

The Underground Marketer Podcast – Episode 60 – Full Transcript

Introduction 00:00:03 Marketing, explosive growth, and revolutionary secrets that can catapult your business to new heights. You're now listening to The Underground Marketer Podcast with your host Tudor Dumitrescu, the one podcast devoted to showing new businesses how to market themselves for high growth.

Tudor Dumitrescu 00:00:24 Welcome to the underground marketer. This is the place where we deliver the real truth about marketing and explore big ideas that can help new businesses thrive and grow into big ones. I'm your host, Tudor. And today it's my great honor to welcome Dr. John Demartini, a polymath, and one of the world's leading human behavior experts who has been featured in Rhonda Byrns movie The Secret and many other documentaries. Welcome Dr. John Demartini.

Dr. John Demartini 00:00:55 Well thank you for having me. Thank you for the opportunity.

Tudor Dumitrescu 00:00:58 That's awesome. So the first question, and I always ask this to my guest is if you can share with us a little bit about your story and how you got involved in the whole area of personal development and personal transformation. I know you've read over 30,000 books since you were 18. That's a lot of books it's around. I've calculated it to be around 12 per week. So I think that we all have a lot to learn from you.

Dr. John Demartini 00:01:27 I had, um, learning challenges as a child. I was told by my first grade teacher that I would probably never be able to read, write, communicate, never Mount thing, never go very far in life. I made it through elementary school only by asking the smartest kids questions to give me enough information, to be able to soda pass. When I hit 13, 12 going on 13, I, um, moved from Houston, Texas to Richmond, Texas, where I didn't have a bunch of smart kids. We were in a low socioeconomic area, not a lot of bright ones there, and didn't have anybody to ask questions to I failed and dropped out and became a street kid and picked up surfing, which was a sport that I seemed to have a natural knack for. And that led me to hitchhiked out to California when I was 14 and, uh, go over to Hawaii when I was 15 mm-hmm <affirmative> and I was a surf guy living first under a bridge, then in a park bench, then at a bathroom, and then in abandoned car, wow.

Dr. John Demartini 00:02:23 I lived as a street kid, but I loved surfing. I almost died at 17 living on the north shore during a surfing event. And, um, that led me in a recovery of that to a class, which I never went to classes, but this particular individual told me to go to this class. It would help me in the recovery. And, um, one night and one hour one man named Paul CBR really, really got to me and spoke in such an inspiring manner that it made me feel that maybe, maybe I could find a way of overcoming my learning problems and someday become intelligent. I never thought I was going to be, I thought I was gonna be surfboard intelligent, but not academically intelligent. And I, uh, started on a quest to conquer learning and speaking properly. Cuz I had, I literally had to go to speech pathologists from age one and half.

Dr. John Demartini 00:03:10 So I wanted to overcome those. I ended up flying back to California, hitchhiking back to Texas taking a GED high school equivalency mm-hmm <affirmative> cause I dropped outta school guessing and somehow miraculously passed. And then I tried to go back to school, but I failed. And then my, I almost gave up on the whole idea and thought, well, I guess I'm just gonna go back and surf mm-hmm <affirmative> and um,

something my mom said to me after I failed my test, she said some, whether you become a great teacher and learn or you return to the streets, I just wanna let you know your father and I are gonna love you no matter what. And in that moment, when she really showed appreciation and love for me, just no matter what I did, I got a determination come over me that I can't describe, except I just made a decision that I was not gonna let anything on this earth, stop me from learning and learning how to speak properly and then traveling to world teaching

Tudor Dumitrescu 00:04:00 Mm-hmm

Dr. John Demartini 00:04:00 <affirmative>. So from age 18, when I failed the test until now, when I'm almost 68, the last 50 years, I started my journey of learning and teaching. And I learned how to read. I started reading dictionaries. I started memorizing words. I started reading encyclopedias. I started reading literally 18 to 20 hours a day and I got faster and faster and faster and started to pass in school. And then I ended up excelling and then I ended up being an honor student and a scholar. And that led me to going to about 10 years of college for my doctorate degree. And, I started teaching. I was teaching all the way through and I never stopped. And I started out with one student and now I've been blessed to speak in 170 countries around the world. And I keep doing research and writing and traveling and teaching every day.

Dr. John Demartini 00:04:45 And yeah, I have read a lot of books. Now I'd sometimes read, uh, four to seven a day on an average, sometimes up to 18 on a weekend. And I just devoured, I started to learn everything I could in every field I could to try to understand the most I could to help in my teaching process. So here I am and I, and today I've been doing between podcasts, I'm researching and writing. And uh, so I, when I teach, I have something to say. I never stopped and I overcame my learning problems and my speaking problems, uh, gradually got overcome by just practice.

Tudor Dumitrescu 00:05:16 I see that's a very inspiring story. I mean, a lot of people deal with hardships and a lot of people go through such tough experiences. I like to investigate that side a bit more, but before that, I just can't wait to ask you this question. How do you manage to read four to seven books in a day? Do you have a special process that you go through? Because I know a lot of people in the entrepreneurship community, all of them are looking at ways to basically learn faster and be able to accumulate a lot more information faster. And if you can share how you do it, I think that would be extremely valuable. For example, one thing that I do with audio content, I always listen to audio content three times as fast. You know, I increased the playback speed to the point that I listened to it at three times the speed. And that obviously allows me to consume a much larger volume of information than, um, the average person so to speak

Dr. John Demartini 00:06:11 Well. Uh, when I first started to learn how to read, I kept asking myself what worked and what didn't work today. And I would write both of them down. And I started to develop from that feedback, more refined skills. And I started experimenting with what helped me learn and what allowed me to absorb. I noticed when I was reading something that I was inspired by, I would be engaged and would not wanna put it down. And other times I'd read something that wasn't inspiring and I'd have to keep myself awake. So I started noticing that our values, our individual values had a play in what we read. So I had to figure out how to link whatever I was reading to what I valued most. I also found that if I, if I ate sugar and I ate anything that caused any volatility of any types of protein sugars or fats, I noticed that my reading was declined.

Dr. John Demartini 00:06:55 And so I started to discipline myself on how I ate. I didn't live to eat. I eat to live mm-hmm <affirmative> and perform. I also noticed that I could snapshot. I started to do photo reading and snapshotting and speed reading and learning how to do faster and faster. So by the time I was around 23, I would get up at two in the morning. I would do some yoga and stretching and little meditation. And then I would link whatever books I was about to read to what my mission was, which is the evolution of human consciousness and teaching. And once I saw the link, I could sit and engage and I would start off a bit slow, but I would pick up the pace. And by the time I was doing it, it was averaging around 45 minutes, a text wow book. And I would read for four, four hours and I could do four, sometimes up to seven books, depending on the size by six 30 mm-hmm <affirmative>.

