

Cynthia Kersey's Unstoppable Giving Challenge **Millionaire Mentors Program**

What Will YOUR \$1,000,000 Idea Be?



James Cameron



Rev. Michael Beckwith



Robert Kiyosaki



Dr. Ken Blanchard



Bob Proctor



Mark Victor Hansen



Bill Harris



Stewart Emory



Jack Healey



Wyland



Dave Bach



Lynne Twist

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: Bob Proctor

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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 Bob Proctor – Mentor #1

MS. KERSEY: Hi. My name is Cynthia Kersey, and I'd like to welcome you to the Million Dollar Idea Seminar Series online course, "How to Develop a Million Dollar Idea to Change Your Life and Change the World."

I'm the host of this program and am excited to bring to you this first interview of 12 world-famous millionaires, philanthropists and business leaders who will show you their strategies for not only generating ideas that can make millions of dollars, but also how to implement your idea, how to stay on track, and then how do you take it to the finish line. And, of course, the intention behind this course is to raise money to build schools in Africa. Every expert, every mentor involved in this course is doing so not for financial compensation but it's their way to give back and support this initiative which is sponsored by the Unstoppable Foundation. So I'm deeply grateful to them for their generosity and I'm also deeply grateful for you, to every single person listening to this series, because you're the ones who care enough to make a contribution, ultimately, to this project to build schools that will not only save lives in Africa but, through education, you're helping, you're a part of the solution of ending the cycle of extreme poverty in the world. So thank you so much.

And it's fitting that our first mentor today is Bob Proctor. Bob has been with me on this journey to raise money to build schools in Africa really from the very beginning. So today I'm going to interview him on the strategies, his strategies, creating and implementing million dollar ideas. And anybody who knows him knows he is a master at that. But because also it's our first call, we're going to, together, lay the foundation for this entire series so you're going to have an idea what's in store for you over the next 12

sessions, and also show you how important and simple it is that you share this program with everyone you know.

So without further ado, I want to give you some information about our first million-dollar mentor. Bob Proctor is widely considered to be one of the greatest speakers in the world on the topic of how to get rich. And this is something he's been helping people do for over 40 years. Bob was a high school dropout who went from one dead-end job to another. And then his life changed by the principles he initially learned from Napoleon Hill's "Think and Grow Rich." He went on to work with and learn from Earl Nightingale and he grew his income to over \$1M a year. And this is when \$1M was a lot of money.

Bob traveled all around the world, teaching thousands of people the secrets that changed his life. He was a featured teacher in the hit DVD movie "The Secret," and he's founder of the Life Success Company, a group of companies dedicated to providing personal coaching programs to those who truly want to succeed financially and spiritually in their lives. Many Fortune 500 companies and individuals around the world go to Bob Proctor for help, and he's here today to help you develop and implement your million dollar idea.

Welcome, Bob Proctor.

MR. PROCTOR: Thank you, Cynthia. And it's a real pleasure to be a part of this. I think it's going to be great.

MS. KERSEY: It is. And, you know, you've been with me from the beginning when I had my birthday party this year and along with Debbie Ford and Vivian Glyck, the founder of "Just Like My Child," we committed to building a school. It started with one school in Uganda and, from that, it's just evolved into this beautiful campaign that you're involved with right now. So thank you.

MR. PROCTOR: Well, you know, I have found that, in doing these types of things, we have a tendency to shoot low all the time. Would you agree with that?

MS. KERSEY: Yeah, I do.

MR. PROCTOR: We don't make our goals big enough. I remember Jack Canfield saying, "The problem with most people is they don't ask for enough." And when you were having your birthday party, what were you trying to raise? How much?

MS. KERSEY: Well, my overall goal was \$150,000, but I was hoping that one night to do at least \$50,000.

MR. PROCTOR: And what did you do?

MS. KERSEY: I got commitments for over \$200,000.

