Ronna: Bob Proctor is widely regarded as one of the living masters and teachers of the Law of Attraction. He was featured in the blockbuster hit The Secret and as he is growing in wisdom I think he’s also gaining stature and power. He’s really an inspiration to me. He has been teaching in this area of mind potential for over 40 years. The bestselling author of You Were Born Rich and many people, millions, have read that book and have learned through his seminars, courses and personal coaching.

Bob is going to be sharing his expertise today on the topic of heart and passion in business. He has inspired millions of people in the business world to improve their results and to really feel empowered and connected to their mission and purpose of their organization. This includes large companies and countless number of entrepreneurs like myself.

Welcome, Bob. Thank you so much for participating in this event. I am really grateful to be talking to you today.

Bob: My pleasure, Ronna. Glad to be here.

Ronna: Bob, what I really enjoy about you as a mentor is your focus on the key elements, the causes and the underlying reasons that people struggle with mediocrity and lack. You give us step-by-step instructions on how to move beyond these limiting paradigms. I’d love to start today having you share your insights on the topic of purpose.

I’ve heard you quote Les Brown and say, “The two most important days in your life are the day you are born and the day you discover why you are born.” That really excited me because I know why I am here. Will you comment on why so many people struggle to know why they’re born and then if they do discover it why they have such a hard time making a living at it and making their passion be their purpose?
Bob: Well, you know, I think the real problem with people was voiced by Earl Nightingale when he quoted Albert Schweitzer on *The Strangest Secret*. He said that Mr. Schweitzer was being interviewed by reporters in London and they asked him what was wrong with man today. He thought about it for a little while and he said, “Man simply does not think.”

I think that’s where our problems really stem from. We don’t think. Most people say, “Everybody thinks.” The truth is hardly anybody thinks. There’s mental activity but that doesn’t constitute thinking. We’re not taught to think. In fact, we’re encouraged not to think as people.

If a person were thinking they would start observing their own behavior, their own results. I’m sure that they would be totally dissatisfied and they’d want to change them. If they’re thinking, they could figure out how to change them, but we don’t.

If you watch most people, how they behave or listen to them, it’s fairly obvious they’re not thinking. They wouldn’t say the things they’re saying or do the things they’re doing. The problem starts very early in our life. It starts, I think, at the moment of conception because you’ve got the genetic conditioning and then you’ve got the environmental conditioning from the moment of birth. The subject of mind is wide open and we’re programmed to live mediocre lives. I think that’s what you’re attempting to change.

Ronna: I really am because my purpose is fueled by a great deal of passion. Can you just think the right thoughts or is it a combination of thoughts and the feelings, the manifest your purpose?

Bob: You can think the right thoughts. I believe if a person really starts to think, they’re going to start observing the world around them, they’re going to start taking a look at themselves objectively, maybe like a stranger might. They’re going to realize that there’s got to be a lot more to life than what they’re experiencing.

How do you get more out of life? As you start to study it it becomes fairly obvious. That’s what happened to me. I was 26 before I started to think and I’ve been working at it diligently for the last 50 years. People, I believe, are genetically structured. I think we’re spiritually perfect.

That perfection is just so locked up inside of us. It’s so covered with bad paradigms that it never sees the light of day with most people. The trick of life is to permit that beauty to shine through us. It’s something we can learn how to do. It’s something that can be learned because I think it’s natural. It’s nature’s way. Spirits always for expansion and fuller expression.
The essence of the human spirit, I believe our spiritual DNA is perfect. That perfection wants to be expressed with and through us but we keep it locked up inside of us. The conditioning that we’ve got is deplorable when you stop and look at it. You look at the way we raise people and the way we educate people, our educational system is just so off track.

I think it’s rather strange that you can teach a child four or five languages before they’re even old enough to go to school. Yet we teach them virtually nothing about themselves. We teach them nothing about earning money. Most people are struggling for financial balance. Not even freedom, just some kind of semblance of balance. They never really have the time to get on with life. We’re off to the wrong start, I believe.

Ronna: Have you come up with a solution on how we can improve this situation and the educational system and what we can actually do as parents? I have four kids going through traditional education. Are there any suggestions you have for parents out there that are saying, “I’m getting it now?”