Dr. John Demartini 00:07:43 And, um, then during the day, if there was, while I was at class, if the teachers were a little bit, uh, slow or boring or whatever I would just read. And then I got to teach the class. I found out that if I taught every night, what I learned every morning, it would increase the retention mm-hmm <affirmative> and application and being able to disseminate it. So what I did is I custom design what I was gonna read in advance, put together a talk from that each night and I'd have oh, 20 to 30 students coming into a single bedroom apartment cramming there. And I would teach every night that way I would retain the information and be able to apply it quickly. Mm-hmm <affirmative> and that accelerated my learning process. So I just, I learned the sooner you give out what you learn, the more retention.

Dr. John Demartini 00:08:27 So I started to speed read books and disseminate information, speed, read books, I'd finished. I'd do a talk from 7:00 PM to 10:00 PM every night, and then I'd go to bed for four hours and I'd get up at two and start the process. Again. I was kind of like a machine for many years. People thought I was kind of a weirdo mm-hmm <affirmative>, but I didn't care. I just wanted to learn. And I wanted to practice speaking. So this accelerated my learning capacities and I studied many disciplines, 300 different disciplines now. And, um, so I could have a more universal base of knowledge that I could rely on. So that's anything to do with evolving human consciousness, anything to do with maximizing human awareness, potential, anything with any field that might relate to that from, I mean, I mean, I don't know of any field that's not related to that really. So I'm, I've been devouring it to try to assist people in doing something extraordinary with their life. I really believe that we're here to do something extraordinary.

Tudor Dumitrescu 00:09:17 Absolutely. I mean, can you share a bit about, or provide some tips about your process to speed read? Do you skip some words? Do you try to read visually what exactly are the techniques that you find most helpful?

Dr. John Demartini 00:09:31 Well, there's, there's many of 'em I'd learned along the way. As I found out, I kept asking what worked and it didn't work. I found out that without a visual guide, our eyes tend to wander. We have what are called patric movements in our eyes, which are little bitty jerky movements all the time. And unless we have a visual guide, it's probable that they will migrate and move around. So I used visual guides at first, I used my finger and then I started using a pencil. And then I started to use that as a guide to make sure that my eyes are focused. Cuz if you try to move your eyes fluently and smoothly across the page, your eyes will, will be going all over the place. But if you have a visual guide, you can, you can guide it. So that was one thing to help me stay focused.

Dr. John Demartini 00:10:12 I also realized that if I was infatuated or resentful and I had any subjective bias towards the author, it would skew the information coming in the brain. And so I

neutralized my perception of the author and I linked whatever I was reading to. What was most valuable to me by asking, how is this helping me fulfill what's most meaningful and important? My mission. And I would answer that until I would get a tier of gratitude. And then I would absorb because my focal fixation point would expand my retention and application and attention would heighten whenever it's linked to what we value most it automatically does that. So I just started picking up bits and pieces along the way. And I started to get to a point where I could literally the, the most I ever read was 11,000 pages in a day. That was a day that I just tested my capacity to see what I could do.

Dr. John Demartini 00:10:56 So I went literally in a 24 hour period, 11,000 pages. I didn't know if I could do it. I had no idea. I just kept doing it. And the faster I got and the more I got into it, the more visual it became in reading mm-hmm <affirmative>. And once you break the sound barrier and get into visual reading, you can absorb pages literally in a, in a picture. And I was studying cancer at the time. Cause I was about to, I was about to do a presentation on oncology to a thousand oncologists. And so, um, I wanted to make sure I knew my stuff before I got there. So I made a commitment to read every book that was available in Houston, Texas on cancer, before I got to that stage mm-hmm <affirmative> and I did, but that was a deadline. So giving yourself deadlines and giving yourself a purpose for the information and giving yourself some accountability on what you're gonna do with the information will awaken an autographic and photographic memory in people that they didn't even know they had, I slowly but surely accumulated knowledge about how to absorb information. And that allowed me to absorb and read many, many books.

Tudor Dumitrescu 00:11:53 That's fantastic. I want to thank you, by the way, for what you're doing. I think that it's extremely valuable and all the knowledge that you're gathering and synthesizing and sharing with people. I actually love interviewing polymaths. I've also interviewed, I dunno if you know him for Briar, he's read 17,000 books, you've read almost double that. So it's fascinating to hear both perspectives. He actually has a, uh, fascinating process of reading himself. He started reading very slowly about asking questions and drawing inferences about the topic. And then if he found something that he already knew, he would just skip it. So the reading progressively got faster and faster and faster, the more he read, but anyway, all of these, uh, learning systems are very fascinating to me and very important for everybody who is an entrepreneur.

Dr. John Demartini 00:12:44 Sometimes when you read a book, you see patterns in the book, some people will bold and italicize important points. And if you find out you read a whole chapter and you found out that they summarized it in these bold and inized things you can speed read just by efficient reading, by reading what the highlights are, the most important parts. Uh, there's also books, summaries you can buy. That is a form of speed reading too. I mean, you can go and people have already read and summarized the entire book and extracted the most important part. So some people just buy book summaries and devour the book. That way, these are not really speed reading, but they're just in a sense that speed learning process because you're, you're cutting out the unnecessary data, but I'm a firm believer in doing both and using every tool you can to absorb the information you want. You wanna have specialized knowledge in the field of your expertise, if you wanna lead the field.

Tudor Dumitrescu 00:13:32 Mm-hmm <affirmative> absolutely. I mean, with regards to summaries, I find out that sometimes they do get the main points right. But a lot of the detail, which is valuable, especially if you want to be able to think further ahead than the author is left out, you know? So you're better off speed reading the actual work from that point of view.

Dr. John Demartini 00:13:53 Yes. You need to find out who's doing the summaries and make sure that they're really extracting something that you're looking for. Mm-hmm <affirmative> if not that, that summary is not the book mm-hmm <affirmative> and then you do speed read it. Mm-hmm <affirmative> so I agree. Totally

Tudor Dumitrescu 00:14:03 Awesome. You talk a lot, a lot about purpose and value and mission, and obviously you are somebody who is pretty much led by your mission and you leave your mission every day of your life. So can you tell us a little bit more about how that first started? Was it something that was all of a sudden you just decided, and then that decision stayed firm throughout your history? Or is it something that formed gradually? So to speak?

