

Cynthia Kersey's Unstoppable Giving Challenge Millionaire Mentors Program

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Twelve world-famous millionaires share their private secrets for generating \$1,000,000 ideas...without accepting a single dollar in return...and show you, step by step, how you can create one, too...All while saving over 4,000 children's lives!

Mentor: Bill Harris

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**THE MILLION DOLLAR IDEA:
HOW TO DEVELOP A MILLION DOLLAR IDEA
TO CHANGE YOUR LIFE
AND CHANGE THE WORLD**

Cynthia Kersey interviewing Bill Harris – Mentor #8

MS. KERSEY: Hi. My name is Cynthia Kersey and I'd like to welcome you to another edition of the Million Dollar Idea. I'm excited to be able to bring to you 12 interviews of world famous millionaires, philanthropists and business leaders who are showing you their strategies for not only generating ideas that can make millions of dollars, but also ideas that can make a profound difference in the world, and, of course, the intention behind this course is to raise money to build a minimum of 40 schools in Africa. So every expert and mentor involved in this course is doing so as their way of giving back, and I'm deeply grateful for their support. And, of course, I'm grateful to you, the listening audience. You are the ones that are really making this happen.

So share this with your friends. Tell them to go to www.UnstoppableGivingChallenge.com and sign up and share it with other people. I know you are getting a lot of value; and today is going to be no different.

We have an extraordinary human being who is generous enough to share his wisdom. He is a dear friend of mine, and so I'd like to just give you a little information about this unstoppable human being.

Bill Harris is the director of Centerpointe Research Institute and he is a developer of Holosync Meditation Technology and this technology is used by over 700,000 people in over 173 countries.

Now, Bill started Centerpointe literally from his kitchen table with just a few thousand dollars and from that beginning, he has built it to a \$40 million company with customers on every

continent. Over the last two decades, he has generated dozens of million dollar ideas and he is here today to help you create one, too.

Bill is a sought after speaker. He is the author of two books. He has written over 250 articles and he is a noted expert on the mind and how our unconscious mental processes shape our failures and our successes. He is a featured teacher in the hit DVD movie, *The Secret*, and he served on boards of several charities helping disadvantaged children. And I just want to acknowledge Bill. Not only has he been a confidant to me in the development of this course and creating many pieces to this campaign and he has also been a big financial contributor of helping me fund this campaign so that the money that each and every person gives can go directly to the schools. So I really appreciate your time, your generosity and your support, Bill, and then, of course, for being here today to share your million dollar ideas, so welcome.

MR. HARRIS: Well, I'm glad to be here. This should be fun.

MS. KERSEY: I think it will. So, you know, you have had a lot of experience developing and implementing big ideas, and I would like for you to share with us your process that you found to be effective?

MR. HARRIS: Well, you know, that is a very interesting question and usually when people are asked that question, they share kind of external strategies - the kinds of things that you could notice if you were watching somebody from the outside, and, actually, during this hour I probably will share some of those things. But I'd like to also focus on some of the things that happened under the surface in the mind that can either take you to success or sabotage you.

I see a lot of people who go to seminars, for instance, where they learn all kinds of things about how to be successful and then they go home and they fail to implement those things.

MS. KERSEY: Right.

MR. HARRIS: And there is a reason why so many people who go to seminars or buy home

study courses or even buy books and don't follow through. Most people, in fact, who buy books don't even read past the first chapter.

MS. KERSEY: I think the number is, like, 90 percent of the people who purchase books don't even read them.

MR. HARRIS: So although sharing some of the strategies for how a person might, you know, the process someone would go through to come up with a million dollar idea is a good thing, there's only a small number of people I find that can benefit from that. Because until you understand some of the other internal processes that are created in your life, a lot of people get stalled and they actually can't take advantage of it. So I thought we would talk a little bit about that in addition to talking about some of the more obvious typical things that someone would look at as a strategy.

MS. KERSEY: Now, I think, Bill, that is great because mindset is as important as the skills of knowing how to do something, so I'm really glad that you are taking that approach, so where do we begin?

MR. HARRIS: Well, I think, first of all, I want to start off by saying something that kind of evolved out of my interest in Napoleon Hill who wrote the Great Passion, "Think and Grow Rich" back in the 1930s and investigating in my own life how to implement some of the things that he found that successful people do.

One of the things he said was that everything begins with an idea, and I've refined that sense a little bit. In fact, it is almost unrecognizable I've refined it so much, but what I would say is that for any outcome you want there is a certain way of thinking and acting that will get it for you. You have to find it and then be willing to adopt it. So the way of thinking there is, you know, there is a certain way of thinking, which has to do with the conscious part of your thinking process, but a lot of it has to do with your unconscious -- the unconscious part of your thinking, and then there is a certain way of acting, and that is the way of acting in many ways flows from the way of thinking.

So that's where I kind of like to start is by kind of taking that sentence apart for any outcome you want, including getting a million dollar idea and making it happen. There is a certain way of thinking and a certain way of acting that will get it for you. People that come up with million dollar ideas, for instance, have certain beliefs about success, about themselves, about their abilities, about other people, about the world and those abilities support or those beliefs support them consciously and unconsciously in getting the ideas they need and then putting them into practice. The least really are self-fulfilling processes. That is what a psychologist would say, which means that really anything you believe, you'll figure out a way to make it come true or at least seem to be true.

MS. KERSEY: Right.

