

Disrupt Yourself Podcast

EPISODE 208: BOB PROCTOR

That was Earl Nightingale, a pioneer in personal development and an important mentor for Bob Proctor. If the personal development world had rockstars, Bob Proctor would be one of them. He is a New York Times bestselling author of *You Were Born Rich*, the chairman of the Proctor Gallagher Institute. He was featured in the movie, *The Secret*, and his latest book, *Change Your Paradigm Change Your Life*, comes out in August, 2021.

Bob Proctor, welcome to the Disrupt Yourself podcast.

Bob Proctor: It's a pleasure to be here, Whitney. Thank you for having me.

Whitney Johnson: I wanted to share with our listeners a little bit of a prelude to our conversation before we get started. You and I met at a panel, at Junior Achievement, about three or four years ago. Thank you Ashish Avani for inviting us. And afterwards you came up to me and you said, "Let's talk."

And so I was like, "Okay, let's talk." And we hopped on the phone a couple of weeks later and you said something to me that I will never forget. You said, "I can help you, if you will listen to what I have to say." And so that, from there, proceeded me reading your books and watching your videos and listening to your recordings over and over again, dozens of times, went to your seminars.

And the more I studied, the more I realized that what was missing from my work was that I had not yet disrupted my subconscious mind. And so, as I worked with you and learn from you and read about you, there was a seismic shift that was happening. I had this breakthrough on my relationship with money, which was not good. We had broken up a few times. I bought a house that I loved. And as a person of faith your ideas and how you think actually helped me operationalize what I believe. And so what I wanted to say to you, I, first of all, I wanted to share that with you, just to say thank you, and then to tell everyone who is listening, some of you know that I've been influenced by Bob and his work. I've talked about him in episode 196 of the podcast, but I am so excited, because today you get to hear from him first hand.

Bob, are you ready?

Bob Proctor: I am ready. I would just like to comment when I said that, I, that is unusual for me to go up and do that to a person, talk to a person like that, but I listened to your presentation and I thought, "You're not earning anywhere near what you're worth." And that's what I wanted to tell you. The work you were doing was so good, your background and how you broke out of what you were doing to start to do what you were doing when I met you, I thought, "That woman should be earning a few times what she is." And that's why I went and talked to you.

Whitney Johnson: Thank you. There are so many places that we could have started and I just thought the best place to start is to ask you about three people who have influenced your life, influenced your thinking, and just tell us a few stories about them.

Bob Proctor: That would be very easy for me to do, Whitney. The first person that influenced me and it was a tremendous, it was a total shift, was a man named Ray Stanford. I was on the fire department in Toronto and he had a business that was very close to the fire department, so I got to know him. And he could see things that I guess other people that I know couldn't see.

And he asked me one day, he said, "Did you ever think of changing your results?" And he said, "You're one of the most miserable people I know." He said, "You're very unhappy." He said, "You're always sick. You don't have a terminal illness, but you always got a cold, backache or something."

And he said, "You're always broke." What he was telling me was true. That's the way I was living. I was 26 and I was totally lost. I went to high school for two months, so I had no formal education. I had no business experience. I worked at dumb jobs up until I got on the Fire Department and he stopped me and really made me think, and then he asked me, he said, "Do you ever study anything or read anything?"

I never read a book. I never read a book in my life and I was 26. He gave me the book *Think and Grow Rich* by Napoleon Hill. That was on October the 21st, 1961. I've read it every day since then. He said, "If you'll read this every day and do exactly what I tell you, you can have anything you want." You know, I thought he was crazy. It just didn't make sense, but he was right.

I think the catch phrase that he used, he said, "Listen. My way's working, yours is not." And this guy was happy. He was a big, happy, healthy guy. He always had money on him and I never had any. I was earning \$4,000 a year at the time and I owed \$6,000. And he said, "Read this every day and you can have anything you want." And he asked me, "What do you want?" Now, this was over a couple of conversations and I said, "I just want some money." I figured if I could get some money, everything would be fine.

He said, "How much do you want?"

I said, "\$25,000." I didn't even know anyone with \$25,000.

He said, "I want you to write down on a card and carry it in your pocket. And I want you to read it every day."

