we're tapping on the fear of failure, where are we trying to land?

Jack: Well, first of all, it's not the failure that's the problem, it's the fear of it that stops us. In other words, failure is a normal part of success. In other words, every one of us learned to walk and every one of us fell down hundreds or thousands of times before we learned to walk. I can juggle three balls, and it took me probably a week or two



to learn how to do that, practicing every day for about a half an hour. What happens is I'm practicing over my bed, so the balls won't roll away. Now we use bean bags so they don't roll away if you drop them. But what happens is, that as I'm practicing I'm going to be dropping the ball a lot more than I'm catching it when I'm starting, but every time I drop one my brain is noticing, where was my hand? Did I throw it too high? Did I throw it too far forward? Did I reach up to the ball instead of letting it land? That's what they call the tray plane, where your hands are out and equal to where your elbows would be.

So every night, your brain is processing all of that information, so that what happens is, you are getting better. Then all of a sudden, one day you're doing it. When I learned to play the piano, which I play very badly because I didn't study it long enough, but the day that my left hands could make chords, going one chord, one chord, one chord, and my right hand would go, dud duh duh duh duh duh!. I was like holy crap! It was a revelation! I was so freaking cool! And you can't get there without screwing up. The same is true in business, you're going to make mistakes. I remember the first seminar I ever did, I was telling you about the Total Truth Process. It was about a three-hour long process, an hour-and-a-half each way for two people. I did that on a Sunday afternoon of a weekend workshop, and everyone left just dead. I learned do that one on Saturday so they can recover on Sunday.

I wouldn't have known that if I didn't take that risk, so a failure is not a terrible thing. Obviously we prefer success, and if you learn certain principles like I teach, you can get there a lot faster with a lot less pain. But the fact that you're still going to fall down, you're still going to make mistakes, you're still going to forget lines when you're giving your first talk. It's just the way it is. So when we tap away the fear of that, we realize it's just a learning process. I think it was Yoda who said "The difference between a master and a beginner is the master has failed more times than a beginner has even attempted." So, most beginners are afraid to try, and that fear of trying is what keeps us from learning and growing.

Jessica: Yes, and we can hear this. Someone can tell us, "Don't be scared of trying, keep going. You're just learning." But the truth is, when we have a fear it's often a physical experience. It's why we need something like tapping, because you can intellectually know something, but your body can be telling you something different.

Jack: And one other thing with that too, Jessica, the reason that's so strong is that when you did fail sometime in the past there was a trauma usually associated with it. You got laughed at, your parents sent you to your room, it cost you your girlfriend or a



job or something. The ego is now trying to protect you from having that happen again. So that's why the fear is so emotionally and physically strong.

Jessica: Right. What I would love to do is do some tapping around this fear of failure, the fear of taking action, and lower that in our body so that we can feel more optimistic to try, to make mistakes, to experiment, to learn. What do you think? Should we do some tapping?

Jack: Yeah, let's do it.

Jessica: Okay, so I'm going to lead the tapping in this case and Jack is going to repeat after me. All of you who are listening, follow along, have an experience here with us together. Let's just start with taking a nice deep breath in, and out. Think about something you've been putting on hold, an action step you've wanted to take but maybe you have this fear of making a mistake, this fear of failure. Notice where that fear shows up in your body, and give it a number from zero to ten. How strong is that fear? You might also want to ask yourself, "How stuck do I feel," from zero to ten, ten being the strongest? Just whatever comes to mind first. Let's begin to tap. We're going to tap on the side of the hand, and simply repeat after me.

Side of Hand Even though I feel stuck
Because I'm scared of making a mistake
I accept myself and how I feel

Even though I've been beating myself up
Because I feel like I should be further along by now
But I have all this fear stopping me
I honor how I feel
And I give my body permission to relax

Even though I have all of this fear
This fear of making a mistake
I love and accept myself

Okay, now tapping on the eyebrow point, we're going to give a voice to how we're feeling. So repeating after me.