MR. HARRIS: And so, actually, I find that almost all people are really going through life unconsciously finding or attracting in some way situations and people to help them prove that they are right about what they believe, and many times you have a person who, otherwise, is working very hard, very industrious, very intelligent and they are trying to start a company or something like that and they believe some things about money or about their own abilities or about life is unfair or something, and despite all their best intentions, they end up proving over and over that that is true.

So one of the things that I think is very beneficial to do is to sit down and figure out what you believe. Particularly, in relation to creating a business or getting a million dollar idea or something like that. You might have to narrow it down just a little bit and sit down and figure out what do I believe about myself in this area of life. What do I believe about other people, people in general? What do I believe about the world? And be very honest with yourself and really look really carefully at what you believe.

Another way to go at this would be to look at it from the other direction where you would say to yourself, in this area of life, what keeps happening.

MS. KERSEY: Yes.

MR. HARRIS: If, you know, there is a certain outcome, you know, you continue to fail every time you start a business or there is a certain aspect of the business, the people part of it, for instance, or the financial part or some other part that you keep getting the same negative outcome, there is an excellent chance. In fact, I would say it is almost a sure thing that you are proving in some way that something you believe is true and it is usually something that you learned when you were a child. It may not have been overtly stated by your parents, but it was probably reinforced experienced in some way.

Now, this may just seem like, gee, I didn't take this course to hear stuff like this, but if a person doesn't handle this part, they are not going to be able to succeed no matter how many other great ideas and how many other great mentors they talk to.

MS. KERSEY: Right. You know, another couple of questions that can help people uncover those limiting beliefs would be like why can't I have that? Why haven't I already achieved it? What is missing? Where am I not enough? And you start asking those kinds of questions, and the answers start coming forward that really do demonstrate that conditioning, that program that is playing out over and over and over.

MR. HARRIS: Yes, and a lot of times people won't do what you just said because it sounds negative. A lot of people these days have all been taught to be good positive thinkers and so they are in denial to the less than resourceful aspects, and certainly focusing on those is not a good idea. But being in denial of them just means that they operate underneath the surface in some covert way to sabotage you.

MS. KERSEY: So in keeping in what you are saying is people need to become aware there is a program that is playing out, and if people don't bring it to the surface, they are just going to continue to sabotage themselves.

MR. HARRIS: Yes. Actually, one of the things that I teach is that it is all about awareness.

When you become -- whatever is not working in your life is an area where you are not aware and once you become aware, you have choice over what was happening automatically before.

So, you know, what we do at Centerpointe is mostly about creating awareness through Holosync, which creates tremendous awareness in people and then by showing people what to focus on, what to become aware of, what to investigate in order to become aware of it. But we won't go there right now, but so the second thing that I would say, I have a 70 hour course that goes into the mind and how it creates reality, and obviously we don't have 70 hours here, so I'm just touching on some highlights. But the other thing that people who create million dollar ideas, the other characteristic they share is that they focus their attention; they focus their mind on what they want. They have a very clear idea of where they want to go and what they want to do, and they focus their attention on it a lot as opposed to focusing your intention on what you don't want, what you are afraid of, what you are worried about, what you want to avoid. And this focusing, as I was sort of alluding to a moment ago, for most people happens unconsciously. It happens outside of our awareness.

Most people if they make internal representations, in other words, internal pictures, internal dialogue about what they don't want, they don't really notice that they are doing it.

MS. KERSEY: That's very clear.

MR. HARRIS: And whether you focus on what you don't want or what you do want, your mind takes that as an instruction to figure out how to get it. In fact, here is what I tell people happens when you focus your mind on what you want. The same thing in reverse happens when you focus on what you don't want, but in this case, we are talking about how do you get a million dollar idea and take it to the finish line, and so when you focus on what it is you want, the outcome you want, there is four main things that happen. The first one is that you begin immediately to get ideas about how to make it happen. As soon as you say how can I raise a million dollars to build 40 schools in Kenya, you start getting ideas. You start getting ideas when you said that and when you called me and asked for me to pitch in and help to. I started getting ideas and little bit further down we can talk about that conversation and how the idea

actually took shape, but that is the first thing that happens.

All you have to do really is to, you know, focus your mind on something that you want and you begin to get ideas on how to get it. Now, if you are unconscious, you might start thinking about all the aspects of it that you don't want. I don't want to fail. I don't want this. I don't want that. I don't want to look stupid.

MS. KERSEY: Or why you can't do it and you are not going to get enough support and where is the money going to come from?

MR. HARRIS: Yes. And there is nothing wrong with actually thinking of the challenges. But when you think of the challenge, a certain challenge - let's say you want to start a company and part of the first idea you get is, well, I'm going to start a web site, then you think, gee, well, I don't know anybody who -- I don't know how to put up a web site and I don't know anybody that does. I don't know anything about that. Well, it is fine to realize that that is true, but then you say, okay, so how can I find someone.

MS. KERSEY: Exactly.

MR. HARRIS: Immediately you go to what you want. The thing is, that this whole process is operating unconsciously then you won't notice that you've suddenly taken a detour into all the things you don't want and then you'll wonder why you don't have any motivation and all this sort of thing.

So anyway, the first thing that happens is when you focus on what you want, you begin to get ideas, and it is really almost amazing how many ideas you can get and how quickly you can get those as soon as you start focusing your mind on what you want. The second thing is that you begin to notice resources that you could use that you would not have noticed otherwise. They are invisible to you until there is some reason for your mind to notice them and giving yourself a goal causes you to notice them. So suddenly people, financial resources, you know, intellectual resources, all kinds of things that you can use, you begin to notice them in a way that you

wouldn't -- it is the same phenomena when you buy a car and you are driving home in your new car and you suddenly start noticing other people on the road that you are driving the same car. You weren't noticing that before, but now you are. So that is the second thing that happens. You get ideas. Second thing is you notice resources you could use.