All I was thinking about was getting out of debt. I have since found out if a person's goal is to get out of debt, they'll probably stay in debt forever, because you do become what you think about. And, carrying this card and reading it, it got me thinking of earning money and I started to hear people talking about it. And you'd say, "Weren't you thinking about it before and not?" And the answer is no, I wasn't, I was thinking about debt. And I think there's a lot of people caught in that trap. And I heard somebody say there was good money cleaning floors, I said, "I'm not proud. I'll clean floors". And the guy said, but his name was Al Phillips. He said, "But you should do it for yourself." So I had to find a thousand dollars to get a used floor machine, a couple of buckets and mops, and I got one office to clean and then I got another office. In less than five years, I was cleaning offices in Toronto, Montreal, Boston, Cleveland, Atlanta, London, England. Thing took off like a rocket, but I kept reading this book. I've never stopped reading the book. And of course I was selling this book to everybody. I was telling everybody, I talked to them, they should get, *Think and Grow Rich* and read it.

And he said, "Come with me." And he took me home. His name was Harold Rose, and he put a record on, the record machine. And that turned something on inside of me that, I'm telling you, it's changed my life. And it was a record by a man named Charlie Cullen, who was from Charlotte, North Carolina. He was a great speaker and I never heard anyone talk like this man was talking on the record. It was absolutely incredible. And I asked him if I could borrow the record, he wouldn't even let me touch the record. He said, "If you want to get one, go on downtown."

In downtown Toronto, there was Sam the Record Man or A&A records and these were huge big stores, full of records. There was bins with records in them, and he said, “Just go down and ask for Sales Motivation.” So, I went in and asked, and they sent me to the back. If I’d have been smart, I would have bought everything in that bin. I wasn’t that smart. And I was going through the bin, I couldn’t find his record, but I did find *Think and Grow Rich* on a record, and it had the cover of the book, same as my book. And I took it and it was Earl Nightingale’s condensed narration of *Think and Grow Rich*, and I started to listen to that, and that led me to the second person was Earl Nightingale. And I remember one day, I used to have them, all the salespeople, I had a group of salespeople for this time. I had them all listening to this record. Every morning, I’d have to come in, we’d listen to the same record.

And one day I said, “I’d like to meet him.” And one of the salesman said, “No, you wouldn’t.” He said, “If you’d love to meet him, you go on and meet him.” And I thought, “Damn. He’s right.”

Whitney Johnson: Woah.

Bob Proctor: So, I get on the phone, and I found the office. I got his number. It was in Chicago. I didn’t even know where he was, but I found that out and I found, they said, I’m sorry, Mr. Nightingale’s not in now, but if you’d like to leave your number, I’m sure he’ll call you back.”

A couple hours later somebody said, “Hey, Bob, your wanted on the phone.” And all his records start, “Hello, this is Earl Nightingale.” Every record.

And I pick up the phone.

“Hello, this is Earl Nightingale.”

I almost dropped the phone. I started to hyperventilate. I was a mess. I told him I’d really love to come and meet him. Now at the time, he was the most listened to a man in the history of the broadcasting industry. Millions of people all over the world were listening to him.

Anyway, I finally, I got a meeting with him. I remember he was at 333 North Michigan. I’ll never forget it. And I went down there. I was there about two hours earlier. I’m walking up and down North Michigan, so excited. I was going in to see him and I spent an hour with him and it was probably the best hour of my life.

And he had a book open with a book holder. I have a book holder on my desk with a book open and the pages are open at a certain place. I said, “Why do you do that?” He said, “Because I want to read that every day.” And I said, “The book?” “No,” he said, “those pages.” I said, “That’s interesting.” So, I’ve had a book holder with books open and I read the same things every day now for months.

And I was leaving and I said, “What’s the big deal? What is the real, what’s behind people that really win?” He said, “It’s simply a matter of sitting down and decide what you really love doing and then dedicate your life to it.” He said, “The problem with most people is they never think of what they love to do.”

Well, I knew exactly what I want to do. I wanted to do what he was doing. And I made up my mind sitting there that I would be doing that and I wanted to do it with him. And that was a few years later, about three years later, I was his vice-president of sales. I had bought an office right beside his, and so I’ve benefited from him and his partner, Lloyd Conant. And they had a man working in the company, was with them, he was like a distributor of theirs in Edmonton, Alberta, Leland Val Van De Wall. And he knew this material inside out and he was the one that really helped me tremendously. And I’ve helped millions of people because of how he helped me.

