GPSolo Podcasts – Brown Bag Series

How to Achieve More and Stress Less
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Operator: This is Conference # 5659135.

Lynn Howell: Thank you and welcome to GPSolo Live Brown Bag Podcast for Wednesday, July 11th, 2018. My name is Lynn Howell and I am your (programs for chair) for GPSolo. Today we welcome our guest, which include the section litigation, the senior lawyers division, and the young lawyers division. We are grateful that you are joining us.

Today’s presentation is how to achieve more and stress less. Today, you will get a sneak peek of one of the sessions of the 2018 while be in GPSolo small conference “Tradition Meets Innovation” scheduled in Charleston, South Carolina from October 25th to 27th.

Motivational speaker Jack Canfield will provide some insight into his success principles, which can be applied in our practices and personal life. Jack is not only a motivational speaker and success coach, but he’s also American author, seminar leader, corporate trainer, and Entrepreneur.

He is in New York Times Bestselling Author of “The Success Principles” and co-author of the “Chicken Soup for the Soul” series which sell more than 250 titles and 500 million copies in print and over 40 languages.

We have a link in your materials that takes you to “The Success Principles” so you can learn more about them. At this point, the person who’s going to be working with Jack is not only our chair or coach (I should) Chair Elect, Melanie Bragg. Melanie will be leading the GPSolo edition for the 2018 – 2019 (barrier). Melanie, would you please take over?
Melanie Bragg: I sure will. Thank you so much, Lynn. I’m just so excited to be here today, this wonderful Brown Bag Session with Jack Canfield. I got just give you guys a little bit of history.

Jack, of course, as many of us older folks know him, he is a co-creator and co-author of the “Chicken Soup for the Soul” series. And I got the “Chicken Soup for the Writers Soul” series as a gift. And I learned about this wonderful conference to Maui Writers Conference. And went to that, I think, 2001, 2002, 2003 and that’s where I met Jack.

So, I have been working with him. My first training I had with him was in 2003, went to a Best-Selling Author Program. I went to 2009, (break to the success). I’ve been an assistant on his team.

Many times, I have also been to (advanced) and I’ve done the Train the Trainer Program online. So, I have been doing this work with Jack for many years. And not only have I found it wonderful and fulfilling for me in achieving my goals and my dream, which is to be a wonderful – wonderful lawyer, but I love – I love being a lawyer.

But, I also want to do the writing, and coaching, and teaching, and speaking that I am doing now. So, I attribute much of my success to what I’ve learned from Jack and I’m eternally grateful to him for that.

My very first chapter, my very first published chapter was in 2005, effortless marketing putting your unique qualities to work. And that was my – it formed the basis of my body of work and I tribute (Jack Beyer) in that first chapter.

So, this is a long-term relationship and I’m just so excited. Jack did our leadership meeting in Santa Barbara last year and our team and GPSolo is just really, really proclaiming the benefits that they’ve had to themselves and their practice, since that leadership meeting.

And so now, he’s going to be coming to Charleston, South Carolina for our joint meeting with the young lawyers division. And I just feel like lives are going to be transformed and lots and lots and lots of good is going to come out it.
And I think Jack has a background with the military and with – he’s also curious about us, lawyers. So, I think this is kind of a new fun thing for Jack to do. What do you think Jack?

Jack Canfield: I’m looking forward to it. I had a great time with the meeting we had here in Santa Barbara. Everyone was open, and grew, and participated 100 percent in all the activities we did because we did a lot of experiential things that we’re very transformational, so I’m looking forward to working with more of you.

Melanie Bragg: Yes, yes. And the thing is, so everybody just listening, we’re – Jack and I going to talk about two different levels of benefit that this work, it’s personal growth Jack will explain a little bit more about what it is.

But, there’s a level for us, lawyers, in terms of us being at our peak performance on – I always say that lawyers of the conduit suggest this. And so, if the conduit is broke, the justice is going to be broke. So, that’s one level for ourselves.

But, also what I have found for many years and we’ll talk about this more, as we go through this program, is the value added benefit to your skills as a lawyer. The things that you learn from Jack are tools that you consider your toolbox to help you with a tough client, help you coach a client through so that they don’t make the mistake that they’ve made that brought them to you again.

So, Jack let’s talk a little bit – give us a little bit of the background of where you’re coming from with your teaching, and then we’ll dive into some of the top principles.

Jack Canfield: Well, they say – excuse me, hold on a second.

I started out as a high school teacher in Chicago, and I became more interested in why my kids weren’t motivated to learn.
And so as a result of that, I went to a seminar with (named) W. Clement Stone who (was worth) $600 million and that he became my mentor for a number of years, teaching me that there is a science to success.

And nobody that I ever know went to college and took a course called “Success 101”, like what is the psychological component, the action component? How do you deal with your thinking, your imagination, your behavior?

No one ever taught us to take on a 100 percent responsibility for our life. That’s why most of our culture blamers have been plaintiffs and victims. And most people that come in to our law office say like they’ve been victimized in some way.

And so, basically, he taught me a system of about, I think, 15 principles that I’ve now expanded because I’ve learned a lot since the 1970s to help people be more successful.

So, I’ve worked with about every major corporation from Microsoft, General Electric, the military in America, governments I’ve spoken in 47 countries around the world.

And I just now, have these tools and these principles. And when you put them together into a system, it’s a system that can be applied your golf game, to your law practice, to your relationships, to your health, to anything you want to create more success in your life.

So, I’ve been doing this now for – I’m – I’ll be 74 this summer and I’ve been doing this since I was 29. So, 44 years of teaching people how to be more successful in picking people that are struggling to make them millionaires, top salespeople, Hollywood movie stars, Oscar winners. I’ve worked with about every possible professional you can think of and help them get to the next level.

Melanie Bragg: Yes. You are on “Oprah SuperSoul Sunday too. That was really good session. And what I love about you the most is your teacher’s heart. You’re a teacher, and that’s – and that’s what you care about.
Well, for me your number one success principle in your “Success Principal” book – and by the way, your book is on, I think, there’s a link to it here. That the number one is, “Take 100 percent Responsibility.” Why is that one number one?

Jack Canfield: Well, basically, if you don’t start with that principle and you’re about blaming, complaining, and excuse making, you feel like you are the victim. And therefore, if you didn’t create the situation you’re in, you can’t uncreate it.

So, if I get really clear that the reason I’m where I am right now, is that I did something to create it or I didn’t do something I needed to do to create it, so, it’s either action or inaction. Then, what happens is, I’d never going to step out of that victim role.