MR. PROCTOR: Now, you see, the beautiful part of this, if we can really keep our minds straight, what we want to do is realize that if we're doing things for the right reason, big numbers can be broken down into small parts. I think Henry Ford put that very well. He said, "Reduce it to the ridiculous. Take a big job and break it into small parts and it will become easy." And when I got to talking to Cynthia, she was building this school and, all of the sudden, she thought, you know, why don't we create a \$1M idea and build 40 schools.

MS. KERSEY: True.

MR. PROCTOR: And it was really just broken into small parts, wasn't it?

MS. KERSEY: Absolutely. And then when I spoke on your cruise, you know, it turned into, from a \$1M idea, to a \$2M idea.

MR. PROCTOR: But let's keep it at the \$1M for a second, and then we'll talk about how we raised it.

MS. KERSEY: Right.

MR. PROCTOR: Cynthia and I were brainstorming about how to raise \$1M. I think I was asking, I said, "What would you really like to raise to do this project in Uganda or in Africa." She said, "I'd really like to raise \$1M." And I said, "Well, why don't we start out with \$1M." Then we broke it down. And we thought if we could just get people to invest \$100, and she already had a big idea of giving them something phenomenal, which we're going to talk about for a moment, we're going to give you something worth tens of thousands of dollars for \$100, but we thought if we got a thousand people to each find ten people and every one of those people just donated \$100, we would have \$1M. So we were just going to get a thousand people to help us, and then get each one of the thousand to find ten people. And then here just recently, we were on a cruise. Our company sponsored a cruise. We had 2,000 people. They were in from all over the world. We had some of the greatest speakers in the world, and Cynthia Kersey was one of those speakers. And she was speaking on giving. And it was a heart-touching speech that you gave. Everybody on the ship was talking about it. And she was talking about the law of giving and receiving. And if we give, we'll automatically receive. We never have to worry about that. The law takes care of that.

And so I got to thinking, man, there's 2,000 people on here listening to this woman. We should change that to two million and, instead of building 40 schools, we'll build 80 schools. So we just took the goal and we doubled it. Now, we're talking in this program about million dollar ideas, mega ideas, but what we've decided to do in the project that we're going to explain to you, we're going to raise \$2 million and we're going to build 80 schools. That doesn't just build 80 schools. That feeds 4,000 children in each one of those schools. Is that correct?

MS. KERSEY: Yeah. It's essentially 4,000 per hundred schools so -- or per million. Per million. So we're talking about 8,000 children.

MR. PROCTOR: We're talking 8,000 are going to get an education. But they don't just get educated. They get fed.

MS. KERSEY: Yeah. And we bring in clean water.

MR. PROCTOR: Clean water.

MS. KERSEY: Right.

MR. PROCTOR: The parent, the mother, is going to be set up in a little business.

MS. KERSEY: Right.

MR. PROCTOR: Where, you know, micro- --

MS. KERSEY: Microfinancing.

MR. PROCTOR: -- financing.

MS. KERSEY: That's right. Exactly.

MR. PROCTOR: The whole concept is so good. Now, it sounds great. Here we are talking about educating 8,000 children, feeding 8,000 children, getting their mother onto a track where she can earn some money, giving them clean water, and we're talking about doing this and all you have to do, if you can hear my voice, is make a decision that you're going to invest \$100. And wait until you hear what you're going to get for the hundred dollars. I mean, this is incredible. And then if you really like our idea, just like I really like Cynthia's idea and I volunteered to help -- and I'm just one person that's volunteered

to help. I'm one of the speakers. When you hear what some of the people are doing, it's incredible. But if you want to help, you'll not only admit or agree to donating \$100, you're going to find ten other people that want to do the same thing. And I am going to tell you most people are going to find ten people because, when you hear what you're getting, you're going to want to share this with your friends. So we're going to give you something of tremendous value for \$100. And if you really like what we're to be talking about tonight, you're going to then find ten people. Now, that is really the mega idea. That's how we've taken and built a \$1M idea. It's about that simple, isn't it?