I had been studying, that was in 1961, I met him probably in 1967, 68, and I was devouring books. One of the best books in the subconscious mind is Dr. Joseph Murphy’s book, *Power of the Subconscious Mind*, and I had read that book a dozen times. All this information, it was like having all the pieces of a puzzle scattered around on a desk and I couldn’t get them to fit. I didn’t have a picture that was on the lid of the box. I was missing the lid of the box. And he gave me a drawing called “The Stick Person.”

And that drawing brought all this information into an orderly state in my mind. And it was like, I took a quantum leap ahead. So those three people literally changed the course of my life. Now I've met many people since then that has put an influence, but it was Ray Stanford, then Earl Nightingale, then Leland Val Van De Wall. And I'll be forever grateful to them because I couldn't even begin to tell you how my life has changed because of it. Just enormous change, yeah.

Whitney Johnson: So beautiful. So beautiful. First question for you is what book is on your desk right now that you have open in your book holder that you're reading all the time?

Bob Proctor: *Power of Awareness* by Neville Goddard, and on the cover, it says, "Also included *Awakened Imagination*." I mentioned that because this one also included *Awakened Imagination*. It is an incredible book. Absolutely phenomenal.

Whitney Johnson: Will you read a passage from it?

Bob Proctor: "You must imagine yourself right in the state of your fulfilled desire."

In other words, you've got to see yourself where you want to end up.

"The future must become the present in the imagination of the one who had wisely and consciously create circumstances. We must translate vision into being. Thinking of, into thinking from. Imagination must center itself in some state and then view the world from that state. Thinking from the end is an intense perception of the world of fulfilled desire. Thinking from the state desired is creative living. Ignorance of this ability to think from the end is bondage.

It is root of all bondage with which man is bound. To passively surrender to the evidence of the senses, underestimates the capacities of the inner self. Once man accepts thinking from the end, as he creates a principle in which he can cooperate, then he is redeemed from the absurdity of ever attempting to achieve his objectives by merely thinking of it. Construct all ends according to the pattern fulfilled desire."

There's a ton of information there.

Whitney Johnson: Oh, so good. So, the one that jumps out for me is the moving from thinking "of," to thinking "from" and I'll give you a quick example for me of how that really resonated, and then maybe you can share something as well for you. I remember when I first read that passage, reading with accountability partners that you had assigned, we were reading that and I remember thinking, "Oh, this is going to help me with my speaking when I'm on stage." Because up until that time, I found that oftentimes when I was visualizing myself on stage and speaking, I was actually looking at myself speaking, like I was in the audience watching myself speaking.

So I was thinking "of" and when I heard this passage, I thought, "Oh, I need to think of myself 'from.' I'm embodied I'm in that moment. What do I see? What do I hear? What do I notice when I'm on stage? I'm not watching myself. I am myself." Is there a phrase is jumping out at you right now and how are you applying that phrase in your life?

Bob Proctor: I think that the trick is you're thinking from the end, in other words, you reached the goal in your mind the second you said it. You hold the picture of the goal accomplished in your conscious mind. Then you get emotionally involved in that, with that image. That controls the vibratory rate of your being and vibration is the law of the universe. The law of vibration decrees that everything moves, nothing rests. We literally live in an ocean of motion. The walls around you are moving, appear to be still, but they're not. I was pointed out a body in a coffin is moving. We say, "It's dead." There's no such thing as dead everything's alive.

And that body, if it wasn't moving, how would it ever change to dust? See, it never stops moving. The law of vibration decrees everything moves well. When you have the image of your goal in your conscious mind, and you get emotionally involved in it, then physically, intellectually, emotionally, and physically, you're in that vibration.

You're on the frequency of the good that you desire. Everything's already here. Nothing is created or destroyed, and what you have to do is get in harmony with it or you're never going to attract it. And the problem with most people is the goal is down the road. The goal's not down the road at all.

So, they're thinking of what they've got. They're letting their present results control them. The image they have in their conscious mind is their present results and that's why they keep repeating it over and over. You've got absolutely brilliant people and they keep getting the same results year in, year out.

There's no real growth. If they're struggling, they're struggling next year at the same time. There's no growth and that's too bad. See, when you get the idea in your conscious mind, you get the idea in your subconscious mind, then the laws take over, and one of the first laws is the perpetual transmutation of energy.

