

Joachim DePosara

What a name right? J O A C H I M. Instead of walk out, Joachim. I want to thank Gary for having invited me here today. It is for me an honor. I am especially thrilled because he called me a mystery speaker.

You know why he did that? I suspect for two reasons. One, probably nobody would recognize my name, or not come if they saw my name in print. The second is that many years ago I worked for Gary. He's never said anything, but I just want to tell you what happened to me when I used to work with Gary.

I came to this country and I was very poor. I didn't have a job. Gary was making a lot of money in Los Angeles, and I went to ask for a job and he hired me as a chauffeur. I put on my uniform, I'd never done this before in my life. And Gary used to go around, all over the US, giving lectures, seminars. I mean, this guy is good. You saw just a few minutes of him. I always sat in the back dressed as a chauffeur. And one day I made a mistake and said, "Gary, you know what, I think you've done your direct marketing talks so many times, I think I could do it exactly as you do yours. With a little accent, but I think I can give the same message."

He said, "Well, you want to try it?" I said, "Yeah, when's our next speech?" He said, "Well, I'm going to be talking to the Harvard Business graduates." I said, "Okay, will you risk it?" He said, "Yeah, I'll risk it." So this guy put me in a suit and he dressed as a chauffeur, and I came to the front. I had my speech memorized and Gary sat in the back dressed as a chauffeur. I was very nervous, I tell you.

I did my spiel, exactly the same words he used. Same mannerisms and the whole works. You know what? I speak a little bit faster than he does. I finished in 57 minutes. I had three minutes left. Here I am, I think I'm tough, I did it. When I wanted to leave, the Dean of Business said, "Excuse me a second, Dr. Halbert. Are there any questions?" And suddenly a few hands shot up. One person raises their hand and this guy says, "You sir, do you have a question?" The guy says, "Yeah. Dr. Halbert in regards to the marketing theory that you have just espoused, what should be a ratio between envelopes or letters mailed and responses and how can you accurately measure if your message really got across to the people that did not respond?" I said, "Sir, that is such a stupid question, my chauffeur in the back will answer it." So Gary bailed me out of that one.

I tell you, I live in Miami. I have to carry a badge, that way people think I'm a policeman and they won't kill me. As a resident of Miami I went through a hurricane, and I really, from the bottom of my heart, want to thank Gary for what he has done here today and I also want to thank all of you that have come from so far away in an effort help. Is George Paul here? Stand up. He came all the way down from New Zealand. Can anybody beat that? He's a personal friend and also a great guy and here he is.

I'll tell you one thing, this hurricane was something that I've never experienced before. It really put to a test a little system that I have devised that I thought was fail proof. Every morning when I wake up, my little system said, okay you pray, "God send me all the obstacles you can today. Give me all your wrath, really give it to me, I want to handle it." And then I would leave my house with my coat or my tie and go off to work. When I came back at night, when I'm ready to go to sleep, if it was a good day, well, I'm happy. I did well. I thank God. However, if I had a lousy day, I would say, "Thank you God, you're in touch with me, you're listening to me, you're really sending me all you can. I appreciate it. Tomorrow I'll try again." The night of August 23<sup>rd</sup>, after having had a lousy day, I was trying to find gas, food, water, masking tape. It was all over the radio, a big storm was coming. Spending four hours in the hospital because my girlfriend drove a nail through her foot. I was having a very, very bad day. It was August 23<sup>rd</sup>. It was also my birthday, the same day that a great hurricane decided to come to town.

We had a great party planned for that evening. We had chocolate cake, my favorite, everything that I needed. It all had to be canceled. I tell you, I was laying down around midnight, knowing full well that I was not going to sleep. I felt I had to protect at least my books, my computer, some of the important things that I have in my home and I knew that it was going to be a rough night. At four in the morning winds in excess of a hundred miles an hour and (inaudible 0:07:27) over a hundred and eighty miles an hour started hitting the windows. Noises I had never heard before. In fact, I said, I have to record this. I took my VCR camera and I went outside the house with film, and I almost did not make it back inside the house. It was incredible. At that moment, inside the house I was feeling, in fact, scared.

There, of course, I did say, "God, don't listen to me so much. Give me a break. I'll be good. I swear. I'll behave. I won't play around anymore." Well, it did affect me I must admit. I have lost quite a bit of money. I have a few training contracts. I do sales training, management training, quality management systems and sports psychology. I had a sizable contract with Florida Power & Light. Believe me they are not training their managers now in interpersonal management skills. They are rebuilding the whole city. In times of emergency, you don't train.