And so, the first chapter of my book, which is the most important sourcing we do in every training is the first thing I’ll talk about in South Carolina where we can actually do more demonstrations from the stage and things that are much more profound than just talking on the phone.

But, basically, we – most people are – well, I’ll share a little formula that I’ve put in the book and you know really well which is E plus R equals O. It stands for event, plus response equals outcome.

And what happens is when people – everything you’re experiencing right now in your life is an outcome. It’s an and outcome of the food you ate in the past to see how much alcohol you drink, it’s how much work you put in, it’s how much negative thinking you did, whatever it is.

All that you’re experiencing now is a result of how you responded to earlier events. So, E plus R equals O. Events occur. You have a response for that event, then you get an outcome.

You get a $2000 bonus you weren’t expecting, and all of a sudden you go and you pick your friends to Vegas, and your later – your outcome is you know your net worth is not better than it was a year ago.
Someone else take the same money and invested in Apple stock or whatever, and they have a different outcome.

Same thing is true with food. People put chocolate cake in front of you. If you eat it, you’re going to put on calories. If you don’t eat it, you’re not.

And so, everything we’re experiencing in life, the quality of your practice, the quality of the people you’re attracting, the number of referrals you get, the outcomes you’re getting in court. Or all the result of your behavior and how you responded to what showed up in front of you.

And so, what we know is there’s only three responses that you can have to any event. The thought you think, the images you bring up in your head about it.

Or you get that judge, “Oh, well, God, he’s terrible.” And you start to think about how difficult it’s going to be in court, whereas you could have a different vision and think you’re going to have a great (session) in court, you’re going to have a different outcome feeling-wise. You’re going to have a different outcome of how you show up in terms your energy, you’re going to have a different outcome in terms of the things that occur.

And then – so, we have thoughts, images and then behavior – the things we say and do. And so, so many of us are saying things that we’re not even aware we’re saying that are actually creating people to judge us not like us, et cetera.

Then, so the reality is we can learn from studying successful people in every field. And if you – if we can study successful attorneys, we can study successful athletes, whatever, there are things that they think differently. They think different thoughts.

I just give you one example. I was doing a workshop during the first part of the recession. I was up teaching the RE/MAX franchise owners real state guys.
And most everyone’s business during the recession was down about 30 percent, 40 percent. And this one guy said, “No, I’ve doubled my business.” And there – I thought (how much and) I said, “So, what’s going on with you? What – let’s delve deep, but, what thoughts are you thinking?”

And he said, “(Well everyone else is thinking from) recession, I should spend less money on advertising, I need to cut back on my staff,” he said. But what I say is, “Whenever there’s a recession I make money no matter what the economy is doing.” And this guy was doing twice is what everyone else is doing.

Another example during a recession I’m on an airplane, I started talking to guy next to me. And he’s got his – he’s a insurance or manager or sales manager. And his whole group is up about 25 percent during the recession instead of down.

And I said so, “How are you doing that?” He said, “Well, I make my group breakdown five action steps they are going to take that day. (They’re going to take) – move them forward no matter what is going on in the (other) world. And they have to complete those five steps. And they – I check in with them the end of the day. And they can’t go to bed until (they’ve done it).”

And he said, “Based on that Rule of Five, we’re doing better than anyone else’s, because everyone else was holding back.”

I said, “Where did you learn that?” He said, “I read this book by Jack Canfield, called “The Success Principles”. We’re keeping the Rule of Five.

And then, I said, “Well, I think that’s a really good book. I heard this from a friend. But, the point I am saying is why are some people doing better than others?

And there are – there are answers to that and we’ve studied all that. And so, there’s a system, if you understand it, we can talk more about it today that you can achieve it.
But, if you think you’re a victim, then what you’re going to do is you’re going to blame other people. You’re going to blame the government, the economy, the weather, your secretary, the judge you got, the jury, whatever it is. You’re going to blame them. And basically, blaming is behavior that never produces a better outcome. It might make you feel better for a little bit, but, it doesn’t give better outcome.

Complaining. When anyone complains about something, it means they’ve a preference of something they want, that they’re not willing to risk creating.

So if I’m complaining about the weather and you’re living in a place where there’s high humidity and a lot of heat, you can move. You can get better air conditioning, whatever it might be.

If you’re in a relationship and you’re complaining to your wife about your partner at work, or you’re complaining to your partner about your wife at home – and we usually do that. We complain to someone who can’t do anything about the situation because it’s easier.

We – it’s a risk to confront your partner. It’s a risk to tell the truth your wife about how unhappy you are about the relationship, and ask for what you want, it’s scary. But the point is, if you’re complaining, it means you do know something better exists and you’re not willing to risk creating it.

So, all of these things we learn that these victim behaviors, if you will, the stories we tell ourselves about the past and why we’re wounded and why we can’t succeed and how bad everything is, that is a strategy that you are doing unconsciously that doesn’t get you where you want to go. So, there’s much better strategy.

But, once someone says, “I get it. I created it. This is why in here right now. I said those things. I did those things. I didn’t do those things”. Now, we can start and say, “OK, what’s going to work?” But you got to get the blaming, complaining and excuse making.

Melanie Bragg: Yes, at – when I look back at how I was as a young lawyer, I really didn’t have a plan. I just kind of – just took off in the Court of Appeals, and I just
opened my own practice, and I’ve been busy ever since. But, I really didn’t have like a real plan for my business.

And what I’m seeing today, and it’s been wonderful, it’s been 36 years and I’m doing great. But, the thing is, is now, there’s so many technological things that lawyers can do. And what I’m kind of excited about is talking to the young lawyers that are coming to this meeting, this fall, and just helping them sort of do what maybe I didn’t do as well, which is plan ahead, setting goals.

What is the – what is the value for your principles? Be clear why you’re here, decide what you want believe is possible. Isn’t – are those foundational to creating a really truly satisfying practice because there’s a lot of lawyers who aren’t happy with their practices.

They’re – they don’t feel fulfilled in what they are doing. And I’ve just – I want them to be. So I’m trying to figure out ways we can communicate to lawyers and help them get on a better path.

Jack Canfield: Well, the second principle I teach and you refer to it is be clear why you’re here, what is your purpose? And did you go into law to – for justice? Did you go into law because you wanted the right some wrongs with litigation? Did you go into law because you just want to make a lot of money or you want to be powerful or was a step in the politics?