MS. KERSEY: Yeah, it is. And you know what? I'm excited that we're talking about this, because this is a \$1M idea. This was my \$1M idea.

Every single person listening to this call can come up with their \$1M idea, their \$2M idea, something that will invigorate them. So we're sharing the process with you. And then Bob's going to be talking about, literally, his strategies that he's been sharing with people for over 40 years on how to develop their own million dollar idea.

So I'm so excited, Bob, So I'm so excited, Bob, for your participation and really just to be a part of a big idea that, for me, not only, you know, will feed over 8,000 children, but it really does -- we are standing for the elimination of poverty, of extreme poverty, in our lifetime. So, for me, this idea means people are coming together to say that they care. Not only do they want to learn, but they care about other people, they care about these children that are really our children. So I'm grateful to you for being a part of this.

MR. PROCTOR: Well, you know, Cynthia, I was out with a business partner of mine this morning, Jerry Roberts, and we got to talking about what you did in the past and then what you're doing. And he said, "Just imagine, that woman raised -- got commitments for \$200,000 on that ship and she did it just in an hour or two."

MS. KERSEY: Yeah.

MR. PROCTOR: When, you know, if nothing else, everybody on the ship should have learned a great lesson from her. And, of course, I believe that they would. Well, I kept telling Jerry when I first met you that the thing that impressed me most about you is the way you operate. I mean, the idea – you were talking about giving but, I mean, you really caught my attention. I'm going back about ten years. When I first met Cynthia Kersey, I was introduced to her by a friend of mine. And I sat down and I met her in the LAX Marriott Hotel in Los Angeles, and we got to talking. And shortly after that, she shared with me that she was going to raise \$200,000 and go to --

MS. KERSEY: Nepal.

MR. PROCTOR: -- Nepal and build – was it --

MS. KERSEY: A hundred houses.

MR. PROCTOR: A hundred houses. Yeah, it was \$2,000 a house, and she was going to build a hundred houses. And I said, “You mean you're going to send the money there?” “No,” she said, “I'm going to go there. I'm going to take people with me.” In her book, “Unstoppable,” she became very familiar with the gentleman that started Habitat for Humanity.

MS. KERSEY: Right. Millard Fuller.

MR. PROCTOR: And you got caught up in it.

MS. KERSEY: I did.

MR. PROCTOR: So she was going to raise \$200,000. And she started to hit people up for money. She wanted the people to donate. And, you know, when they saw what she was doing, she didn't have too much trouble. And before long, she had \$200,000. And over Christmas or New Year's, off she goes with -- what did you take, 18 people?

MS. KERSEY: I did. Eighteen people.

MR. PROCTOR: Yeah, 18 people to Nepal. And they stayed there for a week, working on building these houses. Now, of course, they didn't stay there until all 100 were built, but they gave the financing and got it all started. You know, from that day on, I had just tremendous respect for you and what you were doing. So when I was at your birthday party and I saw this was a neat idea for a birthday party, it was a fundraising birthday party, I thought I would really like to help you with this. And so I was one of the people that committed, but you got a lot of people that committed. Now, we're talking about building big ideas. I have found that the masses, Cynthia, go through life with -- you know, they're playing not to lose. They're not playing to win. And I'm almost convinced that people don't stop and think about the phenomenal powers that they've got locked up within them. God has blessed us, as humans, with more power than we'll ever hope to use in our lifetime. And if we begin to stretch our mind with big ideas, we can really make that happen. Now, I have to go back to 1961 when I was given the book "Think and Grow Rich." And in that book, the author says, "There's a secret in this book." And he said, "If you can find the secret in the book, you can have anything you seriously want." And he said, "The peculiar thing about this secret is that those who once acquire and use it find themselves literally swept on to success with but little effort and they never again submit to failure." Now, he said, "If you doubt this, study the names of those who have used it, wherever they've been mentioned." He said, "Check their records for yourself and you will be convinced." Now, that really didn't get my attention because I didn't think that I could do that. I took a look at some of the names. He had Henry Ford, William Wrigley, George Eastman of Kodak, Theodore Roosevelt, J. Armor, John D. Rockefeller, F.W. Woolworth, Dr. Alexander Graham Bell. And, you see, I couldn't relate to these people. I had no formal education. I had a couple months of high school. I had a poor work record. I had never done anything of any consequence. I was 26 years old. And the man that gave it to me, Ray Stanford, he was one that inspired me to take a real close look at what I was reading. He said, "You're telling me why you can't do something." He said, "I want you to stop doing that right now and start to think of how