Eyebrow This fear
Side of Eye This anxiety
Under Eye This tension in my body



Under Nose	I know I should be taking action
Under Mouth	But I feel stuck
Collarbone	Because I'm scared
Under arm	And being stuck
Top of Head	Feels safer

EB	Than taking action
SE	No wonder I've been feeling stuck
UE	No wonder I've been scared
UN	I'm just trying to protect myself
UM	Because I've been hurt in the past
CB	And I don't want to go through that again
UA	But I'm much older now
TH	I'm much wiser

EB	And I know that no matter what happens
SE	I'll be okay
UE	I recognize this fear
UN	And I have compassion for myself
UM	I have been doing the best I can
CB	But now that I know better
UA	I can do better
TH	Because no matter what happens

EB	I'll be okay
SE	It's safe for me to try
UE	It's safe for me to be disappointed
UN	It's safe for me to make a mistake
UM	It's safe for me to experiment
CB	And maybe I can make this fun
UA	I release all this pressure to do it perfectly
TH	I allow myself to have more fun

EB	Replacing this fear
SE	With fun
UE	This is a big experiment
UN	And I can discover what works
UM	And what doesn't work
CB	I set myself free
UA	By releasing this pressure



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- TH It's safe to take action now
- Okay, now take a nice, deep breath in. And as you exhale, just move your shoulders around to notice how you feel in your body. Again, just think about that action and that fear of making a mistake. How strong does that feel on that scale from zero to ten? Maybe you notice that your shoulders are more relaxed, or you can breathe deeper, but notice how you feel in this moment. Notice that shift and what I'd love to do too is just notice what thoughts come to mind. Thinking of that action, does it feel a little bit softer, a little bit easier, a little bit more fun?
- Great, Jack thank you for going along with that process. Do you have any thoughts after doing that?
- Jack: I was actually doing it with you. I was thinking about a book that I'd been putting off starting. I feel a lot lighter now, like I'm smiling like I just meditated for half an hour.
- Jessica: Right, I think we have to remind ourselves that stress and pressure don't work. I think sometimes we think if we stress enough, if we put enough pressure on ourselves, we're going to take action. That strategy just never works, yet it's something people do over and over again.
- Jack: Right, so true. What I love about you and people that are really good at this, is it's not just tapping on a simple statement, it's bringing in all the wisdom that it's okay to make mistakes, it can be fun, and when I'm not worried about it, it's really exciting. So thank you for what you just did.
- Jessica: Of course. Well, one of the things I read about you, actually yesterday I discovered this for the first time, and I think I have this number right. But you were rejected by 144 publishers for the Chicken Soup for the Soul books, is that true?
- Jack: That is true.
- Jessica: That's a lot of rejection, Jack. I think some people might quit after ten. How do you keep going?
- Jack: Well that was after about 14 months we finally got a yes. It started out, we went to New York with a literary agent, like you do if you have a book and you want to publish it with a major publisher and you have a round of meetings with publishers to explain the book and try to impress them that you're really a good promoter and



all that good stuff. We got 21 meetings in 3 days, 7 a day. Everyone said no. So our literary agent actually gave us the book back and said, “I can't sell it, you guys are going to have to be on your own.” So someone told us we should go to the book festival, which was the American Booksellers Association, the professional association of people who publish books, or have bookstores rather. So we went down there and all the publishers come and have booths to enroll the bookstore owners to buy their new books coming out. We would walk from booth to booth and meet with the editors who would also be acquisition editors. We'd tell them who we are and what our book was about, and we actually had 21 stories. We got no, no, no, no, no.