I had other clients, in fact one of them based in Homestead. Second largest company in the US in nursery plants and their fields were leveled. They were totally lost. So, yes, I've been economically because I also lost some business with other companies that simply are now trying to reconstruct. They are being hit very hard.

But you know what? I am lucky. Lucky because I'm alive, I'm here, and that's what's really important. But we don't think of that unless a tragedy comes in our lives. We have few thoughts in our minds about the really important things in life, because we are in this race to make more, to make more money, and we will not stop and think about the important things in life. In fact, I would like to do a small exercise here. Just for a minute, let's assume – and this has happened in the past by the way – but, let's just simply assume that this is going to happen. That I am an

international terrorist and that this was a trap to bring all of you here to this room because we're now going to negotiate with some power away from here and we have just kidnapped all of you. Right now I bring out my machine gun, put it here, and I have associates outside, the doors are closed. They bring their guns and I inform all of you that you are going to be dead in exactly ten minutes. That's all you've got left. No way to escape. We have grenades and machine guns. No way to escape.

If you had only ten minutes to live, can you now through the power of your mind put yourselves in that frame of thought? You have ten minutes left in your life. On a little piece of paper write down what is the one thing you would do if you had ten minutes to live. If you had paper, pen, and maybe we would allow you to make a phone call. A less than ten minute phone call. One phone call. That's all you had – pen, paper and a phone to make a call. Would you write down just for yourself what is it that you would do in those ten minutes? And think about it.

Who wrote down something related to family? You would do something with your family. Raise your hands. Who wrote something regarding love? A few of you.

Who wrote down, "I have to call my stockbroker or my commodities broker to place a stop in my position?" Who wrote, "I've got to call my real estate broker so he doesn't bring down the price of my house?" Nobody. Who wrote, "I've got to make sure my secretary locks the office tonight because I'm not going to be around." Nobody. Nobody writes that. Why? They are unimportant. Those are material things.

Did you see that in the last ten minutes of your life you did not give a thought to anything related to money? And the reason I do this is because you are going to be here four days and you are going to be learning techniques that are going to blow your mind. Yes, they will make you a lot more money and they will make you more effective. You will do better, but never separate yourself from your values. The subject of your little piece of paper that you wrote down when you knew you were going to live only ten minutes, that is where you have to focus your attention. Everything else that you do has to be in support of the things that you wrote down. Otherwise, you will waste your life. There's not been a dying man or woman in this world that in the last minute of their life said, "God, you did not give me enough time to spend with my business." Never happens.

Why is it that we spend life focusing on the wrong things when it's not worth it? The hurricane brings that message across again. I was fortunate a year ago to have a similar experience. A year ago I went to Miami Heart Institute, they have a super program, it's called an Executive Physical Exam. Executives from all over the country go there to be checked for two full days. They do all kinds of tests, even those you do not appreciate and don't want ever to do again. But I did it and I tell you, they put me in a stress machine. Here I was running, all hooked up, and Dr. Chive, one of the best heart people in the country was there, he was telling me, "Hey Joachim, you're in shape. You're doing great." Told his nurse, "Okay, inject the thallium now." So they inject

thallium to check inside your heart, and then when you're through, they put you in a machine and it takes x-rays and shows how your heart functions. I thought I was doing great. At the end of the second day I'm getting dressed and the doctor walks into the room, sits down and says, "Sit down, Joachim." I said, "Yes, doc, I'm in great shape, eh?" And he said – I will never forget his words, I am quoting him exactly, "Joachim, sometimes machines show things that we really would not want to see." Oh my god. I turned white. "Doctor, what in the hell did the machine show you?" He said, "Well, your arteries are blocked." "God, you are in touch with me. Don't listen to me so much." He said, "Don't worry, it's not the time to worry now." He brings out a piece of paper and he draws a heart and he says, "Okay, we have to discuss this. There is a 33% chance that we have to do a triple bypass." Open heart surgery. "There's 33% chance that it could be solved with a balloon." A little balloon that they stick through your arteries. I have hated balloons all my life. "And 33% chance that this is a false positive, there is nothing wrong with you. The machine could have made a mistake. How do we know? We have to do a catheterism." The next day I was flying to Los Angeles. I worked for many years with a Milwaukee Brewers in the NBA. I do sport psychology and we were doing the summer league in Los Angeles. We were playing the Los Angeles Lakers and the Golden State Warriors and the Philadelphia 76ers, a lot of teams, and I was supposed to be there. I said, "Listen doc, I have a very important situation in Los Angeles. If you tell me that it is so dangerous that I should not go, I'll cancel it, because there's nothing more important than my health. He said, "Well, no, you can go but don't run, don't exert yourself, don't let anything worry you, take life calmly." I said, "Yep, I'll do it." Because he said to me, "If you have a heart attack, obviously you will not make it, because we think that the arteries are blocked close to your heart and it will be fatal if something happens. But nothing should happen, just take it very easy."