That image begins to move into form, within, through you. It causes you to act the way you're acting and it enables you to attract what you're attracting. So, it's the action and attraction that changes the conditions of circumstance and environment in our life.

It's not complicated. I'm not a complicated person. I'm a pretty simple person. And I have no trouble living with this. I love it. And as a result, I do very well. And so does our company.

Whitney Johnson: So, Bob, you're talking about how we need to think about what we want as if it's already happened. Is that the premise of your new book called *Change Your Paradigm, Change Your Life?*

Bob Proctor: It is. Yes, because I think that's the way you have to, that's how you change your paradigm. I think the problem with most people is they don't really have an image of their mind. And without an image of the mind, it is very complicated.

And we grow up with the idea that, when you're talking about the mind, you've got to leave that to a psychiatrist, psychologist, behavioral scientist, and that is not true. I teach this to kids. I have kids understanding how their mind works.

Draw a circle on a piece of paper and at the center in the bottom of the circle, put a straight line down and then put another little circle, a little one. So, you've got a big circle with a line coming down to a little circle. Let the little circle represents the body and the big circle would represent the mind. Now the body is like a dumb terminal as magnificent as it is, it can only do what the mind tells it to do. The body doesn't think. The body quickly expresses whatever's going on in the mind. So, if you take that big circle then and put a line right across the center of it—a horizontal line right across the center of it—and then the top half of the circle, you have conscious mind and the bottom half of the circle, you have subconscious mind. Now, on the top half of the big circle, put five little lines going out into the universe. They're like sensory factors, like antenna. You can see, hear, smell, taste, touch. Your conscious mind is fed information from outside through your senses.

And unfortunately, that's how most people live. Their conscious mind is continually getting bombarded from outside and that's what controls them, the outside world. Now, in the conscious mind, you also have higher faculties. We're the only creature on the planet that is totally disoriented in our environment. All the other little creatures are completely at home in their environment. They operate by instinct, which is perfect.

We had instinct removed and higher faculties put in, in their place. And that gives us the ability to create our own environment. That's why we're disoriented in our environment, because we're trying to live like the animals, and we, we've got to, we've got to start using what God gave us. We have been given higher faculties and they're worth writing down. You have perception, the will, reason, imagination, memory, and intuition. And with those higher faculties, we can literally create our own world. And that's what we use to think with.

So, these higher faculties are phenomenal. If we change our perception, our whole world changes. That's really what Ray Stanford did for me. He caused me to look at my life from a totally different perspective.

When President Kennedy asked Dr. Warner Von Braun, “What it would take to build a rocket that will carry a person to the moon and bring him back safely to earth?” And he answered him in about 10 seconds. In a few words, he said, “The will to do it.”

Now, the will is a mental faculty. It gives you the ability to hold one idea on the screen of your mind, to the exclusion of all outside distractions. It's the will that you concentrate with. Concentration gives you power. There's power flowing into your consciousness. Spirit or energy flows to, and through us. We're an instrument.

And as this power flows into our consciousness, we build images. With the will, we can hold that image. That increases the amplitude of vibration. It makes the image, or the energy leaving us, much stronger.

Let's suppose you're standing in a shopping mall and there's somebody behind you and they're staring at you. You feel them staring at you, you turn around sure enough. There's somebody there staring at you. You see, feeling is conscious awareness of vibration. You are getting hit with a pretty strong bolt of energy from their thinking, because they were concentrating and you felt it. It's rather sad when we, I could go on and on about these higher faculties and how to utilize them, because most people are not even aware they have them. I mean, everybody knows that imagination, we talk about it, but they don't realize just powerful thing it is. Your imagination will take you to a higher frequency. Your imagination will take you where you've never been. Everything operates on frequencies. We're operating on a frequency right now.

And because we're both on the same frequency, we can hear each other and we can see each other when we want. And that's how phones operate. That's how our computers operate, but that's also how our mind operates. When I was a kid, we didn't have a phone. Rich people had phones.

We didn't have enough money. We didn't have a phone. I was 15 before we got a phone . And why were phones scarce? Because we weren't aware that there's an infinite number of frequencies, how to tap in and how to utilize them. Today we are. So everybody, millions of people have a phone in their pocket.