It was late on the third day that a little publisher in Florida called Health Communications said, “We'll at least read it.” They read it and about a week later they called and said, “We'll publish it.” But that was the 145th publisher we talked to, and that was over a period of over a year of rejections. I think what kept us going, to go back to your question, is that we truly believed in the book. I mean, I had a deep belief of the rightness of this project. My audiences loved the stories I was telling, I would get standing ovations. People would come up and say, “Are these stories in a book anywhere? My daughter needs to read it. My sales team needs to hear this story about the puppy.” I even had a staff person quit over it, saying that this is going to hurt us in the corporate world, Chicken Soup for the Soul? Can't you write the Eighth Habit of a Highly Effective Person?

I said no, I have to do this. I think we would have self-published it if we had to, but I just knew in my heart, and I think when you know something that deeply, you just have to do it. The people that don't have a great voice, but go on to sing anyway, like Joe Cocker. We all fell in love with his voice, even though it was raspy. I think that people just have to trust that part of you that wants to do it. One of my friends named Reverend Michael Beckwith, who was in the movie *The Secret*, talks about the universe evolves its consciousness through you as you. So that as you feel drawn to do something and you can't get it out of your mind, you just feel attracted to it at a deeper level, it's the universe saying, “This is your job, this is your purpose, to bring this into being.”

So I stuck with it, and it worked out, but it took a while. You just have to believe in yourself. You can tap on that. I think a lot of people give up way too soon.

Jessica:

Yes, well one of the things I've heard you say is that everything we want is outside of our comfort zone. So I can imagine hearing “no” over and over again and still asking, was out of your comfort zone, but you had this passion. I'm curious, let's talk



a little bit about this comfort zone because obviously we want to feel good. We want to have this lightness to keep going, but it seems like it's also okay or normal to be a little uncomfortable, right? How does that work when it comes to our emotions?

Jack: Well, here's the deal. I think if success were easy, every one of us would be thin and funny and rich and happy. It doesn't work like that. I think, one of my beliefs, after 75 years of being on the planet and 55 years of doing this work, is that we are brought here to learn lessons and to develop mastery. Basically, I think each of us is born with a purpose. We're supposed to bring that into being. We have skills that other people may not have. We have talents that other people may not have. We see kids when they're 10 painting like Picasso and kids when they're 12 playing like concert pianists, and so forth. So we know that people come in with the tools to do what it is they're here to do.

So our comfort zone is something that we get comfortable being in, because we're succeeding there. But all success happens outside your comfort zone. In other words, I always tell people if what you're currently doing was enough to get you what you really want, what you really want would have already showed up. So you've got to do something new and different. That's always going to be uncomfortable. It's built into the nervous system that anything new feels awkward and uncomfortable. So asking for what you want, getting up earlier.

By the way, just a little sidebar here, I just wrote a forward to a book called *The Billionaire's Secret*. This guy, Raphael Badziag, interviewed 21 billionaires. What he found was that every single one of them got up early. These were people from 11 different countries. They all got up at 4:30 or 5:30, they exercised, they read, they meditated, and they got to work fast and early in the morning. They had meetings sometimes with people at 6:30 AM. So most of us would rather sleep in. That would be more comfortable. But the reality is, you've got to be willing to be uncomfortable, to speak in front of the group for the first time, to ask for the order, to audition for the part, do your first podcast.

I remember when my son was soloing – my son got his pilot's license before he got his driver's license; he was a certified pilot at the age of 16 – he was pretty nervous when he soloed the first time. But now flying for him is like me driving a car. Whatever happens, the first time you're going to be uncomfortable. That's just the nature of it. The other thing I think I want people to get is this: I want you all to set big goals. For most people that's scary. Every time we set a big goal, three things always happen. Three things come up: considerations, fears, and roadblocks. Considerations are your thoughts about why it's going to be difficult, how it's going



to be uncomfortable, like I don't want to ask my dad for money, I hate asking my dad for money, he won't lend me the money, I don't have the right to grieve for this, I don't know enough people. All those limiting beliefs and thoughts are going to come up.