I really wrestled with myself whether to go or not, but I talked to the coach and he said, "Joachim, listen up, come on down and relax, rest, be in the hotel. Simply don't exert yourself too much." Before leaving I asked the doctor, "Doctor, how risky is a catheterism?" He said, "Oh, no, no, no, that ain't too bad at all. We only have one complication out of a hundred cases. And only one person in a thousand dies." One person in a thousand? How many flights leave Miami Airport in a day? Let's say that a thousand flights leave Miami, one plane would crash a day. And he says one person in a thousand dies during a catheterism? I thought it was pretty bad odds. I didn't like it at all, but it had to be done. I went to LA, I went to work with my team. They were playing. I tell you, my team was losing and I could not care less. I just sat on the bench and said, "This is great, isn't it? They're getting their butt kicked." And then they were winning and nothing happened I came back to Miami, I bought a heavy, heavy life insurance policy, which I'm still paying by the way. Went to the hospital, had it done and you know what? It was a false positive. However, what did I learn from that experience? Something similar to the hurricane experience I have since had the pleasure to withstand. Life is too short. It is not worth it. It is not worth sacrificing your values, your family, your life, because of greed, or for making a buck.

You have the capacity to take care of your family and your life and everything that is important to you and still make money. It doesn't make a difference if you overwork yourself and do not pay attention to the important things in life.

On my birthday I had time to think. In fact, I even wrote a poem that night while the hurricane was going on, and it was the first time ever I wrote one by the way. I had time to think. It's difficult to describe the destruction that that hurricane did. Gary went on a plane and he saw it. He understands this, and he understands it because he saw it. 50,000 people lost their homes, right there. Their possessions, their dreams, their wedding albums, their kids' pictures, a whole lifetime gone in one single night. Thousands lost their jobs. 20 billion dollars worth of losses. And when you say billion people don't realize, because it is a word that is used tremendously. A billion is a lot. In fact, I usually have a little exercise so people understand what is a billion versus a million. For example, if we translated a million and a billion into seconds, into a measure of time, one million seconds, how long would you think it would take, one million seconds? Anybody has an idea? 11 ½ days. How long would it take for a billion seconds? 32 years. That's the difference between an "m" and a "b." 20 billion dollars worth of damages in this hurricane. But what's really sad is the loss of human life, the destruction of dreams.

A retired management consultant who, at 65, moved down and lost absolutely everything because he lived in Cotler Ridge. Nothing left in his life. A nine year old girl crushed by a wall that fell on top of her and killed her. There's this busboy that picks up plates in the restaurant that I frequent very often. This kid, a very happy man left Cuba in a raft just a couple of months ago. He risked his life, risked everything, just to have a chance to work doing anything in a place where there is liberty and freedom for everybody. He was working and saving money, whatever tips he gets from the waitresses that give them to him at the end of the night. His goal was to bring his family to this country. His mother, his father, his wife, and his three children. They were back in Cuba, and they were supposed to wait until he made a little bit more money so that he could bring them all over. Well, they couldn't stand it, he was here, they all set sail for the US in a raft. A boat, it was an 18 foot boat, two days before the hurricane.

Two weeks ago I went to Caracas, I was the main speaker at an international convention in a place called Isla Margarita, which is a beautiful place by the way, and I told the people at the convention that on my way to the airport I heard on the radio that the Coast Guard had rescued a boat with a family on board and some elderly people and they were all safe. I went to that convention and I told the whole convention and people were ecstatic and happy. When I came back to Miami I heard the news that nope, my busboy's family was never found. He has lost his mother, father, wife and three children in that hurricane in the middle of the Straits of Florida. God knows where they are. There's almost no hope that they will ever be found. It has been months, so you can practically think that they are dead. There are many sad stories like that in life, and this poor man has maybe the saddest of all.

