

The Challenge CD

By Joe Vitale

I am Joe Vitale. I am sitting at my home in Wimberley, Texas. There is a lot going on here today. There may be a cement truck coming down the road. There may be some construction workers that you hear in the back. You may hear some pounding going on, because there is a lot happening here and there is a lot happening in my life!

Pat O'Bryan is sitting right here with me and he is recording this message to you. I am calling this "The Challenge CD." There is a reason for that and I'll get to it in a few minutes.

There have been a few things going on in my life. For example, in the back of the house, we are building a "catarium." That is a coined word, so you'll probably not find a definition for it in the dictionary, but we have spent about \$10,000 on netting from Australia and stonework that is being done and the people that are helping us put this together, so that our cats here can have a place to play safely. They'll have an indoor and outdoor way to get into and outside, obviously, of the house. They'll have a safe area outside to play in and it's absolutely beautiful. It's rare. It's one of a kind. There's probably nothing like it in the United States. There certainly is in Australia and that's where we had the netting made and shipped from.

So, why is that happening and why am I creating something like that?

Also, in the back of this property here at the estate, I am building a gym! Now, I have to stop and pause and even chuckle to myself, because I am 51 years old, never liked working out before, never went to a gym before except being dragged there, and now I am actually building my own gym. We are talking about a separate building. We are talking about thousands of dollars worth of equipment being placed in it! Over the last six and a half months, I have worked out every day, without missing one day, not one!

I've also maintained my lifestyle, my new fitness regime. Not missing it one day. I've been to birthday parties. I've been to Christmas and to holiday parties. I've been to funerals. I've been to all kind of celebrations where the temptation was there, but I never once gave into it. Now, what in the world is going on there?

Early in December, Nerissa and I got to go to Maui! Maui, Hawaii, and we stayed in an \$11,000,000 mansion on the beach and it did not cost us a penny. In fact, the flight to go there did not cost me anything at all!

Thanks to a relationship. Thanks to a dear friend. Thanks to all of this coming together at the time when it was really needed. The whole trip probably cost me \$30. Now, how in the world did that happen?

Last October, I created, with the help of Nitro Marketing a world-wide internet event that made history. We sold about a half a million dollars worth of my home study course called “Hypnotic Selling Secrets.” Over 35,000 people went to the sales page to see that. Over 12,000 people went online to hear my interview the night that we released it, which I believe, was October 12th.

The site itself, at www.HypnoticSellingSecrets.com was ranked 400 out of all of the websites in the world, we were number 400. How did that happen?

People have asked me from time to time: What is my secret? How am I so prolific? How am I so productive? How am I able to create a catarium in the back and my own gym on the property; or to go to Maui and stay for free in a mansion on the beach; or put together a Hypnotic Selling Secrets internet campaign that makes history? How is this happening?

The reality is for me is that I’ve had to stop and ask myself the same question, because I am fairly dazzled at my own success! Literally, 35 some years ago, I was homeless!

Joel Christopher recently said I ought to write a book called, *From Homeless to Hero*. I chuckled and maybe at some point [chuckle] I’ll write something like that, but the point is that I have had a very, very dramatic life change!

At one point, I was homeless. Today, I live in a beautiful home. In fact, I still own a second home in Houston as we speak. So, what’s going on here?

When I look at my life, I actually think that I am basically living the principles that are in my book *Spiritual Marketing*, and that book is coming out on April 5th in a revised, expanded new version, with a new title, new content, new material, better than every before, and it’s called *The Attractor Factor*.

The Attractor Factor is coming out on April 5th and I plan to “Shake the Earth” that day! I have a campaign going on where I am going to challenge people, in fact, challenge you!

If you are interested in getting a new car, you can use the principles in the book and you can get one by or before April 5th! I’ve done it and other people have done it.

So when I look at my successes, and I’ve only talked about a few things that are going on over the last month or two in my life, I think that what I am doing is basically living *The Attractor Factor*.

I want to quickly tell you what **these five steps are** just in case you don’t remember or you haven’t read the book yet.

The First [Step] is to know what you don’t want. Now, most people already know what you don’t want, because we are all complaining. We are all around the coffee

pot or the water cooler complaining about we have a back ache, we don't make enough money, we don't like our car, we don't like our loneliness, we don't like our health, whatever it is. That's knowing what you don't want and that's where most people are stuck!

I think that's the first step, because knowing what you don't want is a great gift in it. It leads you to **Step Two: which is to decide what you do want.** There is real power in deciding what you do want. That's where the magic happens. When you choose your intention, you start to move all of the energies within yourself, but you also tap into the energies of the Universe. I know that in a lot of ways this sounds very metaphysical. It sounds very unusual. It sounds a little bit esoteric. But for me it is very practical and it's very psychological.