That's what the imagination does. It takes you up onto a higher frequency. Now, the trick is to go there, see yourself already having completed the goal. You see the end result in your mind, then stay there, mentally work with that image, and everything you need will be attracted to you. Everything you need, if it's money you'll attract it. If it's people you'll attract it, like it was no accident that you and I spoke at that meeting. There are no accidents.

Whitney Johnson: All right. So, let me see if I'm hearing you, quickly, and just summarize. We've got this stick figure, and we've got our mind, and we've got the conscious mind, and we've got this subconscious mind. And part of what you're doing, you're not just focusing on what you can see, touch, taste, hear, and smell, you're bringing in perception and imagination to create this picture in your mind that you're very emotionally connected to. You can see it as if it's already happened. You're now imprinting this on your subconscious mind.

And the way I understand it is that when it's imprinted on your subconscious mind, it's in your heart, you start to believe it is true. And when you believe it's true, it will make it happen. Your subconscious mind will make it happen. So, you're using your conscious mind to decide what goes into your subconscious mind, but then it's actually the subconscious mind or your heart or the seat of who you are, which is what's going to make it happen.

Is that accurate?

Bob Proctor: That's accurate. Yes. The only way to get to the subconscious mind is through the conscious mind. You cannot reach the subconscious mind without going through the conscious. That's exactly how it happens. Intuition enables you to pick up vibration and translated into clear pictures or thoughts in your mind.

So, as you start to start attracting things, some of it comes intuitively to you, the way to do things. Like if I was in a seminar, I can walk by a person, I'll tell them exactly what they're like, because everything going on the inside shows on the outside and I've got a very sensitive intuitive factor.

I've worked at developing it. Anybody can.

Whitney Johnson: So, while we're on that, many people who are listening to this will be familiar with you because of *The Secret*. Can you just talk briefly about the law of attraction? You've touched on that, but maybe be just a little bit more explicit about what it is and how that factors into what you're talking about.

Bob Proctor: *The Secret* did a lot of good. It woke up a lot of people, somewhere I think somebody stated a half a billion people and that's probably, I could see was all over the world, but it also led people down the wrong track. A lot of people think that you just think, and you can attract it.

And that's not true. That's absurd. It's not just a matter of thinking and first of all, attraction's a secondary law, not a primary law. Attraction is a secondary law. The primary law is the law of vibration. Attraction's the secondary law. You can only attract to you what you're in harmonious vibration with.

Whitney Johnson: Ahh.

Bob Proctor: So, you've got to make certain that you're in harmony or in harmonious vibration with the good that you desire or you're never going to attract it.

Very few people study the law of attraction and yet there's a lot of people writing books on it and it's, most of it, misinformation, you've got to really study the laws. The laws are exact and everything happens by law. So attraction is a secondary law. You're in a vibration. I'm in a vibration. Everybody vibrates.

Your body is a mass of molecules in a high state, high state of vibration. It's the vibration you're in that dictates what you attract into your life every day.

Whitney Johnson: That's so interesting. So what I hear you saying is that the way it gets misused by a lot of people is this law of attraction, it goes to this fantasy land place, "If I just think about it, it will happen." And what you're saying, secondary law, primary law is if you're going to attract it, basically like attracts, and in order for you to get that "like" that you want, you have to be that, that "like" first, and once you're on that vibration, once you're on that frequency, then you can attract. If you'll visualize it, you can attract what you're seeking.

Bob Proctor: For sure. You are now attracting whatever you're emotionally involved with. It's like I was reading where Neville said, "Once a person accepts thinking from the end, as a creative principle, in which he can cooperate, then they're redeemed from the absurdity of ever attempting to achieve their objective by merely thinking of it." You got to go beyond that. You've got to live with it mentally. You've got it in your mind.

Whitney Johnson: Okay. So, on that note, this idea of *Change Your Paradigm, Change Your Life*. What paradigm are you changing right now? What are you living with right now that you are becoming so that you can attract what it is you want?

Bob Proctor: I am working at raising my own level of consciousness, because I know that it's my consciousness that dictates where our company's going. I don't run the company. Sandy Gallagher runs our company. She is brilliant with money and you've got to have people that understand money to run a company.