Whatever it is that you have to be clear about what that is. And sometimes, you’re – you go into something with an intention, but, is really not aligned with the highest purpose of your fulfillment.

I start out as a high school history teacher. I became much more interested in how to get the kids to believe they could learn than I was in teaching history. That led me to teaching teachers how to do that, that led me to doing in corporate world.

So, life unfold in a certain level. But I’ve always had – I’d had always knew I’m a teacher. My life purpose statement is to inspire and empower people to
live their highest vision, but at least what they wanted in the context to love and joy in harmony with the highest good of all concern.

Had someone on Wall Street had that last phrase in harmony with the highest good of all concern, we wouldn’t have a meltdown because that – in our recession because people would’ve realized, “If I do this, it’s going to put all that at risk.” That’s a selfish thing to do.

So, can I have my highest purpose, my vision of what I want without harming other people? And I think the answer is yes. So, that’s my purpose. For someone else, it might be to end hunger in the world, or to create environmental sustainability, whatever it is.

But, if you don’t have a purpose, as one great author once said, “You get to the top of the ladder and you realized the ladder is leaning against the wrong wall.” And so, you see so many people that are wealthy, that are unhappy, that are alcoholic, that have meaningless lives, that are taking valium because they just not happy with what they’re doing.

And so, basically, you need to discover and to get really clear, be able to articulate, “What is it that really I’m here to do that is going to fulfill me?” And there are techniques for doing that. We can talk about that.

But, basically once you get clear about your purpose then, you say, “What’s the vision of my ideal life that will fulfill that purpose?”

I just saw the Ruth Bader Ginsburg movie or RBG, and it was clear that she had a purpose. As she started her career, which had to do with the empowerment of women ending human rights abuses, et cetera. And her whole career had a arc to it that was – it – you look back and say, “OK, that was a purpose that she had.”

She argued many cases in terms of Supreme Court and she was always on the side of empowerment of women and fairness of all that – with people that would be abused, otherwise.
So, the reality is, once you have that purpose, then, “What’s the vision? What kind of law office do I want to work in? What kind of partner store I want to have? What kind of cases do I want to deal with? What kind of income do I want to have? What kind of house do I want to live in, et cetera.”

And most people live life by default, that you get – they are like a cork on the ocean. They’re being buffeted around by whatever the ocean waves are doing, as opposed to you’re in a speedboat with the direction that you’re going right where you want to go.

But, you can’t be – you can’t be in that boat if you don’t have a destination. That’s why the subtitle of my book is “How to Get from Where You Are to Where You Want to Be.” But, you have to establish where do you want to be.

And then, once you’ve got that, “Look, I have this vision about my ideal life looks like,” it has to be turned into goals. Goals have deadlines and they’re specific.

A big house from the ocean is an intention. A wish is not a goal. I will live in a 5,000 square-foot house on Pacific Coast Highway in Malibu by January 31st, 2021, 5 P.M., that’s a goal. And most of us don’t do that.

What happens as soon as you set a goal and then use the tools of repetition like you read that goal or you look at a picture of it or you have an affirmation that says, “I’m happily living in my beachside villa in Malibu.”

What happens is your subconscious mind then takes that on as a direct command to figure out how to do it. That’s where creativity comes from.

When you struggle with a case or anything you want to accomplish, eventually you have this A-ha moment, this breakthrough.

You could be in a shower, you’re in your car, you’re walking along that river, whatever. And this creative idea comes forward. It wouldn’t have come forward if you hadn’t had a clear intention. And then done the research you need to do and think about it, talk about whatever.
(Pretended there’s) incubation process that occurs in the subconscious mind. It comes up with a solution. And it also – because of the vibration that you create when you’re focusing on wanting something and believing it’s possible, then what – and that’s an important part, the belief.

Then, what happened, the vibration of that – because every thought has a vibration. That’s why we could do EKGs and things like – it actually then goes out like a radio wave into the universe.

I know this sounds a little (loo) but there’s now tons of research on this from quantum physics that actually attracts to you the resources, in terms of ideas, people, money, articles, support, “people you meet accidentally” but, not accidentally on the airplane or restaurant. And then, all the things you need to accomplish that goal start to form around you like a matrix, a vortex of energy, and then, you move forward.

So, without a goal, the subconscious mind goes, “You want to live on ocean? Well, which one, by when? I don’t know. I’m not – I can’t help you get there if you don’t know Pacific or Atlantic.”

And so, you got to get very specific. And unfortunately, only about 10 percent of the kids who graduate from high school in America has never been taught how to set a goal. Most people go to law school, get their MBAs.

My son just got a MBA from Wharton this summer in business. And that never wants of any of that discussed. And so we go to school and don’t learn the skills of how to use our brain, and how to use these principles to achieve the success that we so desperately want.

Melanie Bragg: Yes And, Jack, just real quick, tell them the (story). I love the story so much about how – when we went from teacher and he got that – the thing about $100,000 a year and how you’re going to do it shower deal. Remember that story when you met the girl that …

Jack Canfield: Yes, well. Sure, yes.
OK, so, what happened for me I’m – I basically was working for this man, W. Clement Stone. I had stopped – when I went there as a teacher in Chicago in the 70s and I would make $8,000 a year – that’s what they paid back then. Now, it’s closer to 50, but that’s inflation and all that.

But, anyway happens is that Stones said, “I want you to set a goal that’s so big that if you achieve it, it will only be because of that principles I taught you and you’ll know that.”

And so, I said, “OK, I want to make $100,000 in a year.” That was like, I don’t know, $400 or $0.5 million these – in these days.

And so he said, “I want you to basically have an affirmation. And my affirmation was, “God is my limit – unlimited supply. And large sums of money come to me quickly and easily. Under the grace of God as I easily and effortlessly earned $100,000 a year.”

I would say that every morning, and then, I made $100,000 bill with the (diesel) overhead projector type things. You could project something on a big piece of paper then, trace it. And I put this $100,000 bill that I drew up on the ceiling.

And every morning, I would look at that and I’d close my eyes and visualize having $100,000 life (so). Then, it was like Navajo rugs on the walls and living on this lake that I’d love do. It’s nearby my house and so forth.

And I would do that every day. And there is something called the 30-day principle. If you basically focus your mind for three to four minutes and visualize the goal you want, what happens in about 30 days, the subconscious mind – a new neural pathways are created in the brain.