The third thing that happens when you focus on what you want is you become motivated. It creates motivation. When you are focusing on the end result you want, you begin to kind of feel what it would feel like to have that. Now, if you are focusing -- if you are letting thoughts of what you don't want come in, you might start, instead of feeling motivated, you might start to feel afraid. In fact, I could remember feeling afraid when I was back in my late 20s when I first started to write down goals. Do that sort of thing. I would write down a goal and a deadline and when I wanted to achieve it and then I would get really afraid because I started thinking, boy, am I going to look stupid if I don't achieve this. I better not tell anybody I've set this goal because then they'll know. All this negative stuff came and I felt bad instead of feeling good. So when you focus on what you do want, it creates motivation. And, in fact, this might be a good time to bring in the fact that people who create million dollar ideas and in general, create a lot of success in the world, are very passionate about what they are doing, and they are so passionate about it, in fact, that they would probably do it even if nobody was paying them for it. They would -- they are enjoying it so much and are so absorbed in it that they are motivated, aside from any, you know, money that would come in or a claim or anything like that, and the reason that they feel that way is because they have focused so much on what it is that they want and imagine themselves having it and so on and so forth that it just creates tremendous motivation.

MS. KERSEY: You know, I would like to make a quick point about that. So an indication if you are focusing unconsciously on what you want or don't want is how you are feeling. If you are feeling excited and passionate and enthusiastic, you are focusing on the goal. If you are feeling anxiety and afraid, you are focusing on what you don't want.

So I think --

MR. HARRIS: Yes. All bad feelings - I'll just make a blanket statement - all bad feelings are created by focusing in some way on what you do not want or what you are worried about or what

you are afraid of or what you want to avoid, which are just four ways of saying the same thing. So there is no reason really for anybody -- this is just a little aside - there is no reason for anybody to feel bad for more than a few moments because as soon as you feel bad, you need to say to yourself, I'm feeling bad. I must be focusing on something I don't want. Then notice what it is and then say to yourself, well, if that is what I don't want, what do I want and then begin to focus on that. Then you begin to get ideas on how to get it.

It is the same thing about if you decide to do something and then you say, well, here is a challenge and here is a challenge, you know, you start thinking of all the things that are problematic, as long as you say, okay. Well, I don't want that. What do I want? Then you start getting ideas about how to solve those challenges, and anybody that goes into any of this thinking there aren't going to be one challenge after another is big naive because there will be. There will always be challenges. In fact, part of the reason why people who do this sort of thing, the kind of people that are in this series, the reason that they do this is because they like those challenges. It is having those challenges pop up and then figuring out a way to overcome them. That is what really gives people that juice. In fact, it literally means that because when you do that, your brain makes more dopamine and more serotonin and it feels really good. You get high. You feel ecstatic in meeting challenges and so rather than thinking, oh, no. Another challenge, you should say, yeah, another challenge. So anyway --

MS. KERSEY: Let me just reiterate that because it is a very important point.

So what you are saying is people that really bring million dollar ideas into the world when they experience a challenge, they don't make a mean game over, it is not going to happen. They are like, okay. Great. There is a solution here. Let's find one. So I think that is a really important point, Bill.

MR. HARRIS: Well, it is. And another way to look at this is whenever you do anything, you know, you get an idea and, I mean, I'm skipping ahead to kind of the action step, but, you know, you decide to take action and, you know, you either have a real clear idea of what action to take. Sometimes you don't. You just take the best action you can think of, but either way, when you

take action, you either get what you hoped you would get or you get something else. Now, if you get what you hoped you were going to get, then great. I mean, that is what you wanted, but then all you have to do is say, okay, what is next? I've got that now. What is the next step, but sometimes, in fact, more often than not, you don't get what you hoped for, but you get something else that is just as valuable when that happens. You get experience. You get wisdom. And the reason why I would be willing to say I don't know everybody in this series, although I know several of them, but I would be willing to bet that everybody in this series would agree with this. The people that are in this group that people are learning from here, have tried many, many things over and over again, and many times whatever they've tried, did not turn out the way they hoped. There have been many of what a lot of people would call failures, but in every case, people who have "failure experience," learn from it. They look at it and they say, oh, okay. That is interesting. What value is there in this experience for me? What can I learn from this, and when you run into somebody who is really wise in any area of life, you can be sure that they have failed over and over and over again, except that instead of, like you said, allowing it to mean game over, they said, okay. What can I get out of this? And the fact is that what you can get out of these things is tremendous and very valuable, so I never worry at all about something works or not. Most of what I do works, but...

MS. KERSEY: You never worry. What do you mean? So when you have an idea clearly you have an anticipation that it is going to work, right?

MR. HARRIS: Sure. You know, I haven't spoken about this yet either, but there is a certain amount of information that you need about whatever you are doing. Some people think they are going to start a business and without knowing anything about that business just by putting it out to the universe and calling on the wish fairy and all this sort of stuff that somehow they are going to be successful at it. The reason the doctor is successful being a doctor is because they went to medical school. Not because they focused on something. I mean, they focused on something, but they focused on all kinds of details for a long time and that is how they became really successful, so, you know, I'll leave that for now because I'll mention that in context a little bit later, but anyway, let me go back to this.