And she's very good at it, but I direct where we're going. I create the energy for the company. I'm the one that puts the programs together. So, I study every day, every morning, I study for a good hour, maybe two hours, and I write out what I'm grateful for every morning. My attitude of gratitude and I start with every morning.

So, I'm working at becoming more aware of how we can attract more business in a shorter period of time with less effort. And I'm studying something that's in that book that I recommended called *The Effortless Way*. I'll just read the first paragraph.

"The principle of least action governs everything in physics, from the path of a planet, to the path of a pulse of light. Least action is a minimum of energy multiplied by the minimum of time; therefore, in moving from your present state to the state desired, you must use the minimum of energy and take the shortest possible time. Your journey

from one state of consciousness to another is a psychological one. To make the journey, you must employ the psychological equivalent of least action and the psychological equivalent is mere assumption.”

Well, you get into this, you're into something that's very important. It's how the universe operates. You're part of the universe. You've got to get in harmony with the laws, everything in the universe operates by law.

Unfortunately, we don't teach this in school. It's not taught by any company. I don't know any company that teaches it. Our company is teaching it, but not many do.

And it's where everything happens. So, I'm working right now, I know that everything in my life is an expression of my own level of conscious awareness. That's all we're ever doing is raising our own level of awareness. That's what our life is about. And we are created in God's image, but most people don't understand what that means and what we've done is get that reversed and we created God in our image and that's where really threw a wrench into it. And, but we're created in God's image. We have all these creative faculties and we're just becoming more aware of who we are and developing awareness is the trick of life. And the only way to develop awareness that I know of is through study. There is no other way. And we keep studying. We keep becoming more aware of what we're capable of doing and how to do it.

Whitney Johnson: Okay. So, on that let's talk a little bit about study. So we, we have our S-curve of Learning™ framework. We talk about starting at the bottom, the launch point, then you move into the middle, the sweet spot, and then at mastery, or the high end, if you feel like you've mastered something, it's time to jump to the bottom of a new S curve.

And so, for someone who's listening to this and saying, “I need to do something. I can feel it. I want to raise my level of awareness.” What are three very practical things you would suggest to people who are listening that they can do right now that will allow them to raise that level of awareness.

Bob Proctor: I think they should sit down, take a pen, and ask themselves how they really want to live and be specific how they really want to live. Your relationships, your financial situation, where they want to live, make it very clear, and their imagination is going to enable them to do this. And they don't have to know how it's going to happen. Usually when a person gets doing this, they, the how kicks in and that stops them. So, you're using your imagination. You don't have to know how to get there. The Wright brothers didn't know how to get the plane in the air until after they got it in the air. We didn't know how to get to the moon until after we got there. So, we take a look at all the breakthroughs in human life, we're going to realize that people didn't know how to do the things before they started, they just knew that there were going to do them. So, you've got to start out, what do you really want? And make it very clear.

Whitney Johnson: Okay. So that's using your conscious mind to start to make your subconscious mind aware. Okay. So, that's number one.

Bob Proctor: When you make your subconscious, where that's, where you start to getting emotionally involved with it and you want to get emotionally involved with it. You really got to feel it, and the more you feel it, the more you want it. See, the whole thing starts in want. Then the trick you turn the want into a desire.

I think everyone is aware that desire is a very important ingredient in success. Desire is the want that you've planted in your subconscious and you must have realized the subconscious is a universal mind. That's the, you're planting it in the universe. Whatever's required in the universe will be attracted to it, and that's a big idea, but, you, when you start getting emotionally involved with what you want, through repetition, that'll turn into a desire.

Whitney Johnson: What does that look like, Bob, getting emotionally involved? What do you do to get emotionally involved with an idea?

Bob Proctor: William James from Harvard in 1900, he said this is the actor's technique. Act like the person you want to become. I read Stella Adler's book, the art of acting. She was a great method acting teacher. And we want to start, we want to act like the person, we got to understand how actors operate. Actors do this so well.

Like, Yul Brenner, I understand, played the **King of Siam** on Broadway 3000 times. And every time he got on stage and talked, the people in the audience thought he was saying what he was saying for the first time and he just thought of it. Not true. He took a part that somebody else wrote, he memorized, he internalized, and then he became it.

That's what we've got to do. We write our own script and then we've got to internalize it. We've got to become it. When we internalize it, we let ourselves feel it. We mentally start living it. Close your eyes and live it. Become it in your mind. People say this is absurd. It isn't absurd.