And this is why – if – when Donald Trump says, “(Crooked) Hillary enough times.” What happens if you have heard it so many times, you can hardly hear Hillary without hearing (crooked) in front of it. And so, it’s a – it’s a brilliant debate technique if you will.
But, point to being that the subconscious mind through repetition, it – or after 30 days, these are new neural pathway. And so, what happens is that you then start to get these creative ideas coming up.

So, I’m in the shower. And all of a sudden I thought I have a book called “100 Ways to Enhance Self-concept in the Classroom.” And every time I sell that book, I get a 25 percent or 25 cent royalty. So, four books equal $1. The books sold for $6.95 back then.

And I was getting royalty checks about $2,000 a year from the book. And there wasn’t a $100,000. But, I realized if could sell 400,000 books, I would get $100,000. The first time I ever had that thought.

And so, then, I thought, “Well, how can I sell 400,000 copies?” And about a month later, I was reading “Reader’s Digest” in my grandmother’s bathroom. And it says – it said, “8 million readers in 37 languages.” I said, “Wow, 8 million people read this – an article by (Neir Adbymi) – my book, then probably 400,000 people would buy it.”

So, I find out what the (average) cost for “Reader’s Digest” was a $108,000 for one page for six issues. What they said, “You had to have (repetition).”

I did not have $108,000. And as I used to jokingly say, “If I did that, I’d still (about) $8000 because I would have spent $108,000 to make $100,000.

So, anyway, my wife said, “You know, there’s article from there, why don’t you write an article?” So I wrote an article, didn’t get published.

But then, I’m at the supermarket, you start noticing things. Remember (was I’d) – if you’ve ever bought a new car, the next day you’re driving around. You see 25 of them on the road.

And so, there’s this thing in your brain called “the reticular activating system” that determines what gets into your conscious mind.

Like right now, everyone on this call, you’re not thinking about your right foot. But as soon, as I said right foot you can immediately feel what’s going
on in your right foot. But, until I said right foot, you weren’t thinking it, you weren’t feeling it.

And so, this reticular system determines what gets in the consciousness that’s flowing into your eyes and appeared back from your foot and all that kind of stuff.

And what controls the reticular activating system, what it lets into your awareness, is your goals and your beliefs. And so, by having this goal, you start seeing things in the environment that will actually assist you. And so, I was starting to get all these little clues, if you will.

And I was in the supermarket, and I saw the “National Enquirer”. It said, “12 million readers weekly.” I said, “That’s best better than ‘Reader’s Digest’.”

And so, basically, I try to take (it at nap). It was also too expensive to do for the time (window) – the money I had.

But, I kept thinking, “I got to get into ‘Reader’s Digest’. I got to get them to the ‘National Enquirer’.”

And to make a long story short, I get down to New York. I’m giving a speech of Hunter College for the school of education. And this woman comes up at the end, that’s about 600 people in the audience.

And she said, “I’d like to interview you, that was great.” And I said, “Who do you write for?” She said, “the National Enquirer.” And I’m going like, “Do, do, do, do, do, do, do,” like the Twilight tone (inaudible).

Melanie Bragg: No, I know. I know. Oh my gosh.

Jack Canfield: And so, she goes and she does the interview, she publishes it. I’d – and then, she mentioned my book and I started selling tons of books.

And then, my wife ordered something in the mail. And whenever you order something and it comes to you like from Amazon or something, three’s a little flyer for something else they want to sell you because they’ve already proven
you buy stuff over the Internet now. But, back to the mail. I think she’d ordered some pantyhose or something. But it was ads for other things.

She said, “We should start a bookstore, and you sell your book.” And I said, “Why?” And she said, “Because then we’d make $3 per book. You’d only have to sell we have to sell 33,000.”

And I went, “OK.” So, we started (a little mail order) bookstore. We’re selling books at conferences. And we went to UMass, University Massachusetts, and we had a bookstore there.

And then, we started selling other people’s books, because my wife said, “Well people proven they’d buy a book from self-esteem, now let’s have other products on self-esteem.”

Long story short, by the end of that year I had a two high school students coming in after school every day for filling orders. We were taking our bookstore to conferences, generating about $2,000 net profit every time we did that. So, we basically had a $2,000-a-week business going, plus all the mail-order, plus my speaking and everything else I was doing that time.

And I didn’t make the $100,000, I made $93,238 something like. And no one felt like we’ve failed. I mean, went from $8,000 close to $92,000 or it’ll be like 12 times (my metrics will be).

And then, my wife says, “Wow, this stuff really works. You think it’ll work for a million?” And if I’m doing – when I do my talks, I – the next thing I’d put up is a check written to me for $1,123,000, which was three months book royalties for the first “Chicken Soup for the Soul” book. So, this stuff works, but you have to work.

Melanie Bragg: Yes. And that’s a thing you have to work it, like a lot of people have a wishbone, but they don’t have the backbone to do it. You’ve got to do the work. And I love that Rule of Five.

And tell them about how you did the – the post to (pick) – it has to be an intentional thing. It’s not like, “Oh gee, I wish I could get more clients. I
wish I could get more people in the door.” There are ways to do that and you can set up a little bulletin board with poster pads and go to the events.

There’s a – there’s a multitude of different types of networking things that lawyers can do and you just kind of have to find the ones that are – that work for you. But, what would you advise lawyers as far as building their businesses?

Jack Canfield: Well, I just – we do this – we call them “luxury retreat masterminds”, where we’ll have 24 people come to a luxury hotel and we work with them for four and a half days.

And we just dig one in Hilton (head) South Carolina and I – and we had a guy from Mexico, he’s a lawyer, very esteemed, firm down in Mexico City.

And he was then – it was one of his questions like, “How do I build my practice?” And one of the things he realized he wasn’t networking.

Law – a lot of your clients come from referrals and well then who do referrals are going to come from? He was primarily in the real estate transaction and mergers and acquisitions world.

And so, we looked up where are the people like you need to be taking real – people that are – that have real estate brokers is out to lunch. You need to be talking to the people who are building commercial real estate.

You need to be going to local meetings, Chamber of Commerce places, network with people. (He feel, “I don’t know what to do.”) I’m a little bit shy.” So, “Well, I will get you where you need to go.”

So, basically he started – and we made an agreement that he would do, at least, one out in the world event a day, unless he was prepping for a (file) someway he didn’t have the time to do it. But that wasn’t an issue. He needed more clients.
So he started going to networking lunches, he started inviting people to go out to lunch and breakfast with him because (that it’d be key for us). He wrote a book called, “Never Eat Alone”.