The second thing that's going to come up into your conscious is fear, the fear of failure or the fear of looking foolish, the fear of being conned, etc. Then the third thing you're going to become aware of are roadblocks, real things that are out there. You want a vacation at the beach, your wife wants a vacation in the mountains, that's a roadblock. You want to sell marijuana and have a head shop, but the fact is your state hasn't legalized marijuana yet. That's an obstacle.

So the purpose of setting a high goal is to actually surface these things. I like to use the metaphor of the whack-a-mole. We've all been to the arcade where they have this game where the heads of the beavers come up through the hole, and you have a hammer and you have to whack the mole before it goes back down. If you whack enough of them fast enough, you win a doll that falls apart in two weeks, or whatever. The point is, it's a fun game. What happens when you set a high goal, these three things will show up. That's good news because now you can tap on them and you can handle them, whereas before they were subconscious and you weren't aware they were even there, so you couldn't handle them.

I always tell people you're going to be uncomfortable and that's okay. The tapping will help get rid of some of the anxiety and the discomfort, but even then still the first time there might still be that little bit of wondering am I going to do this right? Is it going to work out? But it won't be that huge anxiety that turns into fear that turns into panic.

Jessica: Right, that's why I love the measuring, the zero to ten. If you are at a ten of anxiety or feeling nervous, you're not taking action. That is usually just you're frozen, you feel really stuck. But if you tap and now you're at a two or even a five, you go from a ten to a five, you can still be a little nervous, maybe a little uncomfortable, but you can actually do something. There is space for that hope that leads you to actually taking action.

Jack: Absolutely, it is absolutely true. Another thing you can do is, we all teach affirmations and visualizations, so you can actually mentally rehearse the thing that you want to do that you're afraid to do, and you can visualize yourself doing it well. As you're doing that, you may still have fears that come up and considerations, so you can actually surface those things without even having to take the real risk so



that then you can tap on it and release the anxiety, the fear, whatever it might be that's there. Also by visualizing doing it well, you're also creating a different set of images in your subconscious mind, which will activate the creativity to actually help you end up doing it well.

Jessica: That makes sense. That kind of brings us back to the tapping we just did with this idea that even if I make a mistake... I'm allowed to make a mistake; I'm allowed to learn. Once we know that even if the worst thing happens, we're going to be okay, there's a freedom that comes with that.

Jack: Absolutely. You know, little kids, you think about it, they just want to do stuff. Let me drive the car, let me stand on the table, let me dance. Let me do things that might not even be safe for them, like stand at the stove and be stirring a pot of spaghetti while they're on a stool, because it could tip over and burn them. But they'd want to learn. They'll go and try to pick up a rattlesnake until we scream at them, "Don't touch that snake!"

Jessica: Yes, so true. I want to loop back to the Law of Attraction, because something that's tricky about this law is that it doesn't give immediate results; you don't start being happy or changing your vibration and suddenly... listen, sometimes it does, sometimes I've heard of it being immediate, but often times there is that lag time of taking action and waiting. So if we feel like we're really harnessing the Law of Attraction but we don't see immediate results, how do we know whether we're actually doing it right and whether we're on the right track?

Jack: Well basically... the basic theory behind all that is if you're experiencing joy, you're on the right track. Joy is your internal guidance system telling you you're on course toward getting to the goal or dream or whatever you set for yourself or whatever your purpose is. So if you're feeling a sense of expansion, like you want to move, what do we do when we get good news? You see all these little, I think they're galled gifs, but these little moving things you can put on your cell phone messages, your texts and so forth. People are always dancing; they're jumping up and down. Their hands are in the air. So when we feel joy, we feel expressive. Our hands go out, our head goes up, our body wants to move.