Bob: I think the trick for parents is to stop looking at the little people as little kids, little children, and start to look at them as a marvelous mind. The only thing they lack is experience and vocabulary. When you talk to them, talk to them the same as you’d talk to me or I’d talk to you. Just use a vocabulary that you know they’re going to be able to relate to.

They’ve got this phenomenal power within them and we want to teach them how to release it, how to be free, freely release their potential. We really don’t do that. School doesn’t do it. The school system would have to go an enormous transformation because the teachers do not understand this.

A lot of people are teaching because they didn’t make it at what they were going to do. But they had enough education so now they’re teaching. They don’t really love it. They’re blaming the students and thinking the “dumb students” are not paying attention. Well, it’s a teacher’s responsibility to get their attention.

I think there is an answer to it. I’m working at the answer. I’ve been teaching this now for a long time and I plan to teach it for the rest of my life. It’s what I love to do. I love watching people wake up.

Ronna: Well, it’s really been exciting for me because it happens. The parents are waking up through teachers like you. I’ve already started to language things differently with my 13-year-old son who is a national gymnastics champion. He had an off season so we started talking, “Remember that time when you were a champion? What were you doing?”
He was actually doing all the things you talk about, imagining it, talking himself into a positive state. He went out and he performed and he won. I know it’s the parents like myself getting exposed to these teachings and we are re-changing. It’s not going to be the school that changes children, I agree with you.

I want to come back to what you said about the bad paradigms we have. In my film, (and people are now able to stream the film internationally online), you can see the physical transformation I went through when we started filming to the end of our filming process after we had to re-shoot everything that I did on camera initially. I did not see the perfection and the beauty of my soul that you just mentioned a minute ago. I was still operating out of an old victim paradigm. That is really what I’ve honed in and my purpose is about: to shift on a global perspective OUT of the victim paradigm INTO an empowered, responsible, choice-based living.

What has challenged a lot of people, and I feel like when you’re here to change a paradigm it’s going to challenge a lot of people, is when I say in part of the film, “From a spiritual perspective my life was perfect. That abuse I suffered as a child was perfection.” It challenges people because they’re in this state of judging good or bad.

When you talk about permitting the beauty of the soul to shine through and the paradigms we are living in, how does that affect us globally in terms of the thoughts that we’re thinking in the old victim consciousness, into what’s emerging in the new, empowered one?

Bob: Well, first I think the world is moving in the right direction. I don’t think it’s moving in the wrong direction. It’s like they say the world’s going to hell in a hand basket. I don’t believe that, I think the world’s going to God.

I’ve been working this now for close to 46 years. Working at it full-time, this is my profession working in this field. I have watched an enormous change take place in attitudes toward this subject in business, in industry and just in people in the street. I work all over the world and I’ve watched it shift dramatically.

I remember one of the first clients I called on was Canteen of Canada, a man named John Sexton was the President of the company. He had just taken over as President, he’d come from the Ford Motor Company. I made a presentation to him and I was talking about the spiritual part of our personality. This was back in the late ‘60s. I remember him saying, “Son, I think you’re on the right track. We should bring the business into the church and the church into the business.” He related to spirit as the church. That’s fine, that’s where he was.

Most places I went into said, “Get out of here. You’re not talking about that around here.” There was no talk about the laws of the universe or spiritual beings
or soul. Those were not terms that were used in business or industry or just in common conversation on the street. Today they are. Self-help books today are at the top of the bestseller list all over the world. Recorded programs, seminars, retreats, they’re so commonplace today relative to what they were 25 to 50 years ago.

It’s an indication to me that we’re moving and we’re moving at a faster clip all the time. We’re becoming more and more aware of who we are, what we are and our relationship to the whole scheme of things.

Your film is phenomenal in creating that awareness. I think the more people that see it, it’s going to provoke people that know nothing about this subject to really begin to think. They’re going to think because you’ve gone into different countries and different cultures and they’re all saying the same thing. They’re just saying it in a different way.