As soon as you choose what you do want, your mind has a target and your mind starts to go in the direction of that target, that goal, that outcome, that intention. Use whatever word feels right for you. So, the first step is to know what you don't want, but change it to get to the second step.

So, if your first step is, "I don't like the car I have" for whatever reason it happens to be, the second step could be, "I intend to get a brand new 2005 BMW Series 5 blue colored car by such and such a date." Now, of course, I am making that up, but you pick whatever is right for you. That's the second step.

The third step is to get clear. Now, this is the step that is missing from virtually all self-help, psychological programs that are out there. I am a certified hypnotist. I have a lot of experience working with people in setting their goals, in using visualization, in using trance states that go for their dreams. However, what seems to be missing, is the clearing the mental limitations that can be in the way of you having the goal that you say in step two.

So, Step Three, for me, is to get clear of your own limitations. If you don't think that something is possible, if you don't think that you can get this new car by April 5th or whatever day you chose, that is your own limitation. That is not a law written in the books that work the Universe. That is a belief!

You want to get clear of all limiting beliefs. Now, there are many ways to get clear and I talk about all of them or many of them at least in *The Attractor Factor*. So, Step Three, get clear.

Step Four is to feel what it would be like to already have the things that you want. So, if you are saying that you want a new car and it's a 2005 car or whatever it happens to be, it could be a classic car and it's from past years.

What would it feel like right now if you had that car? How would it feel if you were looking at it if it was parked in the driveway right now or you were sitting in it right now? How would you physically, emotionally, spiritually feel? You want to feel that to the extent that it is real now!

This is a very powerful esoteric step, but it causes the magic to be triggered into action. It's **Step Four: feel what it would be like to have your intention already achieved, right now, this minute!**

Step Five: is to let go. Now this is a very important step, but it is very often the hardest one, because most of us want to grapple with things and we want to feel like we are making things happen and that's all ego driven.

I have found that when I let go, but still take what I called "inspired action." That I am lead to what some people might call miraculous event. Now, this is the part that's missing in the original version of spiritual marketing. In *Spiritual Marketing*, the book, I do talk about letting go. But I didn't explain it well enough because many people have written me since the book came out and asked me, "Well, if I let go, what do I do? Do I just sit there?" No!!

This is explained better in *The Attractor Factor* and in essence, I say you have to take what I call "inspired action." Now, inspired action means that if you feel this urge within yourself, this nudge a whim seems to come to you. You don't know where this thought comes from, but you are being urged to buy a particular book, or to make a particular phone call, or turn left when you normally turn right when you are out and about, or to go to a store that you've never gone before or to try a different business or to try anything! Take that action!! It is not ego driven action. It is heart driven action! I call it "inspired action."

Now, when you take this action, you are still letting go, because "letting go" means to me you are detached. That's the key. You are detached. If you want to know the real secret to manifesting whatever you want in your life and the real secret to how I am able to: create a catarium, an unusual thing in the United States; [we are building my own gym, an unusual thing for me!] or to be able to go to Maui and stay in this mansion; or to sell a half a million dollars worth of my own product; or to create the earth shattering events that are coming up, like the April 5th campaign; and I even have another event I haven't even told you about yet that I'll get to in a minute.

The real secret to all of this, to me, is this: **Know what you want clearly, yet not be attached to having it!** That's really it. Know what you want, but don't be addicted to receiving it.

If you are addicted to it, if you are attached to it, you will ultimately push it away. This sounds counter-intuitive. This sounds illogical, but it has been my experience! Now, I am inviting you to try this for yourself.

Now, I alluded to another event coming up. At the end of June, Joel Christopher and I are putting on the world's first Outrageous Marketing Super Summit. We intend to get Sir Richard Branson there. That's right, the famous tycoon. I've already got Joe Sugarman himself agreeing to speak. I have Wendy Friesen who is going to speak. I will be speaking. Joel will be speaking. We are also going to have P.T. Barnum appear and

present the World's First Outrageous Marketing Award to Richard Branson. Now, this in alone, this by itself is a very outrageous idea [chuckle] and it's another example of my creating or co-creating a miracle! Now, how am I going about this? The same way I've done all of these other things. I'm using the five steps in *The Attractor Factor*.