There are, however, happy stories from this hurricane. I have seen people that would not help anybody else helping strangers. I have seen people coming down, especially yourselves, from all over the nation to come in and help. I have seen employers help employees, employees help employers. I have seen business people helping people. I have seen a lot of good hearts in this hurricane. There are many, many happy stories. People of all colors, nationalities, religions, all social classes coming in united to help. To rebuild the city. To make it back. It will take years, it will be hard work, but South Florida will rise again because of the hearts and the efforts of the people.

As my friend Gaylord Briley will tell you, Gaylord are you here today? There you are. That's Gaylord said in his fine book on positive thinking, Gaylord said that there are three things that separate human beings from other beings in the universe. One is we all know we will someday die. Two, we can laugh. Nobody else in the universe can do that. And three, we can change the future. We can change our own future, and we can change other people's future, if we establish goals and if we modify our behavior.

Maybe this is my most important message to all of you today is that achieving goals, modifying behavior, all this can lead you to be happier if you focus on the important things in life. You all have the key to the vault. You own it. No matter how bad the circumstances you face are, what causes your reaction is not the circumstance yourself but the way you react to it. And that's your choice. That man tonight will be working as a busboy in that same restaurant. Yes, he looks a little bit frazzled, he's not all together. Everybody understands that, so people help him out. He sometimes forgets a couple of dishes and they pick them up for him. He has the support of everybody that knows him. In fact, we are making calls to find out if the Cuban government found them before the hurricane and put them in jail or something. To at least find some hope for this man. But he has lost his whole family in one night, and he has two choices right now. Either he kills himself, gets it over with. Kills others, goes into drugs, goes into crime, becomes an addict. Or he continues living. Fighting for survival. Using the memory of his family to help other people. Help build houses for the poor. Simply try to make the world a better place to live. It's his choice. And a lot of good can come out of it, because we don't know what the architect of the universe has planned for all of us. We don't know if this is part of an important script. So he has to continue, he has that choice. As Victor Frankl, the famous Jewish psychiatrist, held in a German concentration camp, tortured, he was a witness to the killing of his family, friends. He saw how they all gave up while they were in the prison camp. How they lost hope. How they just simply stopped living. He said, "They can torture me, they can punish my body, but they will never get my mind, because only I can control my thoughts. Only I can control what goes on in here. This nobody can ever take away from you." He survived and he has written many, many books that have helped thousands of people, the most famous being *Man's Search for Meaning*. So his life took on a new role after that tragedy, and that role has helped thousands and thousands of people that otherwise would have not made it, killed themselves, become totally useless and yet they have been affected by his message. You can choose and that is power. I have

rarely seen a person, in fact I don't think I know anybody that has really made it in life, and I have been around. I've been to 23 countries, I've spoken to all kinds of audiences. I have talked to very famous people. I've gone out into the neighborhoods. In my work sometimes I've had to go out as a delivery person, doing a study for a company. I don't think I have met one person that is a success in life that has not had very serious setbacks during their life. Every great person in the world has had setbacks that are simply incredible, and they all overcame those setbacks and are successful people today.

Maybe the most important message here is that we all have the control over our minds to be able to choose our thoughts so we can be happier and help other people. All of you, just like Viktor Frankl, can definitely use your minds to not only have very good businesses, make money, help other people and be, of course, very, very happy in your lives.

You have to be careful with the way you control your mind though. Because you know the case of this 94 year old person, this guy really believes in mind control. He was an elderly person, 94, he wasn't feeling well and his wife took him to the hospital. They'd been married many years and he was thinking like a young man, visualizing every day and thinking, "I'm going to make it, I'm young, I'm jogging and the whole works." Well, he fell in love with a nurse. He was there for a week and one day the wife, he was ready to divorce her but he hadn't yet, and the woman left to go home and suddenly she said, "Oh, my God, I forgot, I took his book. I took the book on positive thinking. Let me go back to give him his book." When this woman goes into the room at the hospital, she found this man having sex with the nurse. "Oh my god!" She went into a rage. The nurse left the room and she took this 94 year old guy and threw him out the window. Twenty stories. This woman was accused of murder, taken to the judge, and the judge said, "Ma'am, you're going to get life in prison, but how could you, after fifty years of marriage, even though your husband was doing something that was not correct, how could you throw him out the window?" And this woman said, "Your honor, if he could have sex at 94, I thought he could fly."