When we feel we're not on track, we're not on course, we're not doing the thing we should be doing that's going to get us the results we want, we feel contracted. Our head will be down, our arms are in, our breathing is less expansive. We can feel our whole body contracting. So are you feeling alive and excited? Or are you feeling de-energized and bored? These are really good indicators that you're on course. The



universe, God, however you want to hold it, built in a guidance system. Just like I have a GPS in my car, we have a GPS in our body. Someone recently said GPS stands for “Goal-Producing System!” What it means is, if you're feeling that joy, I can think about some things I might want to do or think I should do, or whatever. Then I say, “Oh, I don't want to really do that.” Or someone else says, “Hey, would you like to talk to John Gray for half an hour?” “Yeah, I love John Gray, we always have a great time.” So that tells me that's on course. Something good is going to come of that, that from my eye is good, when I'm pursuing that conversation.

Now what happens is we set deadlines. We're all taught to set goals to say how much by when. I want a 6,000-square-foot house on Pacific Coast Highway in Malibu by January 15, 2022. Now, you may not get that house by January 22, 2022. The reality is that we set that goal from our ego or from our mind and we just make up a date. I've never said to anyone, “What's your financial goal?” and they've come up with \$723,000. They always say, “I want to be a millionaire.” So we just have a number we throw out there by a certain time. It actually has some momentum-creating power. It actually activates the subconscious mind to start thinking of things, but sometimes it takes just a little bit longer.

You know, I set 21 goals a year, three in seven areas of my life, relationships, finance, business, health and recreation and physical fitness and philanthropy, and what I call personal, which means things I want to own or things I want to do. I would get about 17 or 18 of those by the end of the year, which I'd set. Sometimes the others would come in like three months later, six months later, whatever. But what I've learned is it's really important about law of attraction is that when you're feeling impatient, you're focusing on the not having of the thing you want. Whenever you focus on not having it, you increase the not having it, the absence of it. Whenever we focus on what we don't want, we create more of what we don't want. If I'm focusing on not having this goal or this relationship or this money, my subconscious mind is actually creating more of that by focusing on it. What we focus on, feel strongly about, and take action on is what we actually get more of. You have to be really careful about impatience. I always say, just know that it's coming. Act as if it's on its way.

Jessica: What often can be tricky is that we have these beliefs that I'll be happy “when” it happens, so I'll be happy when I have that house or when I have that car or when I make this money. So we're striving for something, but we're also putting our happiness on hold because we think we need that very thing to feel good. So here you're saying, “No, no, you have actually have to feel good before you can move in that direction.” That's a different though for many people.



Jack: It is so true, and I would just recommend a book. Marcy Shimoff, who is one of our co-authors for Chicken Soup for the Women's Soul Series, she wrote a book called Happy For No Reason. The idea being you don't have to have a reason to be happy, you can just choose to be happy by focusing on what you do have rather than what you don't have by just activating your heart energy through things like the Heart Math Institute quick coherence process, where you just imagine breathing in through your chest into your heart, and with each breath you take you imagine your heart expanding. Then you start to imagine your heart expanding with the quality of appreciation by focusing on someone or something or some place that you really appreciate. Within two or three minutes you can be ecstatically happy.

So we've all been raised with the model of you do something, like work hard, then you'll have something like money, and then you'll be happy. The fact is if you'll be happy and do the thing you love from the place where you're happy, You'll always have things show up as rewards, whether it's money or relationships or opportunities or people offering to fly you in their private jet or to take you on vacation with you, or to co-author a book with you. I have people right now who literally have written books in other countries that have done very well. They write me and say, "All you have to do is put your name on it and we'll publish it in America and you can have half the royalties." And I didn't have to do anything. You know, I read the book to make sure I can stand behind it and I'll often edit it a little bit, but all of a sudden because I'm so happy, and so open, and so in the flow, as they say in the law of attraction, abundance comes to me out of the blue.

Jessica: Yes, I love that. I would love to sneak in some more tapping. Something that I think would be relevant to this conversation right now is tap on the belief that I can't be happy until I reach my goals. I think we can try to move towards feeling good right here, right now, before anything happens to raise our vibration and, like you said, bring in that joy. What do you think?