I found it particularly interesting in the film (Sacred Journey of the Heart) where Gregg Braden brought out about the satellites at 9-11 and how there was a spike in the earth’s electromagnetic fields from the emotional outpouring in response to the attacks. That was really sort of fascinating listening to that and thinking about it. But then when you think about it it makes so much sense because we know that energy is flowing to and through us. It flows into us, it’s without form and we give it form and send it off out into the universe.

I think we’re moving in the right direction. I think there’s tremendous headway being made. It’s a process. It’s a process of waking up, of letting go of the old and accepting the new.

You see, I think as children we’re taught, “Love others but don’t love yourself, that’s conceit. Don’t talk really highly about yourself because that’s bragging.” We’re encouraged to suppress those thoughts and feelings and not express them. I think that’s part of the problem. It’s all wrapped up in what we call a paradigm, just a multitude of ridiculous concepts. But some of our paradigms are very good. Some of our ideas keep us moving in the right direction. But a lot of our current paradigm is so limiting.

Ronna: I think that’s such an important process, of letting go of the old beliefs and moving into the new. That’s one of the things I really showed in the film, what happens when we express some feelings that are uncomfortable and allow that energy to move instead of be stuck.

What’s so exciting, and you mentioned in the 9-11 scene that Gregg Braden talked about, is the collective experience when we come together and when do this, human emotion actually impacts Earth. What we now know subsequent to the 9–11 data, is those experiments have been repeated in a different way, where
people lend their collective consciousness to create peace. On International Peace Day they also observed a spike in the electromagnetic field.

Now science is showing, that we can collectively really impact what’s going on. That’s an exciting fact that in and of itself is paradigm shifting.

Bob: I think letting go of the old is not an easy thing to do if we don’t approach it the right way. What we’re talking about is breaking habits. The way we were doing it is part of the paradigm. The paradigm’s nothing but ideas that are fixed in our subjective mind that we automatically act on. Letting go of it is breaking a habit. It’s like if a person goes on a diet or stops smoking or any destructive habit they’re trying to break, it is a difficult thing.

I have found if you get people involved in the polar opposite and if they’ve got support, if there’s more than one person like if it’s a collective, it’s a group, it’s easier. If you get involved in whatever is the opposite to the thing you’re trying to let go of and you become passionate about it the old will die for a lack of nourishment and the new will grow because you’re feeding energy to it.

Like Emerson said, “The only thing that can grow is the thing you give energy to.” Well, if we decide what the polar opposite’s going to be, feeling good about ourselves, not feeling bad about ourselves, then I think we start moving in the right direction.

Ronna: You talk about the power of repetition, and how the paradigm controls your logic, your creativity, your ability to earn money. What does it not control and how do we then work with that energy to shift the paradigm?

Bob: Well, I think first we have to understand how our paradigms are formed and the power that they hold, the control they have over us. I think as you become consciously aware of that then you can start changing it. If we're not aware it’s like there’s something inside of us that’s controlling us. When you try and get a hold of that it’s a difficult thing to do.

The more you understand it, then the easier it’s going to be, I believe, to change it. To try and change it without an understanding is a very difficult thing to do. I did that and I know that I was really an odd situation. You see, I became pretty successful in different areas and I had come from being quite a failure in different areas. I mean, the change was so dramatic that I wasn’t satisfied with the change. I wanted to know what had happened.

I began to study. The more I studied it the more fascinated I became with it. When I finally got the dots to connect why I changed and how I changed, all I wanted to do then was teach it.
I have found there’s only two ways to alter that paradigm and set ourselves free. One is through an emotional impact and the other is through the repetition of ideas. The 9-11 was an emotional impact. That shifted consciousness dramatically just on the spot. That doesn’t happen often.

On a personal level I think it takes repetition. I got involved in the repetition of ideas that were essentially the opposite to the idea that was controlling the whole social structure that I was a part of. People were complaining about everything that was wrong. I began listening to recordings where they just focused in on everything that’s right.

That was a strange thing to do because I didn’t know anybody else that was listening to recordings like that. I was driving around with a battery-operated record player. Today it’s pretty common to stick a CD or something in a CD player in a car or hook it up to an iPod in your ear. That’s not so uncommon but it was very uncommon then. It’s uncommon for people to take and listen to the same thing over and over and over again. That’s exactly what it takes, it takes the repetition.