I said there were four things that happen when you focus your mind on what you want. First is

you get ideas about how to make it happen. The second is you notice resources that you can use. The third is that you become motivated to act, and the fourth one is that you develop qualities that you may need in order to bring it to the finish line, such as courage, persistence, imagination, enthusiasm and so on and so on and so on. So the value of consciously focusing your mind -- everybody's mind is focusing all the time. It is just that 99 percent of people their mind is just focusing on auto pilot. It was set up in a certain way through early childhood experiences to focus in a certain way and it is doing that. Some people are focusing a lot on what they don't want because they had a lot of unpleasant experiences growing up and they developed an underlying belief. This goes back to where we started with beliefs that maybe the world is a dangerous place or potentially dangerous place, so to avoid that danger, people focus on it. They are on the lookout for it. Because they are on the lookout for it, ironically, they tend to figure out ways to make it happen. They attract people, situations in their life that help to make it happen. They feel bad a lot because they are focusing on what they don't want and so on and so forth, so this piece about focusing your mind and doing it with awareness, doing it consciously instead of unconsciously, is a very important piece in this.

MS. KERSEY: I would like for you to share some tools that can help people focus. One thing that we said was notice your emotion and your feeling. Your feeling will indicate what you are focusing on. So what kind of tools would you give to people as they gain awareness to really focus? Stay focused. To me it takes a lot of discipline to be aware and to shift that thinking.

MR. HARRIS: Well, first let me define focus because I mean something very specific when I use the word "focus." Focus means make internal representations. Internal representations are your internal dialogue. The internal pictures you make. It could also mean internal sounds you hear, other than your own internal dialogue and it could even be internal smells. If I ask you to imagine the smell of a rose or something like that, you would make an internal representation of the smell. So there is an internal representation for each of the five senses, plus your internal dialogue. All day long people are making internal representations. It is how we make sense of the world and interact with it, and so that is what I mean by focusing

.
Now, the truth is that internal representations directly lead to how you feel in each moment, and

how you feel in each moment leads to how you act, and then also, the internal representations you make and your internal state that it creates also leads to unconscious cues you give off that attract certain people. It leads to certain ways you have of making decisions about what is important, what to do next, you know, who to approach, who not to approach, what to say to them. All that sort of stuff and it is not -- it is not a simple process, really. So what I do is I teach people -- first of all, I give them this tool, Holosync, that really dramatically and quickly increases conscious awareness, then I sort of take them on a tour of what I call your internal map of reality. The set of internal processes, which are all sort of clustered around internal representations. In other words, what you focus on, and so that people go in there and observe so that, you know, for instance, someone could notice that when I talk about something I'm afraid of happening and maybe make a picture of it, the pictures are even more unconscious, but if you talk about, you know, I'm really afraid that I'm going to lose all my money. You probably make a picture in your mind that represents losing all your money at the same time. In the same way that if I said, Cynthia, what did you have for breakfast this morning, you will probably make a picture of your breakfast in order to answer that question or if I say, you know, do you remember the house you lived in when you grew up, you'll make a picture of it.

MS. KERSEY: Right.

MR. HARRIS: Because there is just not enough information in the words, the house I grew up in, to really represent it to yourself. So people are making these pictures all day long. And so if a person thinks to themselves, I'm really afraid I could lose all my money. If I lose all my money, and then they have a picture in their mind that represents that, and when they notice that, when they make those internal representations, the next thing that happens is they feel afraid or feel bad then and they start to notice that connection.

Another really basic principal comes into play and that basic principal is that you can only do something that is not resourceful, that doesn't serve you if you do it unconsciously. In other words, you can sit there and focus on what you don't want and feel bad and sabotage yourself from being able to take action and so on. You could do that over and over for your whole life, and a lot of people do, but if you see yourself doing it the way I described, you are actually

watching it happen and seeing what it leads to, and if the result it leads to is not resourceful, you can't keep doing it. There is actually one way you could keep doing it and that is if you have a belief that you are going to be a failure, for instance, and you are busy trying to prove that it is true, but in a way this sort of comes around in a circle because beliefs are actually just a collection of internal representations that you have attached to a certain aspect of life. There is certain, you know, certain things that you think are true about life or about something and the way that you remember that and the way that you process that is by making internal representations, so it all comes back to internal representations, really.

MS. KERSEY: So let me just say one thing. So an indicator that your belief isn't supportive of this big goal or dream that you have, is if you are not really in action. Our actions demonstrate our beliefs, so if you are not in action you are unaware. And what you are thinking is once you are aware, you can't continue to do something that is disempowering unless it is tied to eliminating disbelief.

MR. HARRIS: Right. Let's say you are not taking action. You've done various things that would tell you what action to take, but you are not taking action. You find yourself continuing procrastinating or maybe you stop and say, you know, I don't know what to do, so you don't take action. The only way that you can want something and not take action is if you are focusing your attention on what you don't want or what you are afraid of. As soon as you start focusing on what you do want, then you start getting ideas on how to make it happen. You feel motivated. You notice resources and those four things that I mentioned earlier. It is just that people do this without knowing they are doing it. It happens outside their awareness, so what I teach people to do, I kind of go through this internal step-by-step cognitive process that creates how you feel, how you behave, what and who you attract into your life and a few other things like that, and I take people through the steps of this process so that one at a time, one part at a time, you can notice it, watch it, see how you are doing it because when you see how you are doing it, any part of this not resourceful automatically falls away. You just can't keep doing it if it isn't resourceful. So in that way, people become aware of this, and the more aware you are, the more choices you have over it. So there are really two kinds of people that succeed. Not everyone that succeeds is aware of these internal processes. In fact, I would say probably more people that