Dr. John Demartini 00:14:34 Uh, 1972, November 18th is the night I met Paul brag mm-hmm <affirmative> and, uh, he inspired us. His presentation was absolutely amazing and it inspired me to, I didn't even know what a purpose or a mission was until then. I didn't even comprehend what the word was at the time, but he's the one that initiated that idea. And I wrote my first mission statement then mm-hmm <affirmative> and um, I learned a question, very thing, and now I hope everybody writes this down and that is to start with what you know, and let, what you know, grow mm-hmm <affirmative> start what you're certain about. So I wrote down that I knew that I wanted to travel the world. I started traveling when I was three around the neighborhood. By the time I was nine, I was riding bicycles 35 miles mm-hmm <affirmative> by the time I was 12, I was hopping trains to different cities.

Dr. John Demartini 00:15:20 By the time I was 13, I was hitchhiking to different cities. When I was 14, I hitchhiked to cross America and down into Mexico to central America, 15, I moved to Hawaii. Wow. I mean, I have traveled 20 million miles by airlines, 20 million, and I live on a ship that circumnavigates earth right now. I'm on the way to Ecuador. And so I'm sailing right now. Wow. And, uh, I am traveling nonstop. I circumnavigate the world in all different capacities. So I knew I wanted to travel. So I wrote down, I wanted to travel the world and step foot in every country on the face of the earth. I knew I wanted to overcome my learning problems and become knowledgeable. I knew I wanted to be able to overcome my speaking problems and be able to teach and become intelligent enough to say something. So I wrote those things down and they were very clear in my mind.

Dr. John Demartini 00:16:06 And I, what he mentioned was these principles of the universe, the laws of the universe or natural laws. And I said, I wanna know what those are, whatever those are. I wanna know what those are. And I wanna dedicate my life to the application of those in human behavior, even though I didn't use exactly those words, but to assist it. Cuz I wanted to do what he did for me. Mm-hmm <affirmative> he inspired me. I wanted to inspire other people. So I wrote down that and started with that. And then my mission statement has been edited 80 times in 49 and a half years. Mm-hmm <affirmative> 80 times in 49 and a half years. I have every one of those edited versions. I still have it. I have the master as of this year, the master mission statement right now where it is now, but it's the 80th rendition.

Dr. John Demartini 00:16:47 So I have read it and refined it. And every time I read it, which is a daily thing, I will refine it. If I need to add a word or put in a little phrase or add a statement or change a word or whatever, I read it and refine it. And if it doesn't bring me tears of inspiration, when I read it, I refine it until it does mm-hmm <affirmative> and I want it to be so deeply inspiring and meaningful to me that it's, it's a statement about my life. And I learned that a human being has a set of values instead of priorities. They live their life by and whenever

they're doing something that's congruent and aligned with their highest value. That's when they're most engaged, inspired, and spontaneously active in achieving our end. So the highest value is the path of a mission.

Dr. John Demartini 00:17:28 It is the purpose. It's the direction. In fact, our ontological identity revolves around our highest value. Our epistemological learning pathway revolves around our highest value and our teleological purpose revolves around our highest value. And knowing what that is, is why I have on my website, a value, determination process to help people freely and privately go through a process to help them define what it is cuz the second they construction their life and prioritize their life and delegate or party things to get on with doing the highest party things they're gonna all of a sudden start to maximize their potential and do something more extraordinary.

Tudor Dumitrescu 00:18:00 Mm-hmm <affirmative> that's fascinating. So we will definitely have a link to that down in the show notes so that our listeners can access it. And I wanted to ask you, how do you discover your highest value? But now obviously that's the answer. It seems to me like Paul Bragg had a huge influence upon your life. And I mean the way you describe it, that really was a turning point for you. Do you remember what exactly was it about what he said that day or evening? Perhaps? I don't know what it was that made such an impact on you.

Dr. John Demartini 00:18:34 Well, he said that we had a body, we had a mind and we had a soul that was his language mm-hmm <affirmative> and the body must be directed by the mind and the mind must be guided by the soul. Now the soul is simply the authentic self within that's just a theological term, but that just means the real authentic you. And he said that we wanna set goals for yourself, our family, our community, our city, our state, our nation, our world, and beyond to a hundred, hundred 20 years, cuz he said by then when you're that age, people are gonna be living to a hundred years. And he said that what you think about what you visualize, what you affirm, what you feel about, what you take actions on becomes your destiny mm-hmm <affirmative> and whatever is most important to you determines what you will automatically spontaneously think about and visualize et cetera.

Dr. John Demartini 00:19:18 So that's what led me to the values. And I've been studying teaching about values for 44 years and probably read everything that's been ever put together on that in, at least in English. And um, I've summarized it. And I've got a value, determination process, which cuts through the grease and gets out of the subjection to outer authority mentality and gets you into the core essence of what really drives a human being cuz their life demonstrates your values by your actions. So what I do is I look at how people fill their space. I look at how they spend their time. I look at what energizes 'em. I look at what they spend their money on. I look at what they think about visualize and internal dialogue with themselves about how they want their life. That shows evidence is coming true.

Dr. John Demartini 00:19:59 I look at what they converse and try to bring conversation spontaneously. I look at what inspires 'em and brings tears to their eyes. And what's common to the people who inspire them. I look at what their most consistent persistent goals have been, that they're achieving. I look at what they love learning about, studying about spontaneously and watching on YouTube. And there's a pattern when you answer those questions, those 13 questions, there's a pattern that smacks you in the face about what's really important to you. And it doesn't always match the fantasies you might be holding onto. And you're getting past the fantasies and getting to the core essence of what drives you is a really powerful thing for

entrepreneurs, cuz that's where they're not gonna let themselves down. That's not where they're gonna end up feeling defeated. That's not where they're gonna end up going through vacillation. That's where they're gonna be steady. And they're gonna expand their space and time horizons and see a vision of opportunity.

Tudor Dumitrescu 00:20:46 Mm-hmm <affirmative> I mean, how exactly do you do that? How do you get past the fantasies? I mean a lot of entrepreneurs, they have, they dream of riches perhaps or they dream of big impacts upon the world, but they still struggle with the practical aspects of business actually going out there and doing it. You know, they deal with issues like anxiety, fears, procrastination. What is your advice when it comes to dealing with it?