And his point in this book is every meal is an opportunity to meet with clients, to meet with people that can refer you and to ask for referrals.

A lot of times people think, “Well, I shouldn’t be doing that, that’s not professional,” whatever. But there’s a way so that people know that you’re looking for more clients, whatever.

But the point is the Rule of Five, he would literally put on five actions steps he could do everyday. Maybe he make five phone calls and set up one lunch and appointment, whatever it might be.

But the – and then he started going to his country club at night and then talking to people because he wasn’t doing that, he was going home watching T.V.

I’ve never saw anyone that improved their business by watching T.V. The average North Americans spends two to three hours a day watching T.V.

And it’s really easy to do. You start watching the news, the next thing you’re watching an HBO movie or something, and that could have been much better spent in terms of exercising, getting your health better, spending intimate time with your spouse or your kids or reading something that’s going to improve your practice on marketing or sales or enrollment or a little (hour), or whatever or being out of the world and networking with people.

Melanie Bragg: Yes, Jack, that’s really – and I’m sitting here. I just got like 10 new ideas myself. And there’s just so many things. The practice law is changing so dramatically right now. It’s just really exciting and fun.

And I also – I’m sure that (Kim) and some of my other folks are thinking about 76 percent of American lawyers are in firms of 50 members or less. And how can we increase our membership in the ABA? So my brain is just ticking off here.
But you have one section of your “Success Principles” book where you talk about success and money. And one of the principles is, “Develop a positive money consciousness.” And then you talk about, “You get what you focus on.”

Can you tell us a little bit about how in terms of starting a law practice, being a lawyer, just – because everybody thinks we just – money grows on trees and we just get up every morning, we walk out the door and there’s a golden tree, the golden apples that we just grab.

A lot of people don’t really realize we have to work really, really hard for our (money ink). No one ever wants to come and pay us. When they walk in our door, oh, they got lots and lots of problems but when it comes time to paying the bill, it was like, “Oh, you mean you charge that much?”

I mean it’s was sort of like they don’t really see the connection between the value that we’re giving them. So a lot of us, lawyers, we’re not trained to ask for fees. Or we – I’ve always had a problem with a billing. I don’t really like to ask for money.

There’s a lot of suppressed consciousness about asking for money and also valuing ourselves and then having people value us. So, can you give us some advice from that today?

Jack Canfield: Well, there’s a chapter in my book on asking and this – and this whole chapter on the fear of rejection or judgment when you ask for what you want. People are going to say, “No.” or they’re going to judge you for asking.

Here you are. You got this mahogany desk and these nice paintings on the wall. And here I am this poor person and now (you wanted) to charge me $250, $500, $750 an hour, whatever fees you’re charging for your services. But the reality is you got all the expenses running your office and you’ve got the life you need to live.
So I think, for me I just go back to personal experience. When I was – first started to be a educational consultant after I left the classroom and started teaching teachers, I was getting about $300 a day for teacher in service. This was back in the 70s again.

And so, either – a friend who was also went to graduate school with me. And one day I called him and I just asked him off the cuff. I said – his name was (Hanuk Makarati). He was Jewish but he had a Irish stepfather. So his name is (Hanuk Makarati).

And he literally said to me – I said, “How much do you charge?” He said, “I get $800 a day.” And I don’t want to sell up my (choice) at $800. “How do you get $800?” And then he said, “I ask for it.” I said, “Well, don’t – aren’t you afraid they’ll think you’re a capitalist rip off (pig) and you don’t care about kids.” And he said, “That’s ridiculous.”

So (I’ve only) – that’s kind of what was living in my mind. I was afraid people would think I didn’t really care.

And so I remember I said, “I’m going to go. I’m going to practice. I’m going to ask for $800.” I knew I was as good as he was.

So I literally looked in the mirror and someone say, “What’s your fee?” And I went $800. And I practice that, just like you’d practice a speech or a closing argument in a – in a jury trial.

And so the next – about a month later, I got a call from this place and I learned they wanted me to come and get to talk to the mental health committee or whatever it was. And it was a Mental Health Day.

And they said, “What’s you fee?” And I remember I’ve been practicing. I went, “$600.” I couldn’t even do it.

And there was (place) what they $300 was. And then the guy said, “No sweat.” And I said, “No sweat. What would have been sweat?” And he said, we had $1,200 in the budget for our speaker.” And I said that …
Melanie Bragg: I know. I know that is so funny.

Jack Canfield: I know. And the reality is I mean that there must courses that lawyers can pay, sort of a seminar or a (inaudible) …

Melanie Bragg: I’ve never heard of (what). We needed those, Jack. We need it bad.

Jack Canfield: Well, here’s the deal. It’s like anything else like when I do – when I do a speech I don’t research that much anymore because I know what I’m talking about. But when I’m first learning, I had to practice, just like people practice their closing arguments.

And so the reality is that you have to practice asking. And you know self confidence is the result of surviving a risk. I’m confident about my fees.

I mean I charge – I’m doing this for you guys for less money that I normally do because I love you, Melanie, and I also care deeply about the state of the law in our country and I want lawyers to be successful.

And I almost became a lawyer. I went to Harvard undergrad and almost went to Harvard Law School. On my senior year, I took a class on psychology and fell in love with that.

But the point being that I get $35,000 a day. And when I talk (as I go) overseas, it’s $60,000 for a day. And that’s a lot of money.

And at first it was hard for me to ask for that. But now what I realize is if somebody takes my seminar and they pay like $3,000 for my summer week long workshop like to the success, everyone of those people doubles their income within a year or two.

Some do it within six months. I mean that have – the CEO of a biggest lumberyard in Canada and all blue collar workers. And he went back and started applying these principles and teaching them to his blue collar workers and one-hour seminars every week. And they doubled their income in six months.

And their construction (inaudible) …
Melanie Bragg: I know, I love, (Rick). Are you talking about (Rick)? I know and I love (inaudible) …

Jack Canfield: Are you talking about (Rick Bordack) and…

Melanie Bragg: Yes, yes. He started that the developing world connections. And they go around the world.

Jack Canfield: Yes, yes. (Inaudible).

Melanie Bragg: They do charity and they (build, expose). I mean, god, I love those guys. It’s – there are (inaudible).

Jack Canfield: Yes.

Melanie Bragg: I love those guys.

Jack Canfield: It’s the point being to …

Melanie Bragg: (If it’s the) truth …

Jack Canfield: You have to -- you have to rehearse it. And then, as I said, self confidence comes from surviving a risk and you have to just ask for what you want.