succeed are unaware of them. However, they have one advantage that other people don't have and that is that for some reason they had great parenting, great mentoring, and their internal map of reality, their set of internal processes developed in a relatively resourceful way and so it may be running on automatic. But it is largely programmed to run on automatic in a positive way. If that person learned how to make those processes conscious, then they would really be able to up it even more and be more successful because they would clearly see how they are being successful. They would notice any time they deviated from that, so at any rate, having handled -- either having a great internal map of reality already or having handled the parts of your internal map that don't work well because you became aware of them and watched them, the next thing to do is to take action. Take some sort of action, and a lot of people at this point, say, well, I don't know what to do.

MS. KERSEY: Right.

MR. HARRIS: I really don't know what action to take and, you know, I know a lot of very successful people and, I mean, could I ask you this question? I'm sure your answer would be the same.

When you started off doing what you are successful at doing, did you know exactly what to do?

MS. KERSEY: No.

MR. HARRIS: No. Of course not. Nobody does. I mean, when I talked to Jack Canfield, for instance, he didn't set out to write this whole Chicken Soup for the Soul series and sell 40 million books and be on television and this, that and the other thing. He didn't have any idea what to do.

When I started Centerpointe, I said, okay. I've got this technology that really is mind-blowingly effective and someone had suggested that I make it available to the general public. I didn't know much about having a business, but I said, well, I guess I'll have to manufacture some, in those days it was cassette tapes, and so I had to figure out how to make that happen and how to have a

container to put them in, and, I mean, a bunch of mundane stuff, and then I said, okay. Now, I've got these 500 sets of weekly prolog, the first level of our program sitting in my basement. Now what? Well, I got to sell them to somebody. Let's see. How am I going to do that? Well, I can run an ad in a magazine. Gee, I don't know anything about that, so I called up a magazine and learned a bit about that over the phone, and then I said, I don't know how to create an ad. So I called some people and said, do you know anybody that knows anything about creating an ad, and I found somebody that did and I met somebody. And, I mean, I just sort of put one foot in front of the other without knowing really what to do, and later what I found was that everybody who was successful when they started, they had no idea what they were going to do. They just started anyway. They weren't concerned and saying, gee, I don't know what to do, so I won't start. They just started.

You know what? I first ran into all this success stuff back in my 20s. I had started selling real estate and right at the beginning of that little endeavor, I -- the broker in the real estate office I was in gave me a copy of "Think and Grow Rich" by Napoleon Hill, and I read it and it got me all wired to do something, and so I went to him and said, he wants you to write down a goal and all this. What goal do you think I should set? He said, why don't you get a nice car. He may have said that because I was driving this junky old Datsun. Probably wasn't the best car for driving people around to sell them houses. So at any rate, that was the year 1977 that the Cadillac Seville came out. It was a smaller sportier Cadillac, and so I thought they were kind of cool, so I thought, well, I'll set a goal of having a Cadillac Seville in six months. And then I -- what I mentioned earlier happened, of course. I wrote this out and then I got scared to death because I thought, now I made a commitment. I'm going to look stupid if I don't figure this out and I have no idea what to do to do this, and I think I was making \$1,500 a month at the time and I was very new to this selling thing, so I didn't really know how to do that very well.

So anyway, the only thing I could think of to do at first towards getting that car, toward, you know, taking action, was to go to the car dealer and look at it. Now, isn't that a brilliant plan? I mean, that has got to be one of the most lamest action plans you could possibly think of, but that was the only thing I could think of to do, so I went to the car dealer and I looked at the car and the salesman came up and we started talking and half an hour later I realized that I did have

enough income to lease the car, and so I actually had that car in six days instead of six months. The same thing I said earlier happened, I focused on what I wanted and I began to get ideas. Notice resources. I became motivated. I don't know what qualities I developed in that particular case, maybe just being more open-minded that more things were possible.

MS. KERSEY: Exactly, but, obviously, you know, you thought it was going to take six months and it took you six days, so that does kind of shift.

MR. HARRIS: I thought it would be a miracle if it took six months. I had no idea how it was going to happen, but the point was that I took action. I took the only action I could think of because if you -- so there is two ways you could do this. One is to just take whatever action you could think of, even if it is really lame, which this action was and then you take action and then you look at what happened when you took that action, and what happens is that whatever action you take, no matter how bad it is, it leads to some kind of experience, some kind of feedback, something that allows you to take a second action, which is an improvement of the first one and inch by inch you can get to any outcome you want in that way. It might take a while. In this case it didn't take a long time, but, you know, it certainly could take a while, but the shortcut to this, though, and this is part of the reason why we are offering this course, but the shortcut to this is find somebody else who has already done what you want to do and model them. And most of the time when people model others, they model what they did, which is a good idea. But I would encourage people to also model what they believe, what they think is important, in other words, their values. Because whatever it is, I mean, if you went to Warren Buffet and talked to him about what he thinks is important about making money, he would probably tell you some really interesting things and some other things that some other person might think are important, like how important you look or something like that, isn't important to him.