Dr. John Demartini 00:21:12 It's very, it's very simple and, and it's so simple. People overlook it. I remember Charlie Munger saying the truth is so simple that people are afraid to face the truth. It's so simple. And that is that when you live congruently, according to what you truly value your discipline, reliable and focused. But if you don't know what that is and you try to be somebody you're not and try to live by what is injected values, because you're comparing yourself to other people you put on pedestals and fantasizing about being them instead of you and lose your authenticity. You automatically you'll be in an unfulfilled, lower value structure. Mm-hmm <affirmative> and anytime you do, you'll procrastinate, hesitate and frustrate. So procrastination, hesitation, frustration is a spontaneous feedback to let you know you're pursuing something. That's not truly important to you, even though you fantasize it is. And anytime you do that and you're living in high, lower values, your blood glucose auction goes into the amygdala and the amygdala is avoiding pain and seeking pleasure.

Dr. John Demartini 00:22:04 So if you now set up fantasies of getting pleasure without pain, ease without difficulty, money without work, and you set up a fantasy of a quick get rich scheme and a quick get rich mentality. And this is not what leads to great account outcomes. It's long term vision that gives you persistence. And so anytime you're not living by your highest values, you go down the Amilia, you're going to create the phobias, cuz you're gonna set up a fantasy of trying to get a pleasure without a pain and trying to avoid a pain without a pleasure. And anytime you do that, you fear the loss of your fantasy and you fear the gain of your nightmare. And you're now entrenched in fear and instead of focus and that's what stops people, they set up a fantasy about what they're going after. Instead of getting clearer on what is really truly meaningful and they're real objectives. And a lot of 'em have fantasies. And you know, I asked, I was in, uh, South Africa and I was speaking about 5,000 people there mm-hmm <affirmative> and I was doing a program with Richard Branson there and there was a 5,000 people and asked how many of you would love to be financially independent? Every hand went up, even their arms and legs stick up the air <laugh> and I said, great. I said, how many of you are financially independent? All the hands went down except seven, seven out of 5,000.

Tudor Dumitrescu 00:23:10 Wow.

Dr. John Demartini 00:23:10 Yeah. And this was just a general audience. It wasn't like just entrepreneur executives. It was a general audience. And I said, okay now would you like to know why you're not? Um, with those seven, of course they wanted to know why. And I said, let me explain. I'm gonna give you 10 million right now. And on a piece of paper, I want you to write down what you would do. If you received 10 million, you got 60 seconds to write down the 10 things you would do with \$10 million. And I said on your mark set go. And they wrote down as rapidly as they could the 10 things they would do with that money. When I got through at the

end of 60 seconds, I said, now turn it to the friend and calculate how much of that money is still now an asset that's usable to invest. And 20 to 80% of it was gone.

Dr. John Demartini 00:23:50 Mm-hmm <affirmative> that means they bought consumables that depreciated, they bought a car, they bought a house. They bought depreciable and consumables, fancy clothes, fancy trips, fancy boats, this and that. Everything that would go down in value, that would be a liability, not a, not an asset. And the few people that wrote down assets, they put it and invested in assets were a handful of people, less than 1%. So most people don't know that they live in the fantasy of lifestyles of the rich and famous. And they think that they're gonna get there by buying consumables because they're FA they're not building a brand that's empowering themselves. They're trying to live Vicari through other people's brands to feel better about themselves. Cuz they're unfulfilled, pursuing fantasies mm-hmm <affirmative>. And as a result of it, they get trapped in an economic vicious cycle instead of a, a virtuous cycle of slow, steady, methodical patient enduring asset accumulation, net buyers of assets. That's what accumulates and builds wealth.

Tudor Dumitrescu 00:24:46 Where do you think the fantasies are coming from? Do you think that they are internally generated? Do you think that they're put there by society and we take them on unconsciously? What exactly do you think is the mechanism there?

Dr. John Demartini 00:25:00 Both anytime you're not living by your highest value and awakening the executive centre. Every time you live by your highest value, the blood glucose auction goes into the prefrontal cortex, the executive centre and activates inspired vision, strategic planning, executing plans, a mitigation of risks and a calming and dampening of the distractions of the amygdala. And anytime you're not living by highest values, your amygdala comes alive and the amygdala just wants to avoid predators and seek prey wants to go after pleasure without pain. And so it sets up fantasies. And so anytime we meet somebody and we put 'em on a pedestal, we think they're smarter than us, more successful than us, more wealthy than us, more stable in their relationships and more socially savvy than us. More physically fit, more spiritually aware. And we minimize ourselves and we're too humble to admit what we see in them inside us.

Dr. John Demartini 00:25:47 We're automatically gonna be trying to live in their world, inject their values and cloud the clarity of our own mission, which is our highest value. And the moment we do that, unfulfillment puts us in the amygdala and we compound it now with fantasies of trying to be somebody we're not. And this is a symptom to let us know we're not being authentic. In fact, every symptom in the entrepreneurial pathway in your business is a feedback to you to get authentic. Cuz when you're authentic to your objective, you're in a sustainable fair exchange with other people because you have equanimity within you and equity between you and other people. And this is the powerful state to actually become an entrepreneur in. But this is not gonna happen if you're trying to be somebody you're not and living in lower values.

Tudor Dumitrescu 00:26:29 I think based on what you're saying here, that self-awareness really is at the heart of this process for personal growth as an entrepreneur. And um, I find that typically with entrepreneurs, their business is no bigger than they are as people's personal growth. So to speak goes hand in hand with the growth of the business as the leader is, so is the rest of the business. It really reflects the, the, the leader. How do you think people can go about developing this kind of self-awareness that allows them to basically see through their

limiting beliefs and through the things that are holding them back through the fantasy as you call it and basically move ahead towards their highest value.

Dr. John Demartini 00:27:10 Limiting beliefs are nothing more than the inculcation and injection of other people's values and the attempting to live in an inauthentic way and other people's values. Anytime you try to live in other people's values, we have futility and you have feedback to let you know that doesn't work and you're gonna think, oh my, if you hold onto 'em and you got addiction to the fantasy, you're gonna think it's a limited belief, but limited belief is a feedback system guiding you to authenticity. And so that's one, but anytime you are doing, what's really highest on your values. You automatically are more objective mm-hmm <affirmative> and you're willing to embrace pain and pleasure in the pursuit of things because you can embrace both sides of life. And your awareness level is maximized because you learn most of the pulmonary nuclear and your thalamus automatically filters out all of your sensory information and extracts out things that are most aligned to what you value most.