Using your mind. The power of the mind. It all starts with the brain. The brain is the most complex organ in the whole universe. It is a process. The mind is a process. That's where all your thoughts are. We can lose a finger, we can lose a hand, we can lose an arm, we can lose a leg, we can lose our eyes, but we cannot lose our consciousness. Without it, we're dead. How powerful we are, we don't know, but we technically have divided conscious and subconscious. Conscious is the way you think now, what you're doing right now. Where you have your will, you can accept any thoughts your want. You can think whatever you want to think. However, this is the catch: The thoughts that you choose, whatever you think in a constant basis, those thoughts will determine the result you will have in your life. The thoughts you choose on a daily basis will determine your results. Your life. The subconscious, that is the most significant part of you, that's your power center. That's where all your functions take place under the consciousness. It's all biochemical. It's alike a warehouse of cassettes, a warehouse of computer programs, they are all stored in your minds.

Our lives are affected by these programs. And you know what? Animals have it too, and they're very powerful. Let me give you an example of an experiment that was done with a pole cat and a turkey. Turkeys fear pole cats tremendously, they are their biggest enemies. However, a turkey mother, when she has little turkeys, if we call them that, will fight to death with a pole cat. She will give her life to try to save the little turkeys. She will open up like this, and be ready to fight in a battle that she knows she will lose. Well, just to show you what programming is -- and the same thing happens with people by the way -- if you take that pole cat and bring it close the turkey, immediately she starts to fight. Now, these little turkeys make a sound that she recognizes as the sound of the little turkeys. If you take a dessicated polecat and put a tape recorder inside that polecat and you bring it with an invisible string close to the turkey, that turkey will not see the pole cat, and will open her arms and welcome the pole cat in and will treat the polecat as if it were another turkey. Why? The conditioned reflex. The memory. The cassette that the turkey has in the mind is that that sound must belong to little turkeys and she will not fight or do anything else.

Humans are exactly the same way. We get things programmed in our minds and they stay there and they will rule our lives. Yet we have the tremendous power to change anything in our minds. We have the tremendous power, but we do not realize how powerful we are.

Thank you. Good catch. No, he was not falling asleep, although I've been known to throw things at people falling asleep on me, he was very well awake. I wanted to prove a point. The mind, conscious and subconscious, what did I do now? Consciously my computer picked a member of the audience. I did not have to tell my arm, my fingers, "Go inside your pocket, bring your keychain out, 8 inches, bring it back 12 inches, look at the audience, choose somebody that is looking at you at the moment you throw the keys." Once in my whole life I hit a person in the head. Only once. At the same moment I throw the keys, that person just went, "Honey did you -- oh." I mean, it was shocking. However, I knew he was looking at me and I took a chance. How many movements did my computer have to make? Hundreds. I took the weight of the object, distance between him and I, the weather conditions. All kinds of things were in my mind, and yet they were done automatically. Remember when you started driving a stick shift car? I mean, they described the things you do with a stick shift car. You sit down and the person showing you is probably a person unqualified to do so, "Okay, turn it on, yeah, that's the clutch, that's the brake, that's the accelerator. Okay, first, second, third, fourth, yup, put it in neutral, now look to the front. Okay, press the clutch, put it in first, now accelerate, hey put the single, brake how many things at the same time? And yet you were all able to do it.

Feel the seats under you. Do you feel them now? You weren't while I was talking. Subconsciously you were, now you've brought it to your conscious. Your subconscious was recording absolutely everything. Everything. Your secretary is a great example. The highest typing speed, the normal typing speed of a secretary is 90 words per minute, okay? That's eight key strokes per second. The highest speed recorded is around 150 words per minute. However, in



a one minute periods, 200 words per minute, that is the record. 200 words per minute. If each word has an average of five key strokes, typing 200 words per minute means that that secretary typed 1,000 characters per minute. That's 17 key strokes per second. Imagine what the subconscious has to do in order to type 17 key strokes per second. It's amazing the power that we have.

This power has to be programmed and I have a few more minutes left, I want to just simply do a test here to show you how the mind gets programmed. There are three ways to program the mind, of course. One is your childhood. You already are programmed. Dr. Sigmund Freud thought you couldn't change. That's it, you were programmed and you were a victim of your circumstances for your whole life. That's the mistake I think that he made. We are able to change.

The second way you get programmed is through traumatic experiences. When you are in fear. When you are thinking you're going to die. When you are in a prison camp. When you are in situations where they have control over you, you can be reprogrammed. It's called brainwashing. It works.