Now, some of what you learn you do this is idiosyncratic to the person, but if you go and talk to a number of people who have done what you want to do, you'll find some commonalities. They will have some similar beliefs. They will have similar ways of focusing their mind and certain things they focus on they'll have certain ways of making decisions and certain things they are doing internally, in other words, and then, of course, there are other actions, too. So that

provides a real front cut, and so usually for anybody it is a combination of taking the best action you can think of and learning from other people. So another thing that I think is really important that I see a lot of people not understanding and, you know, I wish that what I was saying right here was more motivational and uplifting because this is sort of nuts and bolts kind of stuff and a lot of people don't want to hear this. They want to hear that there is some magic way you can do this, but this is the magic way to do it. One foot at a time.

One of the things that I see, you know, if you are in a situation -- a business situation or you are trying to develop some sort of an idea or something and you don't know anything about that subject, you are going to have a real hard time no matter how much you focus your mind, no matter how many other people you talk to, no matter how much you use the law of attraction or all that stuff. If you don't know anything about computers, you probably won't start a great computer company. If you don't know anything about running a seminar, you probably won't run a great seminar company and so on. So one of the things I see is people who start out to do something, but they forget to go out and gain some skill or expertise or talent or knowledge about what they are doing, someone who -- I had a student who started a retail store, but she didn't look around to see who are the people who are really good at being successful in a retail store. What do they do? She didn't go educate herself about all the things that a successful retail store owner knows and so she put herself in a real disadvantage because of that. So some people that are struggling financially just don't have the skills or the expertise. That means they need to go out and get it, and since we have an amazing free public library system at the very least a person can get all the knowledge they need by going to the library if there is no other resources for how to find that expertise.

So that is just another little piece, is that people need to be willing to develop the skills and the expertise, you know, the ideas that I came up with for how we would do this particular course, and motivating people to donate this money came out of my learning a lot of skills in marketing. We'll talk about that case study in a minute, but here is the thing that I think is the most important thing to keep in mind if you are going to create a million dollar idea. Would you like to know what that is?

MS. KERSEY: I'm ready.

MR. HARRIS: Well, if you are going to create a million dollar idea, that means that a lot of people, either a lot of people are going to trade a certain amount of money to you for whatever you have or maybe a few people are going to trade a lot of money to you for whatever you have, but at any rate, you are going to have to get other people to take their money and send it to you in return for something that you have. That means that whatever you have, has to have value for them. It has to either give them certain benefits that they really want, in fact, that they want more than the money or it has to solve a problem that they have. A lot of people also forget this. The main way to create a lot of money is to be thinking about the other person and their needs, their problems. If you can figure all million dollar ideas are million dollar ideas because it involves creating value or solving a problem for other people, so without that -- none of this is as important as all the rest of this stuff is. If you don't do that, nothing is going to work.

So when I am trying to think of an idea to make money, what I'm really thinking about is I'm not thinking about the money really. I'm thinking about what need do people have that is unfulfilled or is not filled fully or costs a lot of money to fill and I could maybe think of a way that they could meet that need in an easier way or a less expensive way. What problems do people have that maybe I could think of a solution to. Every big idea has something to do with that. Every single one of them and, again, that is the place of this how can I question. How can I find an unsolved problem? How can I find a place where people aren't getting full value, and then once you find it, how can I find a way to deliver better value. This might also involve what I said a minute ago. You have to have some skill or expertise or knowledge about that area because that is how you'll be able to figure out a solution. If you don't know anything about the area, the chances you are going to come up with something that the people that do know a lot about it haven't come up with which are probably not very good.

MS. KERSEY: And what trend right now with our economy and where we are right now is coming up with ideas where your business can actually heal the planet. Paul Hawken in his the "Ecology of Commerce" predicted that companies were going to come together to heal our ecosystems and clean our water, and that is exactly what we are seeing. I just read this great

book, "The Green Collar of Commerce" and it talked about literally this is such an opportunity for entrepreneurs to start looking at how can they use their services or how can they solve problems that really our planet is experiencing. So I love what you are saying, Bill, because when people start getting into that question of how can I really solve this and then the internet there is so much information you could become an expert so simply by, you know, going on the internet. I mean, everything is so available, so it doesn't matter if you have expertise initially. If you are willing to do what Bill says, really educating yourself and preparing yourself and reading and maybe joining different groups and learning about this, you could make a big difference in what is happening.

MR. HARRIS: I bet I could come up with several ideas right here off the top of my head for a great business.

Let's say that you really like to play tennis and you are really into tennis. Now, right now the economy is really bad. I would bet that some of the best places in the world that you could go and play tennis are not doing as well as they ordinarily did. What if you started a newsletter or a magazine or something. A newsletter would be an easy way because you could just do it on a shoestring. You go to famous tennis clubs or whatever and you say, what kind of discounts or special value offerings would you be willing to make to people because I am going to start advertising to all the tennis officiants in the world where they can go for a vacation, a tennis vacation. I'll bet right now you could find tons of places that would create some sort of special deal for you, and then you get people to subscribe to this at some low cost amount and then you could probably even make a deal with the tennis clubs where they give you a commission when you send people or something, but there is tons of things you could become -- you could do the same thing with ski resorts where you figured out some way to tell skiers about great ways to go on a skiing vacation or same thing with golf. Golfing or something. I mean, there is all kinds of things you could do like that. The fact that things are bad economically presents an opportunity.

MS. KERSEY: Absolutely.

MR. HARRIS: There is a belief you see that people that think of million dollar ideas that hard

times are really an opportunity. Not a reason to, you know, give up. Just as an aside.

MS. KERSEY: I agree. More millionaires were made per capita during the Great Depression than in any other time in American history.