Dr. John Demartini 00:27:59 So you're gonna maximize your awareness and potential. That's why I link everything I learned to my highest value. And that allows me to have a photographic memory on that information. Mm-hmm <affirmative> as a result of that, you are gonna maximize your awareness. You're gonna maximize your willingness to embrace pain and pleasure in the pursuit of it. You're gonna be more objective. You're gonna increase the problem of achievement. And every time you achieve something, you tend to give yourself permission to go onto a great achievement. So the space and time horizons will grow until eventually the space and time horizons are beyond your life. And you're on your way to making immortal legacy, creating something that goes beyond your life, even a philanthropic objective. So this is what happens when you live congruently. I think we're rewarded by the frigging universe in all areas of our life, by living authentically. This is why they, everybody wants to be loved and appreciated for who they truly are instead of the facades that they make out of their life.

Tudor Dumitrescu 00:28:47 That's very powerful. I wanted to ask you, what is your opinion on mind, mindfulness or meditation in this process of self development and self-awareness and growth?

Dr. John Demartini 00:28:58 Well, I think that if I, I started meditating the night I met Paul brag and I studied most of the forms of meditation I've seen in the Western world. I think that that's a very powerful use, but I see so many people escaping with meditation. It's distressful. I wanna escape it. And instead of actually going in and finding out how whatever's happening is on the way they're trying to escape it. And I don't find that productive. So meditation, if it's used wisely, wisely is going to integrate information instead of avoiding part of the information. So there's a difference. So don't use it to escape, use it to integrate information by asking inside how is whatever I'm perceiving, how is it offering me a feedback to authenticity? How can I fulfil my highest mission? If you do that, you'll see life on the way.

Dr. John Demartini 00:29:44 Not in the way you won't have any baggage cuz anything you can't say thank you for in your life is, is baggage. Anything you can say, thank you for is fuel. The executive center is also called the gratitude center neurology and we automatically have a grace state, a graceful movement state when we're living congruently. In fact, grace movement comes from grace, mentally, and grace is a state of gratitude or mercy as they say in French. So for the moment we are actually seeing that no matter what's happening, it's a feedback mechanism instead of a failure, say we hold onto a fantasy. We're gonna think that if it doesn't match the fantasy, we will fail and then we're gonna beat ourselves up. But if we actually see

that no matter what's going on, it's simply a refinement and feedback I asked, what is it? What worked? What didn't work on reading? I didn't call what I read. If I didn't read fast, I didn't call it a failure. Mm-hmm <affirmative>. I just said, how is it feedback? And when you see life as a feedback system, it refines you to do something ever greater on a daily basis.

Tudor Dumitrescu 00:30:38 I was asking you because meditation is very popular nowadays amongst entrepreneurs, but most people, you know, most of the time when people learn meditation, they're told that they have to be in the moment. And if they notice any thought that comes up in their mind, they have to let it go and basically get ready to think. Do you think that that is helpful or do you think that that generally tends to be bypassing and avoiding the issues?

Dr. John Demartini 00:31:04 I think that's an early stage of meditation for newcomers that are just starting meditation. That's at least a starting point. I analyze meditation with Buddhist monks and stuff. And I found something really interesting. The very content of your mind that you're trying to bypass is nothing more than lopsided perceptions, where you've divided your conscious and unconscious awareness. Mm-hmm <affirmative>. So in other words, if you're in a relationship with somebody you're conscious of the upside, it's unconscious of the downsides. If you're resentful to some of your conscious the downsides unconscious, the upsides, but if you're infatuated, we've all been infatuated and whatever we're infatuate with occupies space and time in our mind and consumes our mind and whatever we're resentful to consumes our mind. So anything we have a lopsided perception, we've got a division in our conscious unconscious halves of awareness and we've got a subthreshold and suprathreshold neurological state.

Dr. John Demartini 00:31:51 We have noise in the brain and our signal to noise ratio is altered and that's our distractions. And that's all the noise that comes in when we're doing our meditation. Once you know what that noise is, there's a science. I developed a method on how to dissolve that noise. So the signal ratio can come pouring through and you can be inspired by your life. So I think meditation by itself is slow and cumbersome, but meditation with the right questions inside the mind and the right perspective is powerful. And so I'm for it. And that's what brings mindfulness. Your intuition is constantly trying to make you conscious of the unconscious to make you fully conscious mm-hmm <affirmative>. And if you know how to ask the right questions and strengthen the intuition, you can actually become mindful, which means conscious of both sides. At the same time, that's called objectivity.

Dr. John Demartini 00:32:35 It's called equanimity. It's called super consciousness or cosmic consciousness. It's got a thousand names by greatest philosophers and thinkers through the ages. But in accessing that state as a science, you can train on it. You can learn it. I teach people that every week and it's an amazing way of opening up the doorways for an inspired life from within, instead of being pulled around from on all kind of business institutes from the external world, most people I said on the secret when the voice and the vision on the inside is louder than all opinions on the outside. You begin to master your game of life.

Tudor Dumitrescu 00:33:03 Mm-hmm <affirmative>. This is fascinating because I mean this division in the sales that you speak about now that mindfulness, when done well, is going to cure this sort of ties into what you were saying about pursuing your highest value. Because when you do pursue your highest value, then you are whole, you know, there is no division inside you're integrated. Yeah, exactly. But

Dr. John Demartini 00:33:23 The brain, the brain is automatically at the most primitive level at the mono synaptic reflex is all or none. Mm-hmm <affirmative>, it either fires at a threshold or it doesn't. But as you go up in the brain, you get SA what they call spatial and temporal summation and you get gradual integration. So the more balanced you are in your perceptions and not fooled subjectively with your bias, the more you integrate the brain. And the more you see things, both cited, all leaders have to be able to manage paradoxes and paradoxes are contrary opinions. And these are pairs of opposites. The master lives in a world of, of the synthesis and synchronistic of pairs of opposites mm-hmm <affirmative>. And when they do, they don't have to fear the loss of that, which they seek or fear the gain of that, which they're trying to avoid they're present and that all memory and imagination or separations in time, because of all the noise that we've got in our brain, storing all those illusions until we're ready for truth. Mm-hmm <affirmative> the moment we awaken to the center of that, the integration of that, the synthesis of that we have in a sense, the real simultaneous contrast of opposites. Now we can manage life and lead the path.