And the third way you can program yourself is through self-programming. Your own programming. Programming your own computer. I want to show you how we can all get programmed very easily. I have a little test here to show you how we get programmed. Gary asked me this morning, "Out of these four days I would like to identify who is the smartest person in this world. I want to know all the people who came here, who is the smartest person in the room?" I said, "Okay, Gary, I'll do the test." So let me do the test now and we'll see how it comes out. Please do not look at the paper of the person sitting next to you, okay? That person might be dumber than you are. Don't look at their paper, just write your own answer to the question.

Also, no talking. You write down the answer and then when you have the answer you're going to raise your hands and then I'm going to ask who wrote what and we'll see who the smartest person in this room is, okay? But don't talk, please. You will lose if you talk.

If you go to a hotel room and you are there at the front desk and you see that the hotel has a hundred rooms, and there are little boxes behind the person taking care of people there, where each box has a key. So there are a hundred boxes, and there are a hundred keys. However, you'll notice that those boxes are not numbered. They have no numbers and you are asked to number the boxes from 1-100. I'm going to ask this question, I want to see who the fastest person is and also who the smartest person is. Don't talk, just write the answer. My question is, if you're told to write down from 1-100, how many digits nine to you draw? From 1-100, 9, 19, 29, 39, 49, count the nines and put it down, go. One second. Okay. Two seconds. Okay. Keep thinking, how many nines in 1-100. Got it. Okay. One second. That's excellent. Has everybody written down an answer? Write down your answer. Everybody has it. Who wrote nine 9s? Raise your hand.

One person. Who else? Two. Three. Four. Ten 9s? Raise your hand, ten 9s. About 20 people, okay. Eleven 9s. Who wrote 11 9s? Stand up, people that wrote 11 nines, stand up. Eleven 9s. Nine. Okay, stay up, very good guys, very good. 9, 19, 29, 39, 49, 59, 59, 79, 89, 99. How many 9s in 99? That's right. That's right. Did anybody else get a different answer? Wrong. Twenty. That's right. Twenty. Yet you were conditioned not to see 90, 91, 92, 93, 94, 95, 96....

Okay. The person who had 20, see Gary after the meeting.

Okay, we're out of time here. Maybe we'll have a chance to talk again. I just came here to give you my time and anything you want to ask during the breaks, of course, I'll be here. I do sales training, management and whatever. I just want to leave you with a message and that message is you are here to help us out and you are here for a very noble cause, you have really made an effort to come down and the people of South Florida will always remember his gesture. Learn for these next few days. Get all the ideas. Put those ideas into action. No matter what you learn, if you do not go back and start doing it, if you learn and you do not put it into practice, nothing will have worked. I've seen great plans put in drawers never to be taken out.

I've seen very smart people, very intelligent people not make it in life because they have all the great ideas but they never put them into practice. Whatever you learn in these three, four days, go back and start. Do it. It might not be perfect, but start it out. It will be perfect while you're doing it and then you'll be able to reach whatever goals you have. Remember, it's your choice. You have a mind that nobody can control if you know how to program it. If you know how to simply think positive and give all your thoughts to the ideas you have, there's nothing that can make you fail. Success is in your hands. Learn, and again, thank you for being here.

Gary: Our next speaker is going to need an overhead projector, which is going to take about five minutes to put up. So we're going to take a break in just a minute. I want to make a comment about one of the themes that Joachim touched on, which is going to be touched on by many, probably almost every one of the other speakers here. And that is the theme of ethics and honesty.

I have a lot of fun in my life. I tell a lot of jokes. Not all of them are palatable. We have a lot of laughter in our office, and we're pretty risqué. And a lot of people confuse people who have fun, or simply people who make money or people in advertising or people in direct marketing, which people who have shabby ethics. I can tell you from personal experience that the people that I know, such as Ted Nicholas, and Mark Stoddard, and Joe Sugarman, and the other giants of the industry who have made millions of dollars are people who have the most impeccable ethics you will ever see.

There is absolutely no reason for anybody to sell anything less than a superlative product, and there is no reason for anybody to make misstatements or mis-advertise those products. The world is full of good products. The world is full of hot prospects, and you can glamorize, and you can

make it exciting and you can make it sensational, but one of the things that you don't need to do and you don't want to do and you won't feel good about is if you do it in a shabby sort of way. Because even if you never get caught at it, your soul will know and you will lose a piece of your humanity. The way to really make a lot of money and to do it satisfactorily is to create win-win situations for everybody. And we're going to teach you how to do that. Your next speaker, you're going to be amazed by because we're going to start to getting into the nitty gritty of marketing systems, but right now we're going to take a five minute break to set up the overhead projector.