When you get involved in a movement of people that are all in this and they’re all talking about it, then it becomes easier for a person to get passionate about it.

Ronna: It really does. The power, again, is collective. Where does emotion come into this? I was working for a while as a coach. People watched certain transformational films and were just repeating affirmations and saying, “Hey, nothing’s happening.” Does emotion come into play in this equation or is it something else?

Bob: Well, emotion eventually will come into play, but you see it defies logic. We go to school and part of our paradigm is how we learn. The truth is school doesn’t teach us to learn at all, school teaches us to gather information. We’re taught to take the book, read the book and then they ask us questions. If we get the answers right then we’ll put that book away and get onto the next one, start learning something new.

We never learned what’s in the first book. It’s the repetition of the information. When a person takes an affirmation and over and over and over writes it out, repeats it, it takes a while before the breakthrough is made. It’s the repetition of that that shifts things.

There’s an excellent example in what Adolf Hitler did to an entire nation and moved the whole world. Now, it was moving them in the wrong direction but he told the people a lie that he told them over and over again in such a charismatic way and the repetition of it that there’s people that were doing things that were horrendous that still believe they’re right because of the repetition of the idea.
Well, take the same basic concept and use it for good. At first the intellect is saying, “This doesn’t make sense, nothing’s happening.” Nothing’s happening yet but if you keep doing it and you keep doing it eventually you’re going to start to believe it. If you tell yourself a lie often enough you’ll start to believe it. When you start to believe it, that’s when it starts to happen. I think we break through this intellectual barrier that we have and move into the emotional side of our personality.

A lot of people are discouraged from expressing emotions. People are embarrassed if they cry, which is pretty ridiculous. They should openly express their feelings, their emotions.

Ronna: In our film, as well as I’ve heard you talk about this, the most powerful emotion to express when shifting into something new is gratitude. Do you agree with that?

Bob: Yes, there’s no question. You know, there’s one line in *The Science of Getting Rich* that Wallace Wattles wrote that is just so good. He said, “The entire process of mental adjustment and atonement can be summed up in one word, gratitude.”

If a person’s experiencing some kind of an emotional upheaval or a mental problem, if they would sit down and totally relax and think of what they’re grateful for he said, “The entire process of mental adjustment and atonement can be summed up in one word, gratitude.”

Gratitude hooks us up to our source of supply. It’s not just voicing it or writing on a piece of paper but letting ourselves feel inside, just feel we’re so grateful for whatever it may be, for the friendship or the work. I am so grateful for the work I’m involved in. I love it. I absolutely love it.

I have these feelings of gratitude without even thinking I’m being grateful. I have those feelings off and on through the day because I love what I’m doing so much.

Ronna: I love how the universe works because I have my phone programmed to certain times during the day and it just went off. I don’t know if you heard the little doorbell, but it went off. As you were talking about gratitude my phone is pausing to say, “Be grateful. Be kind to yourself.” That just happened. I love how those synchronicities come in. I learned that one from Mary Morrissey, just put it right in your phone. Here it is in perfection.

We’re not taught to come from a state of gratitude. Like you were saying, I was always looking at what was wrong with the situation. Through the course of repetition, and this is something I learned from you and Mary Morrissey, put it in your phone. Five minutes before every hour that doorbell goes off and whatever I do I stop. That’s a great practical application.
Bob: Talking about gratitude, I’m grateful for Mary Morrissey. I’m grateful for my friendship with her. What an incredible human being.

Ronna: Really opened so many doorways when she said yes to my project as the narrator. I’m so grateful for her, too. What are some other practical things that you can suggest if people say, “Well, I’m disconnected from my passion. My job is just a place that I earn money to pay the bills.” What can they do just to get started and shift that old way of being and thinking?

Bob: Well, I think if a person would stop and look at some of the people they know who are very successful in their chosen calling, they’re happy and they’re healthy, you’ve got to know that those people know something. They are connected to something.