This is the best information you'll ever get your hands on. And then when you do this, it's through repetition, that want, that you're getting emotionally involved with becomes a desire.

Whitney Johnson: Oh, interesting.

Bob Proctor: Desire, Waddle said, "is the effort of the unexpressed possibility within seeking expression without through your action." If you really want to rattle your paradigm, write down what you want, not what you think you can get.

When I wrote down that I wanted \$25,000, it, it was absurd. The first year I went from earning \$4,000 to \$175,000 a year.

I was actually \$12,500 a month that I took my income to from \$4,000 a year. It happened so fast. We, we've got the wrong idea about money, about a whole lot of things. Money's a simple thing to earn. It's the reward for service rendered. It's got nothing to do with work. Working's the worst way to earn money and work is made for satisfaction. We go to work for satisfaction, not for money.

Whitney Johnson: Oh, that's an interesting distinction. We work for satisfaction, not money.

Bob Proctor: We do. There's two sources of rewards in life. There are two forms of your... One is a psychic income and that's the satisfaction you get from how you spend your days. The other is the material income. The money you earn is in direct ratio to the service that you render.

Take one of these great singing stars. Millions and millions of dollars. They're entertaining millions and millions of people. They deserve the money. They're providing great service.

Earl Nightingale, when I asked him, he said, "Decide what you'd love to do then dedicate your life to it and you're going to get satisfaction."

Like I'm totally satisfied with what they do every day. The fact that I can earn money at what I do as well as getting satisfaction is a nice thing, but you may not.

Whitney Johnson: So, basically this idea of desire is giving birth to ideas that will make what you want happen. Is that correct, Bob?

Bob Proctor: It is. That's right, but I think you have to understand how the desire is developed or created. A lot of them find sales managers say about a person or a coach in a sports team, if he could just develop desire in the person. The only person that can develop desire in the person is the person themselves and that is by internalizing, getting emotionally involved with what they want. And if we stop and think if we are truly God's highest form of creation, if we just think of what's going on in our body, just for us to exist, it should blow our mind. There's so much happening.

We should sit down. "What do I really want? How do I really want to live?" When you write it out, what you're doing is painting your picture in words. So, you build a picture in your mind of what you want. That's with your imagination. You write it out in clear statements in the present tense, that's how the desire is developed. It's

developed through the repetition of getting emotionally involved with the idea that you have created with your imagination.

Whitney Johnson: What do you say to people when they're not attracting what they want as fast as they want, what do you say to them to help them give themselves grace and to keep trying?

Bob Proctor: They have no faith and the faith is, blind faith isn't worth deadly. It's faith based on understanding. You've got to understand how you're attracting things. See, they set the goal and if it doesn't happen as fast as they want, they're not letting the image of the goal control them. They're letting the present results control them. It's going to happen. It's going to happen by law. It'll happen when it's supposed to happen. You don't know how long it takes to reach the goal. We know how long it takes to grow a carrot or for physical things. We didn't always know how long it took for a seed to turn into a carrot.

We didn't always know that. We had to become aware of that. We didn't always know that it was 280 days from the moment of conception until the baby's born. We didn't always know that. What we don't know is the gestation period or the incubation period for an idea. And that's what a goal is. A goal is a spiritual seed.

And when you plant that spiritual seed in universal intelligence, the law takes over and begins to move it into form. And the results will begin to change. Maybe not as fast as you think, but that's, that's okay. It will happen. And it will happen in the right time.

Whitney Johnson: A few minutes ago, I asked you about the, the three things that you can do, but it's, it really is start with the one thing of what do you want?

Bob Proctor: Oh, absolutely. Absolutely.

Whitney Johnson: So, Bob, when you when you're having a moment, as people do, and you're, you say to yourself, "Okay, I want to snap myself, myself back into where I want to be."

Is there something you say to yourself or you're something you do to just put you back to that place and mentally and emotionally that you want to be?

Bob Proctor: I have a phrase, it's a quote by a man named Dean Briggs. And if ever I get off track, which happens every now and then, I repeat this quote and I repeat it over and over a few times.

He said, "Do your work. Not just your work and no more, but a little more for the lavishing sake, that little more, which is worth all the rest. And if you suffer as you must, and you doubt as you must, do your work, put your heart into it, and the sky will clear and out of your very dotting suffering will be born the supreme joy of life."