Yesterday, I met with my Master Mind group, which includes, Pat and Bill Hibbler, and a few other folks that were there, and Craig Perrine was one of those. He was the one who most clearly urged me to make this CD to you today, telling you about all of these things that I've created for myself and we've only touched the iceberg. We haven't talked about my best selling books or my Nightengale Conant program or some of the successes that I've had over the years that has lead to where I am at now and, of course, I am still moving forward. This is not the end. I am moving forward!

Craig said that you'd be interested in knowing how this has all come about. The first answer is that I've used *The Attractor Factor*, these very five steps in order to make it happen. But he also said that you might want to wrestle with the question that I am going to challenge you with.

That question is: **Are there any limits? Are there any limits?** The limits that you think you have right now. Maybe it's a limit about how much money that you think that you can make in your current job or in your life. Or, the limits that you think that might be out there in the world about what's possible are limits based on your beliefs, which we've already said in Step Three can be cleared. Or, they are limits that are based on current scientific research.

If you look back enough or read enough of the History books, you'll see that scientific research is always changing. So, what is concluded to be permanent and unchanging at one decade, with a little more research we find out, it's not true at all!

So, if we don't really know what reality is, and we are by the ability of ourselves to clear our beliefs, what are our limits? What could you go for? Or, another question to ask, which I think is a question Tony Robbins asked quite a bit, is: **What would you do if you knew that you would not fail? What would you go for if you knew you would not fail?**

Or, another way of looking at this is: **What you would you do if you wear fearless? What would you do if you had no fear about the thing that you really want to do?**

I guess that as I think of this I should go ahead and mention that a lot of people, from time to time, will write me and say, "I don't know what I want. How do I decide what I want?"

Well, again, you can go back to *The Attractor Factor*. Use what you don't want and turn it into what you do want, whatever you state as the item that you don't want can be reversed and turned into the item that you do want.

Then, the other part of this is and this is part of my Challenge, is to look within yourself and be honest, because to me, you know! You know already what you want. Use the five steps in *The Attractor Factor*, which I've already given you the five steps on this very CD, to **dare something worthy**. Go for the thing that you know in your heart that you want to create or you want to do or you want to be.

Now, I'm going to give you some support. For example, if you decide that you want to get that new car by April 5th or sometime around there, before then or after then, I am going to be offering some teleseminars that you can sign up for.

Go to www.AttractorFactor.com, or www.TheAttractorFactor.com, either one will take you to the same place. We are building that website as I make that recording to you. You can sign up there for the teleseminars. There will probably be three to five of them and we will record them in case you miss them. They will walk you through these steps in a very clear, hold your hand type of way, so that you can end up getting that new car by April 5th or by some time around there. That will depend more upon you, than me!

So, I'm going to give you the tools. I'm going to ask a favor of you. Now, as you know, I've given you this CD. I'm also going to be giving you the teleseminar at the www.AttractorFactor.com site. My favor of you is, "Tell people about this CD!" Invite them to go and download their own copy or to request that one be sent to them. Or, you have my permission to make copies of this and to give it to other people. The second part of my request is, help me on April 5th promote *The Attractor Factor*.

Now, I have to tell you why I am so inspired to get this book out there. I originally wrote *Spiritual Marketing* for one person, my sister. I never knew that it would influence so many lives. But as I gradually started to share it with other people, then of course the first edition was printed and that became a best seller. Then the next edition became a best seller.

Then, I started to hear from more and more people who were creating miracles in their own lives, I realized that this book was literally a transformative agent. I didn't know it when I wrote it, but I can look back and say, "Yes! That's what's happening."

Well, the revised version, which is called *The Attractor Factor*, is even more powerful than that. An early reviewer said, "*The Attractor Factor* has the potential to change humanity." Whew! When he said that, I couldn't believe it! He was talking about my book!

The Attractor Factor has the potential to change humanity!

When that sunk in, I realized that I have to get this book out there to every literate person on the planet. We can uplift the consciousness of people. We can teach people how to manifest their own desires, their own dreams, to create their own magic!

You can do this for yourself and you can help me do this in the world! So, I am challenging you to dare something worthy. I am challenging you to go for the dream that

is itching to come out of you. I am challenging you to make copies of this CD to tell other people about this CD, and to go to www.theattractorfactor.com and to sign up for teleseminar.

April 5th is “Shake the Earth” day. Help me tell the world about *The Attractor Factor* on April 5th. Don’t do it for me and don’t even do it for you. Do it for everybody that we can touch with that book, this CD, and this message.

So, I thank you for listening. This is Joe Vitale of www.mrfire.com. I thank Pat O’Bryan for recording this. He is at www.listenandgrowrich.com.

Go and have a spectacular day!

You can post your success stories at www.attractorfactor.com.

Thank you.

[CD ended]