And here’s the thing I was going to lead up to. If it doesn’t exist, you guys should create it, and they’re going to help you.

But the point being – when I said in my – in my world people double their income. So is it worth $3,000 to go from making a $150,000 to $300,000 a year? That’s a great investment.

Tony Robbins, who used to charge $150,000 to consult with a company for a day doesn’t even do that anymore. He takes 10 percent of their upside between the (timing works for them) in the next year. Does he know they’re going to double their income? And he makes more money in millions from just being a consultant for a few days.
So if you know the value you’re giving a person, you’re saving them from litigation that’s going to cost them a fortune or you’re saving them from going to jail or you’re saving them from – you’re litigating in the sense of being – help them sue someone who screwed up their house and now they got black mold everywhere because the pipes broke.

What’s that worth in terms of the health of your children? And going through a divorce and not losing everything or not getting screwed by the person who’s got a better lawyer? Whatever.

So the reality is you have to realize how valuable your service is. And that goes to your own self esteem. And then there’s a fear. The fear of, “Well, if I charge too much, they’re going to go somewhere else.” So you got to deal with all of that and resolve it.

And fear just come from fantasized experience appearing real – F-E-A-R. You’re imagining a (native) outcome. And so, you – like I did when I said $600. I was afraid they’d say no.

Well what I’ve learned now is I say, “Well, what do you have in our budget?” And start with that. And then we negotiate from here. And I have ways of negotiating people with, “Do you have for books? “Yes, we have a budget for that and separate from our speaker budget.”

“Well, I can sell you these books that you can give to all your people.” So there’s lots of ways to play the game. But you have to be willing to – it starts with realizing your value. And it starts with practicing and then you’re going to – you’re going to make mistakes.

The way to learn is to, yes, I would say, the way to learn the piano is to sit down and play the piano. And so you have to do the things you’re afraid of.

Tony Robbins has another great quote. He said, “You can’t, you must.” Meaning the very thing that you’re most afraid of is the thing that will liberate you. And nine times out of 10, what you thought was scary and dangerous was not nearly as scary and dangerous as you thought.
Melanie Bragg: Yes. And, Jack, that just – that reminded me the one thing that has really, really, really changed my life in like probably the last year and a half. And I think when I started writing on mindfulness, I really bumped my mind from this practice up because after all, if I’m going to write all it, I actually have to really, really do it.

And what I realized is we, lawyers, we are in charge of that initial client (counsel). We are in charge of setting the relationship and setting the expectations and at – on this space the groups, I read about lawyers.

They’re complaining about their clients. It’s almost like the tail wagging the dog. Who’s in charge. Is the lawyer in charge or is the client in charge?

And I think that if us, lawyers, got better about talking about what we do, talk and conveying the value that we serve, I have found that the – my client base has been dramatically up leveled. I’m actually calling it a renaissance in my practice.

I think I told you that the other day. I’m having a renaissance. I actually love my law practice right now more than I ever have in 35 years. And it’s partly because I’ve taken control of my situation and what I’m doing, rather than just being sort of led around by everybody else.

So having those initial conversations and really being honest. The clients I’m talking to about it they’re saying, “It’s so authentic.” I tell him. I say, look, “I’m a human being, I get sick, I go on vacation.” It – this doesn’t all just happen immediately.

I set the expectation in that initial conversation. So what would say about how we, lawyers, can take responsibility for our practices and get the outcomes that we want more successfully?

Jack Canfield: Well, I think, first thing is get clear what kind of lifestyle do you want to live? I mean, do you want to be working ‘till midnight, every night just watching the risk?”
Then again (we move it again) – I mean that women basically slept three to four hours a night for most of her life if that’s – if – but she had to huge, huge, huge (nation)-changing goals.

Not everyone does that. Maybe you want to have weekends off where you can spend them with your kids. Maybe you want to take a two-week vacation every year. I just took a one-month vacation with my wife in Hawaii, where we rented a house on the beach for a month. And that’s first time we ever did a month.

But man, was it amazing. We just booked the same rental house for next year for the same time. But the point being …

Melanie Bragg: Oh, that’s great.

Jack Canfield: Yes, thank you. But the point I’m saying is you have to determine, “What does my ideal practice look like?” And then, believe that it’s possible that you can actually create that. And do you have a (inaudible) …

Melanie Bragg: I believe that’s really the key.

Jack Canfield: Yes. It’s absolutely the key. And unfortunately, most people say, “I’ll believe that when I see it.” And the truth is you’ll see it when you believe it. And so you have to like do these practices which I’ll (do some) of them in Charleston at the conference.

But, basically, the reality is, do you have to believe it’s possible, get really clear about what you want, and then you have to set boundaries.

Warren Buffet basically said the secret to your success is he says no to almost everything and in focuses on the things you know that are really going to be successful to him that’s why he’s a multi-billionaire.

And so, literally getting clear what kind of cases you want to work with. What kind of people you want to work with? You don’t have to say yes to everyone who walks in your door. You can – you can fire people in a sense that they’re – that you don’t want to work with them.
So the key is that, it’s getting really, really clear, believing you can have it and then saying, “Well, what kind of behaviors, what kind of interactions, what kind of conversations do I need to have with people to set up those boundaries?”

There’s some doctors who are on call 24 hours, there’s some doctors that aren’t. They’re answering the (same says) that if you’re having an emergency, call this number and then some other doctor. So you have a choice. You always have a choice about everything.

The only time you don’t have a choice is when you’re in prison and in the military. And that usually is choices that got you there in the first place. But basically we always have choices. We just not exercising the choice based on either ignorance of the choice options or based on the fears that we have that – of the outcomes if we make the choices that actually would be better for us.

Melanie Bragg: Yes, and I love it. And Jack, for years I’ve had copies of the “Heart Talk”. Yes but – and “Master Minding”. One thing – that’s another thing that I’m thinking about for my year is Chair of the GPSolo Division, is teaching the concept of masterminding because one way that lawyers can learn about these things is to talk about it and do it with each other and practice those conversations.

I run to those with my staff, pretend like I’m somebody and we have those “fake conversations”, where we’re practicing saying it. And so that’s something that lawyers – we just don’t talk to each other enough, we don’t – we don’t communicate because we want everyone to think, “Oh, we’re – everything is so great.”

So I’m just looking for ways to help myself and others in our group and other groups because I love the ABA and I just love the fact that you’re helping us with this process. It’s just we really, really appreciate you a lot.