And if I get down or get off track or something's bothering me, I start repeating that. And I may say it two or three times.

And then I laugh at myself, because I let something get me off track. I let something else take a hold of my consciousness and control the direction of my life. And that's a silly thing to do. Most people. That's how they live. How else, Whitney, just think about it. A guy like me was so screwed up, he didn't know the war was over. I was 26. I didn't know which, where to go, what to do. And I sat down one day in 1973, I took a pen in my hand and said, "I'm going to build a company that operates all over the world." We operate in 91 countries now. I own the company. I own half the company was Sandy Gallagher. How does that happen?

It didn't happen by accident. It happens because I practice this. I studied this. I was wondering, I was living over in England, earning a million dollars a year. You go down to the club, play roulette. I didn't even care if I lost, because I knew where the money was. And one day I thought, "I'm being awful damn irresponsible."

And I thought, “How did this happen to me? Why did my life change so dramatically?” And I couldn't answer the question. So I began to study, it took me nine years. And when I figured out how my life changed, all I wanted to do then was teach it to other people. And that's all I've done.

Whitney Johnson: So, speaking of teaching, where can people find you? If they're saying, “Oh, I want more of this.” Where do they go?

Bob Proctor: If they're thinking, they probably do want more. If they just go online, just go to bobproctor.com. I'm not hard to find. We're all over the place. bobproctor.com.

Whitney Johnson: I have one final question for you and that is typically I will ask at the end of a coaching session, what's been most useful for you today? But I think I'm going to change that, given the conversation that we've just had. What, in this conversation today, as you were thinking, as you were processing has raised your level of awareness?

Bob Proctor: I think what this has done to me, it's made me more aware of what it is that we're doing here in our company and the importance of it and the importance of to keep studying, because I've got to stay ahead of the game. I got to keep going and I can't stop. And I think that's just asking me these questions, it made me aware of how important this information is that people get it and so few people have it. It's just, I think what it's done, Whitney, is reinforced and made me more consciously aware that I'm on the right track doing what I'm doing. This is what I should be doing. Like I'm going to be 87 in a couple of months, and I've got as much energy as a person that's 27, and it's because I love this. I love it so much. And it's so important what we do.

Whitney Johnson: Oh, it really is. All right, Bob Proctor, any final thoughts?

Bob Proctor: I just wish everybody would sit down, take the time, understand you've got just enormous potential with you. It's unlimited. Make up your mind you're going to live the way you really want to live. Life is short and it can be a wonderful trip. Absolutely a magnificent trip, but you've got to make it that way yourself.

Whitney Johnson: Thank you so much.

Bob Proctor: Thank you for having me!

There's so much here, but I'll go with just five takeaways.

Number one. The real secret is sitting down and figuring out what you want to do and dedicating your life to it.

Number two. Once we figure out what we want to dedicate our life to, what S curve we want to be on, we paint a picture in our mind. Write out clear statements in present tense. The repetition of getting emotionally involved with the idea that we have created in our imagination is an important first step to getting what we want. We talked briefly about this in episode 196 of the podcast, if you want to review. “The future must become present in our imagination.”

Number three. Do the work. When you feel like you can't, do the work. When you're discouraged, do the work. When you do the work, you get in sync with what you want, then the law of attraction kicks in. It's the action and attraction that changes our life. Like attracts like.

Number four. We learn when we're ready. Bob Proctor is 86 years old. He has been teaching these ideas since, before I was born... rich. I couldn't resist, but I didn't know about him until a few years ago. If there are people in your life that you want to learn these ideas, you want them to learn them now. They will, when they're ready. When they are, there will be a teacher.

Number five. When people offer to help you, be willing to accept the gift. I don't know that I would have accepted his offer 10 years ago or even recognized that I was being offered a gift. It takes humility to recognize we are being offered and it takes humility to accept the offer.

Thank you again, a heartfelt thank you again to Bob Proctor for being such a wonderful mentor and to him for being our guest. Thank you to you for listening. Thank you to my team, Emily Cottrell, Whitney Jobe, Steve Ludwig, Melissa Ritty and Nancy Wilson.

I'm Whitney Johnson.

And this is Disrupt Yourself.