So what you are saying is really important that for people it is important not to focus on the negative or what is not working and really look at how can I deliver a lot of value?

MR. HARRIS: Right. You need -- somebody that can say, okay, here is the situation. Whatever the situation is, good or bad, or somewhere in between, here is the situation. What needs do people have now that are not met? What is difficult for people and how can I figure out a way to help people meet those needs. It might be by giving them information they don't have. It might be by actually starting a, you know, a whole business where you are selling a product or there could be a lot of things. You know, a lot of people are going to be repairing things instead of buying new ones in hard times. Somebody that went around and bought up a whole bunch of repair shops and then hired the people that bought it from to work for them, and then, you know, did some advertising about, you know, don't get a new washer. Let us fix it. Don't get a new refrigerator. Let us fix it. Don't get a new lawnmower. Whatever it is, I mean, I'm just thinking off the top of my head. There may be holes in some of these ideas, but at any rate, the whole thing to focus on is what are the unmet needs. What are the problems and how can I figure out a way to meet them. You know, if you listen to Donny Deutsch, what is his program called again?

MS. KERSEY: The Big Idea.

MR. HARRIS: The Big Idea. I think it is on CNN or CNBC.

MS. KERSEY: Yes, it is.

MR. HARRIS: He has entrepreneurs on there every night that are talking about how they made it big and made millions of dollars and so on and in every case, if you listen to them, they are -- what they did is they thought of an innovative way or a different way or a cheaper way or

something to solve a problem or to meet a need. So that is probably the key to having a million dollar idea, and there is one final little piece.

I mean, there are a lot of things that we could talk about and a lot that we could go into, but the last thing that you really have to have is that you have to have a way to communicate to people what your value proposition is. You have to find a way that credibly communicates to people. I have this and convince them that you have it and that it is worth the money they would have to trade for it. Essentially what that means is, you have to learn how to market the product in some way or you have to find somebody else who knows how to market it. It doesn't mean that you have to be an expert at marketing. I was interested enough in marketing that I became an expert in marketing and lots and lots of people come to me for help in marketing now that they know that I know a lot about it. Other people hire somebody that knows a lot about marketing. Quite frankly, a lot of people we hire, don't know that much, but that is another story, so you really need to focus your mind on what you want. You need to take action and it has to be purposeful action and it has to -- the action you take has to have value for others. You have to have a certain skill set or knowledge or expertise about whatever you are doing, otherwise, you are not going to think of ways to solve a problem.

I see people all the time. They all want to start a business in some area and they have no idea what everybody else that's already in that business knows. So they think that they are going to somehow compete with these people when they don't know what the other people in the business already know. So they have no idea if they are reinventing the wheel or what.

So, you know, when somebody started South West Airlines, for instance, they had a new idea. They said, what if we made this kind of like taking the bus so that it was really inexpensive and it wasn't such a big deal? And then another idea they had was that they got rid of the hub system. So instead of everything going through a hub, which might make it more convenient for the airlines, but it doesn't make it very convenient for the passengers and so on and so forth. You think it would be illustrative if we talked about the idea for this course?

MS. KERSEY: We could. The only thing is, believe it or not, Bill, we've already been talking

an hour.

MR. HARRIS: Oh, my gosh.

MS. KERSEY: We should do 70 hours with you.

MR. HARRIS: We could probably at least spend -- we could spend five minutes and go over it unless you really want to wrap it up.

MS. KERSEY: No. That's fine.

MR. HARRIS: Okay. Well, you jump in if you think I'm telling this wrong, but you called me on the phone one day and said, I have this idea. I want to raise a million dollars to build 40 schools in Kenya.

MS. KERSEY: Uganda

MR. HARRIS: Uganda. I'm sorry.

MS. KERSEY: Liberia.

MR. HARRIS: And you said I want to get, you know, a thousand people who will each give a hundred and then you will go find nine other people who will also give a hundred, and immediately I thought of a challenge. I thought, well, are people really going to be willing to go to their friends and hit them up for money, and I thought, you know, realistically, I think some people will and some people will go and talk to a person or two, but most people probably don't have what it takes to go and hit up enough people for a \$100 that they can get nine people. Because probably if you just were going around saying, hey, look. I'm giving a hundred to help Cynthia Kersey build these schools. Would you give a hundred? Probably they would have to talk to a number of people before they would get somebody. You know, you wouldn't just go to the first nine people probably.

MS. KERSEY: Right.

MR. HARRIS: So I thought and I think people are going to -- it is kind of uncomfortable to go to people and ask them for money. So I thought, again, this goes back to something I think we were just talking about. Okay. How can we make this so valuable to people that not only is it easy for people to get the \$100, but it is easy for them to, in other words, when they go and ask for \$100, the value they are offering for the \$100 is unmistakably worth more than the \$100, so because you and I both know lots and lots of teachers and successful people, I said, why don't we get a line of people who can each teach something for an hour and then we'll make a course that is worth at least a \$1,000. Then when people go to ask their friends, they aren't saying, I want you to give a \$100. They'll say, I have this really cool opportunity for you. You won't believe these 14 people that you can learn from and it is something that would cost at least \$1,000 or all you have to do is donate a tax deductible \$100 and you are helping these kids in Africa and it is almost -- and then, you know, from that, you know, the idea came to make it about how to get a million dollar idea and, you know, we added other nuances as we thought about it. So by focusing our minds on the outcome, ideas came. We noticed resources. We became motivated, you know, we took action. We thought about the value to others. It made the ideas better. All these things that I mentioned, happened and then we had to think of a way to communicate the value to others, so we said, well, gee. We know lots of people who are centers of influence, Jack Canfield, Michael Beckwith and me and all kinds of different people that have big customer lists and who would be willing to mail to people and then once people get this in their hands. We'll ask them to send it on to other people, which I think that people will be motivated to do, and so we also solve the problem of how to communicate this to other people. And I wrote the stuff on the web site that hopefully is motivating people to make their donation and so on.