Jack: I love it, I think that's a cool idea. I would not have thought to do that.

Jessica: Perfect, so let's just think about this belief – I can't be happy until I reach my goal. Maybe you can think of a certain thing that you've really wanted, that you've been stressing about, pressuring yourself to do, pushing yourself, and notice that belief of "I can't relax, I can't feel good, until I complete this, until I reach that goal." Notice the tension, the anxiety that comes up, and how true does that belief feel? "I can't be happy until I reach that goal," I from zero to ten, ten being it just feels like 100% true, I can't relax until this happens.



Also let's take a second to notice any anxiety that comes up when we're thinking about goal and our desire. Do you still feel some heaviness or some pressure? We're going to begin now by taking a nice, deep breath in, and exhale. Tapping on the side of the hand, simply repeat after me.

Side of Hand Even though I have this belief
That I can't be happy until I reach my goal
I accept how I feel
I'm open to a new way of thinking

Even though I was brought up to believe
That I need to use stress and worry
To push myself forward
I accept how I feel
And I realize it doesn't work

Even though I've been putting a lot of pressure on myself
I love and accept myself
And I'm open to a new way

Eyebrow All of this pressure
Side of Eye I can't be happy
Under Eye Until I reach this goal
Under Nose I have these big dreams
Under Mouth I have these big goals
Collarbone And I've been putting my happiness on hold
Under arm Because part of me believes
Top of Head That I'm not allowed to feel good

EB Unless I earn it
SE Unless I reach my goals
UE I've been putting so much pressure on myself
UN I've been holding on to this stress
UM I've been trying to stress myself towards my dreams
CB I've been trying to pressure myself to take action
UA And it doesn't work
TH I might take a step forward

EB But it's exhausting



SE And then I quit
UE This belief
UN That I can't be happy
UM Until I reach this goal
CB Has been holding me back
UA And as I relax my body
TH And as I release this tension now

EB I'm open to the idea
SE That I don't need to earn happiness
UE Right here and right now
UN I can feel good
UM Right now and right here
CB I am worthy of great things
UA I stop putting my happiness on hold
TH And I feel good now

EB And as I feel good now
SE It's so much easier to take action
UE Because whether it works the first time or not
UN I can still feel good
UM And the better I feel
CB The easier it is to move forward
UA Right now and right here
TH I feel good

All right, let's take a nice, deep breath in and exhale. Check in with your body and how you feel, and think about that old belief, that idea that you can't relax, you can't feel good until you reach the goal. Reflect back on how you are putting so much pressure on yourself to take action and notice if that belief has shifted. Maybe you just feel a little calmer, a little lighter. Think about taking action, taking that step forward, and how different does it feel coming from this place of feeling good now?

Wonderful. Jack thank you for going through this process with us.

Jack: I love it.

Jessica: This has been a great conversation. We've gone through so much, when someone reflects on our time together, so say it's the next day, someone is brushing their teeth, they're thinking about this conversation that we had together. What do you



hope that they really remember?

Jack: Wow, I feel so high right now, I can't think about it! I think I want people to remember that we all have something important that we're meant to do, and that our fears and our self-doubts are the only things that are stopping us from learning what we need to learn, from teaming up with the people we need to team up with, from taking the actions we need to take, and being willing to, as we've been talking about, make mistakes and learn from them, and realize that something someone said recently just popped into my head. They said, "You know, you have survived everything that's ever happened to you. You will continue to do that, and you wouldn't be here if you hadn't." So nothing is that traumatic or tragic that we can't get over it, even like a failure or two. So I would just encourage everybody to remember to start taking action on the goals that are important to you and the things that you care deeply about.

Jessica: I love it. Well, thank you for leading the way, Jack. This has been fantastic. Thanks again.

Jack: My pleasure, Jessica. I always love working with you.