Tudor Dumitrescu 00:34:26 Very interesting. Do you think that ontologically speaking the state of what Buddhists call enlightenment exists?

Dr. John Demartini 00:34:33 I think that there's no such thing as a human that's fully enlightened. It's a relative term when you stop and think about it. Imagine a little human being, sitting in a low disposition, a little Yogi sitting in some tree, under a tree, going around the earth, 86,400 seconds to one revolution. And they go around there and they think, well, I'm enlightened. And then they imagine now to the sun, 93 million miles, an astronomical unit from the sun, looking at the earth, you can't see it without a telescope mm-hmm <affirmative> so it's an insignificant dot. And so that Yogi who's an insignificant little spec on top of that dot, uh, who thinks they're all enlightened, is it needs to stop and reflect and think maybe they're just only enlightened to the level of what they know mm-hmm <affirmative>. So I always say that from the center of the Milky way, looking at the sun, we can't even discern our own solar system. So anytime somebody thinks they're all enlightened, I usually just go mm-hmm <affirmative>. But I really, I think we need to live in holy curiosity and keep expanding our awareness on a daily basis because whatever we know, there's always a mystery that's beyond it. That's more infinite. And so relative enlightenment, we have a relative awareness compared to what somebody else has, or maybe compared to what we had yesterday, but we're not fully enlightened. The idea of a full enlightenment is a bit of a mismatch mm-hmm

Tudor Dumitrescu 00:35:44 <affirmative> mm-hmm <affirmative> that's interesting. So what would you say the mystery for you now is at this stage that you are at?

Dr. John Demartini 00:35:51 Oh, I'm constantly at the edge of learning as much as I can. And I'm constantly mysteries at a nice debate with a Yale professor this morning on, uh, free will and predestination and also on neurology. So I'm learning every day. I'm, I'm constantly learning it. I'm looking at, right now, the genetic and epigenetic effects of regression in states of mind and how it affects, uh, cells and cancer creation. I'm constantly looking at whatever I'm interested in and taking it to the next level. I wanna read every single day and learn something new every day and hopefully be able to contribute in some way. I've said since I was 20 years old, I said, I create original ideas at serve humanity. That's been my internal dialogue and I'm a firm believer that if we go in and dig and we can learn and come to the cutting edge of things and actually come up with original ideas that contribute. So I that's, my goal is to constantly see what I can do at the frontiers of awareness, come up with something that's contributed, that's original and make some sort of contribution.

Tudor Dumitrescu 00:36:46 I see. Thank you for doing that. Dr. De martini. I know that you've taken part in the documentary. The secret, a lot of people have watched, is that a lot of people are interested, especially in the business world, in the law of attraction. You also have similar books in the business world like Napoleon Hill's think and grow rich, for example, or the science of getting rich by Wallace. There's a bunch of books like that. Can you tell us a little bit about your experience doing the secret, what you think about the secret and what you think about the law of attraction and how it can be useful to entrepreneurs?

Dr. John Demartini 00:37:23 Well, the movie came out before the book and the movie, which went through a kind of few gyrations originally, there was only six people in the movie mm-hmm <affirmative> and they, I happened to be one of them and I, and they actually were advertised to get in Melbourne Australia at a channel nine there, it was gonna launch there and it was then gonna go around the world at different points. And then they found a Commonwealth games bought out the time and overrid them. And so they ended up going into DVD, David's DVD system and launched it globally that spring of that year, 2006, I think. And, um, so originally it was not with 33 people. It was just six people. And it was a more in depth exploration about the ancient mysteries of the secret, right about mastery of life. It was a completely different version of what it ended up being.

Dr. John Demartini 00:38:11 But what happened is that they realized if they're gonna go mass market with this, they're gonna have to dilute it down and water it down a bit. And when they did that, they tried to get as many of the people in there as possible, cuz they knew that those individuals would help market it. And in the process of doing it, they kind of made it a little water down version and they left out very important components called taking action mm-hmm <affirmative>, but it still reached millions of people and it still made a difference in people's lives. And it opened up doorways for each of us to contribute even more. I mean, I was already speaking 360 times a year, but it went up to over 400 after that. So in the process of doing that, I'm grateful for that. It was a water down version.

Dr. John Demartini 00:38:48 I mean the law of attraction, it was almost turned into some sort of esoteric mechanism instead of something practical. But originally it was more practical and I'm a firm believer that if you live by your highest values, you increase the probability of synchronicities. You increase the prob of seeing opportunities and you increase the opportunity of doing them and taking actions on them. So you have a higher level of achievement, but many times people have fantasies. They're diluted. I had many, many, I'm talking about thousands of people come up to me and say, what am I doing wrong? I'm going out to my mailbox every day and I'm looking for a million dollar check and it just doesn't show up. I mean, these are delusions. You might get one at billion. You might get a million dollar check in there from some uncle that you didn't know about. But the reality is this is not how to make the law of attraction work. The law of attraction is doing something that's truly high in your values that you're committed to doing and increasing the probability of achieving it by taking actions and focusing on it and thinking about it and visualizing it and asking and learning and growing in that direction. Mm-hmm, <affirmative>, that's the real true manifestation. Mm-hmm, <affirmative> not the fantasy world that and many people took it out of context and saw it as a fantasy.

Tudor Dumitrescu 00:39:53 That's very interesting. I mean, it's easier to see it as a fantasy, right? You don't have to do any work and whatever you want just comes to you by itself. It's much easier to see it that way. And of course, it's also much easier to sell it to people that way. But I, I'm also a firm believer in, in what I call realistic thinking. You know, some people they say

that you have to think positively personally, I don't necessarily share that because you know, every moment you're thinking positively, the positive thought has an opposite, which is hiding somewhere there and sooner or later it's going to come out. If I think that X, Y, Z is positive, then the opposite will by necessity be negative. So it's much better to be realistic and face them. What's actually there in front of you.

Dr. John Demartini 00:40:37 Exactly. The stoic understood this and, and what people do when you're in your amygdala, you tend to have a subjective bias, a confirmation and a disco, confirmation bias, a false positive, a false negative. And you're basically skewing your reality and living in a delusion. And while you're infatuated with your fantasy, you're blind to the downside. And while, when the nightmares come, which are inevitable, they're actually there, but you don't see 'em. And then when they become consciously aware, then you're blind to the upsides mm-hmm <affirmative>. And so I'm not a positive thinker by any means. I think that's hokey and it's basically misleading people. It's an opium of the masses. I'm a balanced thinker. And if you don't see both sides, you're not gonna have mindfulness. Mm-hmm <affirmative> mindfulness is seeing both sides simultaneously.