What it is, they’re connected to the higher side of themselves. Now, they’re not perfect. There’s perfection within them, they’re not expressing it yet. There’s so much that they have that you admire and that you would love to have. You don’t envy, you just admire it really. I admire their calmness, their peace of mind.

They know something and what they know is that there is perfection within them. If they will be quiet and practice just getting in touch with this beautiful feeling within, it may take a month, it might take six months. If you don’t do it it’ll never happen. If it did take six months, so what?

I am so grateful for the time that I spent when I saw absolutely no return, no feedback that I was on the right track. What I was doing didn’t make any sense, but you know? I was doing the right thing.

The fortunate part for me was that I kept doing it in spite of no positive feedback. One day just something happened inside of me and I started to see things differently. Everything, the world looked different, I felt different. I started to see more good than bad. I got to the point where I really didn’t want to talk about what was wrong. I didn’t want to spend any time thinking about it.

Then I found that on an unconscious level I was moving away from people that were into the negative and I was gravitating towards more people that were into the positive. What I was actually doing, and it was an unconscious thing, I was changing my entire environment, my entire social circle.

Today I just mix with really dynamic individuals all over the world. I’ve got connections with them all over the world and it’s such a beautiful way to live. If a person’s starting, if they just sit down and write, “I am so happy and grateful that I am becoming aware of the perfection within me. I am so happy and grateful that I am becoming aware of the perfection that lies within me,” if they kept writing
that out, write it out 100 times, write it out 100 times and then sit back quietly and read the 100 lines. Letting yourself dwell on what you’re writing and what you’re reading, nothing may happen for a month or six weeks.

One day something will happen because you’re training your mind. What you’re doing is you’re chipping away all of that intellectual jazz and nonsense that we’ve been trained to believe is important. It’s not important at all.

Ronna: That just brings tears to my eyes as I start repeating that to myself, “I am becoming aware of the perfection within me.”

Bob: It doesn’t matter how long we’ve been studying it. I’ve been studying this now for just about 52 years. I’m becoming aware. I’m becoming aware. That’s the emotional appeal of the future promise that all religion has based its growth and it’s what’s kept them going over the many centuries they’ve been going. All religions, bar none, are based on the emotional appeal of the future promise that you will one day become one with your God.

Ronna: Yes. There are so many people that are seeing it as a real possibility when they get out of looking at what’s wrong with everything.

Bob: It’s not only a possibility, it’s the ultimate end. It’s where it’s all at. If a person just watched your film every day, every day for a year their whole life would change. I tell people if you take the last chapter out of As A Man Thinketh, the chapter on serenity, and write it out every day for 90 days your whole life will change. You start facing calmness of mind as one of the beautiful jewels of wisdom. It’s the result of long and patient effort in self-control. It’s so beautiful. It’s the repetition of this that alters our consciousness.

Ronna: Yes. I’m really honored just to talk about my film in relation to some of the great works of consciousness that have influenced you. It’s been one of my goals to have an international audience and have people have just a different way of looking at the integration of thoughts and feelings.

One of the other things I learned from you in the first weeks I sat in the class and you were the mentor is you set your goals to grow and you encouraged all of us if my goal was logical it wasn’t going to take me very far. You taught me how to have a big, audacious goal otherwise it wasn’t good enough for me.

This telesummit, this event is one of the results of that encouragement to come up with a big goal that I have no idea how it’s going to happen, all I just do is keep repeating this is my purpose as an international, global impact to shift the awareness on the planet out of victimization and into empowerment.
Bob: Well, you see, if we understand the purpose of a goal then a goal like that makes sense. If we don’t, it doesn’t make sense. A goal is not to get, a goal is to grow. If it’s to get then we’re going to be fooling around with something that’s intellectual, it’s logical, I can see how it’s going to happen.

When you talk about growing, wants come from this core of our being, that DNA of perfection that’s within us. There’s spiritual DNA. It comes from within and it’s always jabbing us in the consciousness want this, want this. Our wants come from there.

They come to get us to stretch, to reach, to break out of this shell that’s holding us back. Logic is a limiting factor. We say it’s illogical, it’s ridiculous. Good, let’s do it. You see, the Wright Brothers were totally illogical. John Kennedy was illogical, “We’re going to land on the moon in this decade.” That was totally illogical, people thought it was crazy. Ed Hillary was illogical, his friends thought he had lost his mind.