MS. KERSEY: You know, I want to say one thing, too, Bill, I mentioned this on other calls. It is like when you -- with this idea, this is something that kind of started at my birthday party when I raised almost \$200,000. That was the beginning of it and that was in March and it just continued to germinate and I was so enthusiastic and what happened is that it attracts people to support you when you are enthusiastic and passionate about a cause, so you signed up and other

people signed up and all of these mentors were saying, yes, and I think that is an important piece of this and you talked about it.

MR. HARRIS: Absolutely.

MS. KERSEY: You talked about being passionate.

MR. HARRIS: You do all these things, focus on what you want and so on and take action. It is almost like the universe lines up to help you. You know, people want to -- one of the four things I said that happens when you focus your mind on what you want is you notice resources. Well, I was a resource that you noticed and so you reached out to me and because of your enthusiasm and obviously also because helping kids is one of the things that I really am very engaged in doing and very passionate about and also just, I mean, if you had -- if you weren't trying to help kids, all you would have to do is really present me with some sort of business situation and I just -- I immediately love brainstorming about it, and figuring out it is. Like I said earlier, that the people that come up with million dollar ideas, they love challenges. They love being presented with a challenge. Because when you solve the challenge, it is a big rush. Your brain makes all these great neuro-chemicals and it feels good. And the more of these challenges that you solve, the more of a success consciousness you get and it becomes easier to solve the next one. And this whole thing takes on a momentum, which is really, now that I think about it, is what you are talking about when you talk about being unstoppable.

MS. KERSEY: Exactly.

MR. HARRIS: Somebody that is unstoppable is someone that is doing these things we've been talking about. And the more you do them, the more you are able to go into a situation, decide what you want, figure out how to make it happen, deal with the challenges, bring it to the finish line. And every time you do that, the next thing you do gets easier. I would say at least ten years ago I began to feel, this is before I knew you, I certainly felt unstoppable. I mean, to some of my close friends I would say, you know, I have this feeling now like I could do anything I wanted to do. Anything I set my mind to do, I could figure out how to make it happen one way or another,

and I think that kind of living is available to anyone. There is a price to pay to get to that point, but it is fun to pay the price.

The first step is you have to get out of focusing on what you don't want and doing all this stuff that sabotages you.

MS. KERSEY: Bill, I would like to just say one thing and reiterate a point that you said is it really doesn't matter to be attached if it is going to be successful or not. It is not even important because you are learning. You are doing something you are excited about. You are in action and so you are just getting feedback, and so you can make a different choice. So I encourage every single person listening to this to take the words of what Bill shared with and really find something you love. Be willing to get into action. Really look at what are your beliefs about that and challenge those beliefs. Brainstorm with people.

I'm thinking it would be great to create some sort of a resource group for people who are part of this who want to come together and brainstorm, and that's something you and I could talk about is how can they come together after they've heard of these great teachers and really get into action on creating and bringing forward their million dollar idea.

MR. HARRIS: Absolutely. Absolutely. Sort of a networking and coaching kind of outreach from this. You know, you mentioned doing it because you are passionate, you know, it is almost a cliché in the story about Thomas Edison when he was trying to find a filament that would work when he was trying to create a commercially viable light bulb that he tried 10,000 different things before he hit on one. Obviously he was not letting failure stop him. He was so interested in this challenge that, you know, people ask him, weren't you discouraged after you tried hundreds of things and it hadn't worked? And he said, no, it was fun. You know, everything that didn't work I knew I was just that much closer to finding the thing that did work. He was somebody that he would have done that for nothing because he was a great businessman. Actually, but he would have done that for nothing because it was fascinating to him, so that is, you know, and Stewart Emery, in his lesson in this series, I know Stewart very well, he talks a lot about passion in all the successful people that he has interviewed and a very important part of

this whole thing.

MS. KERSEY: Well, Bill, you are a passionate man and we appreciate your enthusiasm and wisdom and just sharing, you know, all of the insight that you have and developing million dollar ideas, so thank you for being a part of this.

MR. HARRIS: You are very welcome and I want to encourage everybody that is listening if you have not yet told everybody you know, sent everybody you know the information, you know, everybody you have in your e-mail list information about this series, please do it because there are real live children in Africa whose entire lives will be changed by this. And though you may never meet them, you can have a role in literally changing many, many lives by doing this. You are also benefitting the people, of course, who come and take this course, too, so I really encourage you, if you haven't, to send the e-mail that we have available out to everybody you know and get more people involved in this.

MS. KERSEY: Absolutely, and it is UnstoppableGivingChallenge.com.

MR. HARRIS: And you are doing a great thing for the world, too, to come up with this idea, Cynthia, and to make it happen.

MS. KERSEY: Thank you. Well, thank you for your support. It is a lot of fun and to everyone on the call, until we are together as Bill says, focus on what you want. Take purposeful action. Give value to others. Develop the skills that you need and choose to be unstoppable. Thank you so much. God bless you all and, Bill, thank you so much for your time.

MR. HARRIS: You bet.

MS. KERSEY: Bye-bye.