Tudor Dumitrescu 00:41:19 Absolutely.

Dr. John Demartini 00:41:20 The, the illusion of one side is an opium for the mass market. And that's why I don't promote a success or failure mentality. I think success is a repurposing state to, to pursue and failure is a repurposing state. And they're both feedback mechanisms for a man on a mission. They're

Tudor Dumitrescu 00:41:37 Both value

Dr. John Demartini 00:41:37 Firm believer of being a man or I'm, I'm interested in being on a mission, not interested about success. I don't give a damn about the term success. Even ke from Coca-Cola company says I'm leery about people that think they're successful. They're on their way down. Mm-hmm <affirmative>

Tudor Dumitrescu 00:41:50 Mm-hmm <affirmative> I absolutely share that. I mean, I think very much in a similar way. So it's fascinating. You mentioned the STO, do you have a particular favorite philosopher in history?

Dr. John Demartini 00:42:04 Well, no, I've studied thousands of, I just finished last year in November, a textbook, actually October a textbook on a lot of philosophers. <laugh> Western Eastern, Asian, you name it and scientists. So anybody that's made a contribution in history, I try to devour 'em mm-hmm <affirmative>. So I go all the way back back to fails and aims from Egypt and, um, Eminem ops. I go through all of them all the way, the Greek philosophers PGOs and thas and the aand or amines, an AXA agos fall. I go through ATA as Plato, Socrates, you know, I've, I've gone through all the Theo. I've gone through every possible philosopher. There is something that I'm aware of. And I devour their writings and summarize their writings and take their best principles I can and incorporate it. You know, her colitis and these guys terminates, I, all these guys had something to contribute on the planet and I'm a firm believer that some of those contributions are still active today and usable today. Mm-hmm, <affirmative>,

Tudor Dumitrescu 00:43:03 Mm-hmm, <affirmative> related to this. I wanted to ask you, and this is a question that I ask of every guest, but I think it's very important for you because you've just read so much. What would you say your top five book recommendations if you had

to make any would be, and I realize that that may be a very hard question. Just given the amount that you,

Dr. John Demartini 00:43:23 Well, I tell people when people ask me, you know, what's the best book to buy. I tell 'em to get synt Topan volumes one and two by the Botanica series from the great ideas. Mm-hmm, <affirmative>, Syon S YN, T O P I C O N volumes one and two. And what that is, is the greatest ideas by the greatest minds in the Western world, in the last 2,700 years summarized into the most important topics. That's why it's called Synica. It's a synthesis of the greatest, most important topics that human beings have thought about that we could discuss and look at and learn about. And it's a PhD on life. And those two books, I think are just two essential books for people who wanna master their life. Those are just good. Starting points. Those two books.

Tudor Dumitrescu 00:44:10 Mm-hmm <affirmative>,

Dr. John Demartini 00:44:11 That's the size of about five books. <laugh> yeah. Those

Tudor Dumitrescu 00:44:14 Two books. I know them. They're about a thousand pages each. I think so.

Dr. John Demartini 00:44:18 Yep. They're that just about that big?

Tudor Dumitrescu 00:44:20 Yeah. Yeah. <laugh>, they're definitely quite thick. Thank you for that recommendation. I mean, um, I think that it's definitely worth the effort going through them because just the breadth of knowledge that you're going to get is going to be supremely useful. And actually, uh, when it comes to entrepreneurs, a lot of people don't understand. I mean, they want knowledge to be immediately useful to them, right. And they don't understand the value that somebody gets out of having a very broad understanding of things that are out there. But I mean, if we look at people like Elon Musk who are very successful, they're not just good at one thing, they have a very large breadth of understanding about the human world and where we're at today in the progress of society. So what is your advice with regards to that?

Dr. John Demartini 00:45:12 Well, you can be, you can know more and more, about less and less and become a specialist and over specialize and put yourself into extinction. If you're not able to adapt to a changing environment, or you can learn less and less about more and more, and also have more adaptation and find the common threads to all those disciplines mm-hmm <affirmative> and find the most universal principles that way. I personally think it's wise to start with a specialty and branch out and become polymathic. If when I look at the people that I've stood on, the shoulders of most of 'em are polymaths. Mm-hmm, <affirmative> the people that have met the biggest marks in the world where those people that started in one specialty broadened out and hit it from so many lateral angles, from so many different ways of looking at it, that they were able to pioneer new ideas.

Dr. John Demartini 00:45:53 So I'm a firm believer of that, or to surround yourself with those people around you. So you can allow yourself to glean insights by having great minds around you. They either way those two can help. I try to surround myself with some of the great minds. Uh, I've met thousands of people that are bright people on this planet. And I try to do that and have debates with them. I do it almost every morning with very bright people. And, uh, I find that that helps me go back and learn new words and new things and, and tackle and be objective

with myself and do self-reflection and make sure I'm not diluting myself sometimes. So that's, those are essential.

Tudor Dumitrescu 00:46:28 This is fascinating. I feel that you have so much to teach Dr. Demartini and, uh, we're struggling to cover all of it, you know, in, uh, one short episode, can you share a little bit about how people can find out more about you and what next steps they should take if they want to discover more about themselves and basically discover their highest values and pursue them?

Dr. John Demartini 00:46:53 Well, I don't wanna ever put a should on 'em. I don't want anybody to have to feel that they've got to have to, must, should ought to, to, or need to, from anything I say, I want them to find intrinsically what inspires them and let them decide in their own life, their path. I'm a firm believer that, but if they would like to learn about what I'm doing, they can go to my website, Dr. Demartini.com. If they'd like to go and have a real great beginning insight about their own values and look at what's true in their life, the value determination process on that website is free. It's private. And I would do it, do it once and do it a week later. And it a month later, until you're honest with yourself, when you get a tier of gratitude and you're really honest, it'll be a valuable piece of information to be known.