Jack Canfield: Thank you.

Lynn Howell: Hi, Melanie and Jack, it’s Lynn. It’s that time. Time for those wonderful questions.
(Gwen) could you please give our callers the instructions on how to ask a question?

Operator: At this time, I (will) …

Lynn Howell: Operator?

Operator: At this time, I would like to remind everyone in order to ask a question, press star then the number one on your telephone keypad. Again, press star then the number one on your telephone keypad. We’ll pause for just a moment to compile the Q&A roster.

Lynn Howell: Well, thank you. Well, Jack and Melanie, you did a great job, so far. I’m looking forward to hearing some of our callers with questions.

Jack, you talked about fear. Many lawyers will never ever admit that they have fear …

Jack Canfield: Great.

Lynn Howell: … in front of anyone. How do you get them to quietly acknowledge that that’s really what maybe holding them back? But most of them appear fearless when you see them in public.

Jack Canfield: Well, it’s a very interesting situation because, obviously, if you’re hiring a lawyer you want them to be fearless in front of the judge and the court and the – other proposing parties and all that stuff.

But the reality is that when you do that, you’re living a life with a mask. And then, therefore, you have to protect that mask. And you – but what it does is it shuts down your emotions and it ultimately shuts down your intuition.

And the best decisions we ever make come from our intuition. Then the intuition is to be informed by research and ideation and all that kind of stuff.

But the fact is then, the great breakthroughs, the brilliant closing argument or the DOU (constructor) with somebody you know comes from a better place.
And if you’re, basically, acting fearless all the time it shuts down the more subtle aspects of your consciousness. And so it just – it doesn’t work.

Now, obviously, to your clients you need to be somewhat confident about what you’re doing but at the same time, you need to have someone, your spouse, perhaps someone else in the firm, a (Mastermind Group) member as Melanie mentioned.

One of the things we teach is that you should have a group of five to six people that you get together with, at least, every two months – every two weeks is better – to be on the phone, Skype, Zoom call, whatever, where you’re absolutely honest with each other.

And you talk about your fears, you talk about your needs, you talk about your disappointments, you brainstorm solutions to problems, best practices, something you’ve just read that’s really helped you in your personal life or your business life, whatever. So that there’s a – there’s a safe space, there’s a safe place.

The problem in our world right now, there’s not a lot of safe spaces. We know in the corporate world when workers are afraid of making a mistake, afraid of being fired for that, afraid of their boss, whatever, they’re much less creative, they’re much less willing to take the risk to create breakthrough and they – they’re much more stressed out.

I know most lawyers that I know – I’ve been through to divorces. I’ve been sued a couple of times when we had people arguing over who own what copyrights and trademarks and stories and so forth when we’re “Chicken Soup for the Soul” so I’ve been through my share of depositions and all that stuff.

And I see so much stress and no skills for de-stressing, in terms of meditation, people drink too much instead. And again you’re numbing yourself out when you do that.

And so, basically, it’s important that you’ve got somebody and preferably several people that you can be real with.
And when I know – I know a few law offices where they practice transparency and authenticity. And they’re much more effective in the long run.

Lynn Howell: That’s great advice. Operator, do we have any callers yet?

Operator: Your first question comes from the line of (Josh Grofolk). You line is open.

(Josh Grofolk): Hey, Jack, thank you for speaking today. I was just wondering, in your opinion, what book have you read in your lifetime that you attribute or give the most credit for changing the way you think and your perspective on success?

Jack Canfield: Sure. Well, to start with I’ve read over 3,000 books. So, that’s just – I – and was I – I took a speed reading course when I was in college and I have read – I mean I do – there’s a period of my life where I read a book a day and I just was hungry and learn stuff.

But, a couple of killer books, one is called “Think and Grow Rich”. It’s a really good book by Napoleon Hill. It’s a standard classic. I would totally recommend reading my book it’s not because I need to sell another book. I’ve sold millions of books.

So literally, it – at what – the reason I …

Melanie Bragg: You could have (billed) with the (bill) like (success with). I got to say …

Jack Canfield: Well, that’s what I did after …

Melanie Bragg: You put it all (inaudible) …

Jack Canfield: … we did after 3,000 books. I’ve tried to write a book that said, “Look, if you only read one book in your whole life about success, in the power of God, and the power of all the things we talked about, this would be the book. And a lot of people refer to it as that they call 21st-century “Think and Grow Rich”, because Napoleon Hill write his book back in 1930s.
So, it’s another great book called “The ONE Thing” by Gary Keller from the Keller Williams Real Estate Group and he talks about it. “If you could just change one thing that would change everything, what would that be?”

So, for me originally, it was like hiring an assistant. I thought I was a lone, solo entrepreneur for long time. And then, it was – started to have a sales team. And so, those are just a few things I would recommend to get started with.

(Josh Grofolk): Thank you very much.

Jack Canfield: You’re welcome, (Josh).

Lynn Howell: Alright. Next question, Operator?

Operator: Again, if you would like to ask a question, press star, then the number one on your telephone keypad.

Lynn Howell: OK, while we’re waiting for our next question to come through, Jack, you’re a – you talked (with) talk to about fear, now how can a lawyer kind of work the success principles into their daily practice so that they can – not feel like all, “I’m too touchy-feely, but yet I’m getting – I’m getting some good work done and some clarity?”

Jack Canfield: Right. Well, one of the things I teach is called “The Hour of Power”. And basically, in the morning – but, I recommend people do is like 20 minutes of meditation. And if you don’t know how to meditate, you could – I have some meditations that people can buy of “Program for Awakening Power”.

It’s a set of CDs that lead you through meditations. You can go on the Internet and just type in “meditation techniques”, and there’s a ton of free stuff. I mean there’s videos on YouTube, you can watch, whatever.

But, there are many, many, many forms of meditation. And the basic idea, is you just – you just sit with your eyes closed and you can just focus on your breathing, you can have a what they call a “a mantra”, where just say, “Relax” or “I’m at peace” or whatever.
And then, 20 minutes of exercise, aerobic exercise of some kind. There was this thing called “high intensity interval training”, where you go full tilt for two minutes less for a minute then go through like – kind of a (spin) class. But, you can do that with anything – a bicycle in your home or …

Melanie Bragg: An (inaudible) …

Jack Canfield: Yes, exactly. There you go.

Melanie Bragg: I love (those zones).