It’s goals like that that raise all of the universe. The whole planet is raised when someone sets a goal like that. That’s what we’re going after. It’s to raise our consciousness, it’s to grow, it’s not to get. Everything you get at the time of your death is going to belong to someone else but what you are is yours forever.

Ronna: Yes. That reminds me of another thing that you’ve said is the most powerful shifting tool, is the human soul on fire. How have you seen that work with people in the business world to go from just a job to putting themselves in a place of passion and fire? What impact does that have when those two come together?

Bob: Well, you see, I think you are a soul. I don’t think you have one. I think you are one. When your intellect connects with the essence of who you are that’s when the soul’s up higher. That’s when the energy is high. When you come in contact with a person like that you feel it. It’s real and you feel it.

Ronna: Yes, then you become a person who’s creating change than just reacting to change out of fear.

Bob: Exactly.

Ronna: All right well, Bob, I want to hear about your latest projects and what puts your soul on fire and gets you going and all the new things that you’re doing right now.

Bob: Well, we are expanding our company. We’re training consultants to operate in various parts of the world. We’re in I think 94 countries now and we’re expanding that.
Sandra Gallagher has become a partner in the company. In fact, we’re changing the name of the company to Proctor Gallagher Group. She’s doing a phenomenal job. She brings a great financial background with her, a very bright lady. The company is expanding along different lines. We’re expanding our brand and we’re training people now to train this information through the consulting program. It’s pretty exciting.

I’ve started a streaming club where I stream to people. I think we’re streaming into about 70 countries now every week. I knew I was on the right track with it because from the moment I thought it, I thought of doing this, within 48 hours we had 300-some people in 60 different countries that were on the streaming.

We’re meeting people on different levels and through different mediums all the time. The company is just growing like that. It’s very exciting.

Ronna: It’s just at BobProctor.com where people can find out about things?

Bob: Yes, BobProctor.com. That’s where everything’s situated there, that’s where the department store is.

Ronna: The streaming club is a really great way to connect with people on that frequency of creating and shifting paradigms.

Bob: It is. It’s fast and we give them real good information. The beautiful part about it is it is global. It’s all over the world today. People just go to Bob Proctor streaming club, they’ll find it.

It’s very exciting and I’m enjoying it, Ronna. I want to congratulate you on your film. You’ve done a phenomenal job on that. I love the way you brought in the various cultures and the various individuals to comment, the authorities. It’s just so well done.

Ronna: Thanks so much. I just kept going at it and people would just come in and say, “Yes, we don’t know quite what this is about but we’ll participate in it.” Of course I had a wonderful team. That’s a great example of having a dream, having no idea how to do it. I never went to film school. I didn’t know what making a film entailed. I just said, “Okay, I’m going to do it.” Then the result is what’s there and a couple other films I have in the works.

It’s exciting to be part of this global shift and I’m so honored that you took your time and energy to participate in this, Bob. You’re an inspiration to me and I’ve learned so much and I encourage people to take advantage of this gold mine that is on Bob Proctor’s website because you can just explore for a long time. Then the key is to apply it and do it and repeat it. Thank you, Bob, for being such an inspiration to me.
Bob: That’s right, anything you can do you can do again.

Ronna: That’s right.

Bob: The one point in your film that I loved is the cameraman that was shooting the film. He was paying more attention to what he was doing than really what was happening. Then it hit him what he was doing and he got quite emotional right on film. It was a beautiful thing watching the change in him as well as the change in you from the beginning, the physical change.

Ronna: Everybody has had the opportunity to really look at themselves from a different perspective and that’s why it took three years. When you put out a project this big you’re called to really live it and be an inspiration for everybody. We all need to be vulnerable and put it out there and show people what it looks like. A picture speaks 1,000 words sometimes and it’s this very thing that inspires others to take the next step.

I’m so grateful for you being part of this event, Bob.

Bob: Thank you. It’s been a pleasure.

Ronna: Have a wonderful rest of the day. Thank you so much.


[End Transcription 00:40:31]