Dr. John Demartini 00:47:37 And then they can go on my website and they can, they can take advantage of the thousands of interviews, the radio, the television, the movies, there's just YouTubes. There's the podcast, the Demartini show. And there's also the breakthrough experience, which is my signature program that I've been doing for 33 years. I've done it 1000, 144 times around the world. And, uh, I'm absolutely certain that if anybody wants to game go down the path of mastery, authenticity, and empowerment, that course is gonna blow their mind on what they're gonna learn in two days that I'm certain about. I ask people every week when I do that course, how many of you learned something this weekend that you could've gone your whole, whole life and never have learned if you hadn't been here? Every hand goes up week after week after week. Mm-hmm

Tudor Dumitrescu 00:48:16 <affirmative>, that's fascinating. Can't you?

Dr. John Demartini 00:48:18 They wanna, if they wanna save some time and not have to go and read 30,000 books and not have to go and you know, they can stand on my shoulder. I, I, and I love it. This is what I enjoy doing most. This is my life mm-hmm <affirmative> is researching, writing and teaching

Tudor Dumitrescu 00:48:30 Mm-hmm <affirmative>. That's fascinating. Can you tell our listeners a bit more about what they can expect if they actually attend the, the event, the breakthrough experience.

Dr. John Demartini 00:48:38 Well, we're gonna find out what they think is in their way. And we're gonna find out how it's on the way. I'm gonna show them how to determine their values and get really clear about what it is. I'm gonna show 'em how to prioritize their life and delegate their lives. So cuz if you're not delegating lower party things, you're gonna be trapped. Mm-hmm <affirmative> anytime you do something low on your values, you're gonna devalue yourself. And that's not what your greatest potential is. And anytime you're doing the absolute number, one thing as Gary Keller says that one thing and liberate yourself to do that. That's where your genius is gonna be born, cuz that's where you're gonna be pursuing challenge that inspire you instead of filling your life a challenge that don't, that's where you're gonna end up having

mastery. Then I'm gonna teach you the Demartini method, which is on how to dissolve any baggage that's sitting there.

Dr. John Demartini 00:49:17 There's a lot of people are carrying around distractions from past memories that are infatuations or resentments, phobias and fills prides and shames and griefs and all this other stuff. I'm gonna show you how to take any emotion that is distracting you and show you how to neutralize it. And it's a science. I guarantee it, you apply. We're gonna do it. We're gonna demonstrate it and make you do it and you're gonna experience it. So I hold you accountable. Mm-hmm <affirmative>, it's a highly accountable workshop. It's not a Rob rod. It's not standing on shoulders. It's not for people that wanna spectate it's for people that wanna master their lives. I show you even how to own the traits, the greats. See, I always say that in the, the true you nothing's missing in the false, you, you have these assumptions. There's something missing. Things are too prouder to humble to admit that you have, that you see in others.

Dr. John Demartini 00:49:58 But the moment you realize nothing's missing and you're both hero and billing and Saint and sin and virtue and vice you're all the above and you give yourself permission to be all the above. You're on your way. You can't try to get rid of half of yourself. Don't expect to ever master your life and love yourself. If you're trying to get rid of half of yourself with moral hypocrisies, you gotta be able to own it all inside you. If you wanna mask the game, cuz otherwise you're gonna be stopped at the level of what you're trying to avoid in your lives. So this program is a very practical, very experiential thing that allows people to get on there. Get on the way, see life on the way, not in the way. So if you think you came in there with baggage, I there's no victim of history in this course, it's only master of destiny. It's all I'm gonna, anybody tries to pull off a victim game. I'm just gonna squash it.

Tudor Dumitrescu 00:50:40 Thank you very much for sharing that and for giving our listeners that opportunity. You mentioned earlier that you want people to be intrinsically motivated and inspired. However, very frequently, this requires some degree of self trust and many people I've noticed. They, they don't, they just don't have this capacity to trust themselves. They always trust people outside of themselves. So how can people go about changing that?

Dr. John Demartini 00:51:07 Okay. The trust factor, the oxytocin and Bepress and transmitters are only activated when you're doing something that is high in their value. That goes back to values. When because see, the only thing you can rely on anybody to do is do whatever they think in any moment, they'll help them fulfill what they value. Most, every decision they make, every perception they take. Every action they take is always based on what they value most. So when you basically have an expectation to try to do something, that's not really highest on your values, that you've inculcated from the outside world, from some outside authority that you're ending, you're automatically not gonna trust yourself. And you're designed not to trust yourself until you're authentic. Mm-hmm <affirmative>, it's designed that way. It's not a flaw. It's not a weakness. It is an absolute biological homeotic feedback mechanism, guiding you to only pursue what's truly authentic and meaningful to you. And that's designed that way. So many people think there's flawed and they think they're messed up, but they're not. Once they identify what they really value and get prioritized on that that's immediately transformed.

Tudor Dumitrescu 00:52:05 Mm-hmm <affirmative> this is all super fascinating and highly valuable for our listeners. So thank you for coming on the show. Uh, I wanted to give you the opportunity. If you have anything else that you would like to leave our listeners with now that we're approaching the end, any comments that you would like to make or share with them.

Dr. John Demartini 00:52:25 Yeah. If you wanna make a difference in yourself, you it's essential that you have a vision as big as your family. If you wanna make a difference in your family, be a leader in your family. You need a vision as big as your community. You wanna be number one in your community. You wanna vision as big as your city. You wanna be number one in the city. You need a vision bigger as your state of province or pre prefect. If you wanna be number one in the state, you need a national vision. You wanna be number one in the nation. You wanna need a global vision. If you wanna make a global difference, it's time for an astronomical vision. And the astronomical vision only occurs when the space and time horizons keep expanding by living congruently by what you value most cuz that's where you give yourself permission to shine like a star.

Dr. John Demartini 00:53:00 Instead of shrink down on the trust, a world where you're judging, we're here to love. We're here to judge. If we're trapped in our judgements, we're not gonna empower life, cuz we're gonna be trying to change ourselves relative to others or others relative to ourself, which is Utah. But if we actually were here to share in the thing that we would really love in this planet with the people that we'd love to do it with and have some equanimity, man, the sky's a limit and I'm a firm believer in giving yourself permission to shine, not shrink

Tudor Dumitrescu 00:53:24 Mm-hmm <affirmative> thank you then very much Dr. De martini for coming on the show, you're very inspiring and I'm very moved by your mission and your dedication to the mission, which is obvious and evident to anyone listening. Thank you once again for coming on the show and to our listeners, stay tuned for the next episode. And until next time, remember, keep growing your businesses and providing massive value to the world. What you are the reason why we're all growing richer, our freedoms are expanding and we're all living in greater prosperity. Thank you.