Jack Canfield: And then, there’s this – the last thing is 20 minutes of reading something in the – in the self-development area. No, not like reading case law or something but 20 minutes of reading a book like mine or a book like “Think and Grow Rich” or a book by Tony Robbins or “(All the People Braintree)”. See there’s a ton of people out there that are writing really good books. And you could just go to Amazon and go to the category called Self-Development, Success, Personal Growth, whatever and just look one of the top 20 books that they’re selling and like the best seller (of this).

And basically, if you do that at the end of the year, you’re going to be calmer, you’re going to be more creative, you’re going to more intuitive, you’re going to more relaxed, you’re going to more healthier because of the exercise.

If you exercise for 20 minutes a day, five days a week, it puts you in the top one-tenth of one percent of fitness in America, which is insane, which tells you how many people are not fit.

There was always those guys who spend two hours a day in the gym, you’re not going to be that guy or that gal but the point is you’re going to be much, much healthier.

And then you get to work. You’re calmer, you’re clearer, you got new (personal) skills, in terms of communication, self-regulation of your emotions, whatever.
And you – you’re learning how to not going to fear, you’re learning how to visualize the outcomes you want. You’re confronting your limiting beliefs. All that occurs just from that hour power, and so I really strongly recommend that as one thing you can do.

Melanie talks about heart talks, the very simple technique. What happens in most conversations, especially when there’s kind of people upset with each other is people interrupt each other and the they defend.

And lawyers are trained, the defense. And you argue. And I would say the toughest we’ve ever worked with are engineers, and lawyers, and accountants because they’re very much in one side of their brain, which is all logical and lawyers have learned how to, basically, win the debate, even if it’s the wrong – it doesn’t (serves them the limit).

But, the point being that – and I lost my train of thought when I said that.

Lynn Howell: That’s OK. There’s what (inaudible) …

Jack Canfield: No, what we’re talking about?

Lynn Howell: Yes.

Jack Canfield: Do you have – do you have another question? We’ll go for it. Yes.

Lynn Howell: Just see if we have one. Do we have another question yet?

Operator: There are no questions at this time. Presenters, please continue.

Jack Canfield: OK. So let me …

Lynn Howell: OK. All right. We have four …

Jack Canfield: Let …

Lynn Howell: … we have four minutes. Finish up.

Jack Canfield: OK. So, I finish up that train of thought we were talking about heart talks.
So, what happens is in a hard talk, you have an object, it could be a (pin), it could be a (glasses of case), it could be a bottle, it could be anything at all, but, something that a person holds.

And so, if you and I were having a conversation (with) a heart talk technique, I would hold my object and I would talk as long as I want and say whatever I feel about the topic. You may not interrupt me, you can’t ask a clarifying question, you can’t do anything (just listening).

When I’m done, I hand you the object and now it’s your turn to talk, and I can’t defend, I can’t justify, I can’t respond until you hand me back the bottle.

And, what happens is it allows people to go deeper and to finish their conversation and allows the other person to hear for more empathic level what’s going on for that person.

And I think Melanie has talked about using in her practice with clients. And do you want talk about that, Melanie, for like one minute like how you – how that’s helped you?

Melanie Bragg: Well, it – yes. I guess one example is I had a client come in and he had really, really unique case.

An old girlfriend found out he was marrying someone else and she accused him of not giving her herpes, which is not a real common type case. I’m not usually a defense lawyer.

So, when he came in, I thought, “Well, what I would probably do is take this to the mediation quick and get things done and over with so he doesn’t have to suffer with this case for the next two years.”

But, I’m not really holding myself out to be herpes case expert. And – but I did know what really, really good former judge mediator. He’d helped with some sexual case – type cases.

So, I just told him honestly, I just said, “I’m not – if I don’t know what to do here, I know people who do, and I think I can get you an answer.”
So, he went and interviewed five other lawyers that he had been recommended. It was from a service. And when he came back to me, he said, “You know why I hired you?” And I said, “Why?” He said, “Because you were the only lawyer who told me that if you didn’t know what to do, you would ask for help and find someone who could help you.”

He said – he said, “And I like that authenticity. I like,” so I started – that really thought me something. That was a year ago. And, of course, we’d had – did get his case done very successfully and so he’s about to do a wonderful review for me.

But, it just taught me rather than trying to be something that I’m not and act like I know everything to really be vulnerable and be able to say, “Look, I wanted to do – I think I can help you, but I’m not guaranteeing anything. And if I – if I need help, I’ll go find it.”

So, just sort of transforming my practice and being honest and open and authentic is what, I think, is attracting a new high level – Jack, you wouldn’t believe it.

I mean, I’ll get somebody who, “Oh my wife teaches mindfulness for the last 10 years,” or, “Oh I’m a children’s author.”

I mean they hire me. And then, once we get to know each other, I find that we have all these wonderful things in common. So, not only are they the client for this case, but they’ll be coming back to me for other things in the future and referring me to their friends.

So, it’s just a whole new world and it’s a whole new way to practice, and I’ll – I’m actually enjoying it a whole lot more myself.

Jack Canfield: Very cool, very cool.

Lynn Howell: Mel, that is excellent. We are at our one-hour mark. So, I’d like to thank both Jack and Melanie for awesome presentation today and also all of our guests are (so our small) firm general practice division members, our section
litigation, senior lawyers division and young lawyers division, we truly value your participation.

This podcast will be available on their website in the coming days. And you’ll see an e-mail from writing you a direct link. We will have another session on Wednesday, August 8th.

At this point out Jack and Melanie thank you so much, it’s been truly a pleasure and we look forward to seeing you at Charleston.

Melanie, would you like to make one final remarks (inaudible) …

Melanie Bragg: Oh thanks you, Jack, for helping us. I mean I think I learned a lot, even though I think I know all these. There is no – there’s no (substitute) for hearing it again, and again, and again. So, thank you, Jack, for spending your time with us today. We really appreciate it.

Jack Canfield: You’re welcome. I look forward to being with you guys in Charleston. I’ll be there for two full days of – in addition to my presentation, I’ll be hanging out and people want to talk and delve deep in anything, we’ll be glad to do it.

Melanie Bragg: Oh thank you so much. Thank you so much. Thank you, Lynn. We appreciate you.

Lynn Howell: Thank you. Thank you, Operator (inaudible) …

Melanie Bragg: OK, bye-bye. You all have a great day, everybody.

Lynn Howell: Goodbye.

Jack Canfield: Bye-bye, everybody.

Lynn Howell: OK.

Operator: This concludes today’s conference call. Thank you, everyone. You may now disconnect.

END