you can. Think of everything that you got going for you.” And he said, “Did you check their records?” And I said, “Whose records?” He said, “The people that Napoleon Hill told you to check.”

And so I started to look into it and I found out some of the names I have just read out, some of the names, I have three times as much formal education as they do with a couple months high school. And so what he was pointing out to me, he said, “You know, people that do great things are ordinary people. They get excited by a big idea.” And I remember Robert Russell, I was reading one of his books one time, he said, “To be great is no trick.” He said, “Being great at anything is just doing little things in a great way every day.”

So I started to play with this and I've never stopped. And I started to study the people that did great things and I started to see they are ordinary people.

I have a friend, James Sherman. He said -- last week, he said something to me that really made me think. He said, “When we look back in history at all these geniuses,” he said, “Everybody loves a dead genius.” But, he said, “When those geniuses, some of the names I just read out, when they were alive, they were heretics, they were crazy, they were out-of-the-box thinkers. They just did not go along with the crowd.” And he's right.

And I thought I'm going to start studying these people. So I made up my mind I was going to attempt to live like them. And I found, Cynthia, if we're working on a big idea, if it's big enough and you fail, you're still enthused from it. It can be exhilarating. And the trick is when you're working on big ideas, you have great days. Some days are phenomenal. Not all the big ideas work out. But if only one works out every now and then, you're way ahead of game. Like, Edison could tell you 10,000 ways not to build a light bulb. I would imagine the Wright brothers made all kinds of runs of getting the plane in the air before they did. Hillary failed twice before he got to the top of the

mountain. So all down through history, great people were ordinary people that did extraordinary things.

I have never stopped studying the human personality. I took my own income, as you said, from \$4,000 to over \$1M. And I have just fallen in love with teaching people all over the world to do this ever since. So --

MS. KERSEY: And you're great at it. And, you know, see, I'm so happy that you're bringing this point forward because so many people, they go, "I couldn't have a \$1M idea." And you and I have both been studying -- I call them "unstoppable people" and you call them something different, but they are ordinary people. And a couple of things that you said I want to reiterate. Number one is a mentor. A mentor. Ray was a mentor to you and told you to start focusing on what you could do. So for the people listening to this, the first thing when you're going to create \$1M idea is don't look at why you can't do something. Focus on what you can do. And find something that you're inspired by.

Bob, I remember you telling me this, because I think I used to say, "Oh, I'm so excited," and you said, "Don't say you're excited, because, the law of polarity, excitement can be depression, right, on the other side, the polar opposite". He said, "Be inspired because inspired means 'in spirit'." And I've never forgotten that. And I think when we are deeply inspired, we are in spirit. And this idea that I've got drives me, it inspires me, it gives me joy. And whether I raise enough, you know, to build a million schools, a hundred schools, it doesn't matter. I'm doing something that is uplifting my life as I uplift others. And I think that's a possibility, when we stand in our greatest, you know, of what's available, not only for us, but for the world.

MR. PROCTOR: Well, you know, you were saying about the mentors and about listening to the great people. When the listener to this call hears some of the people that are going to be inspiring them, they're going to have a surge of confidence run right through their electrical system in their body, I'm telling you, because it's such a

phenomenal idea. But there's key components to every million dollar idea. Would you agree with that, Cynthia?

MS. KERSEY: I do. I absolutely do. And I think you've mentioned a couple already. Why don't we just continue the process? A mentor is important. And then finding something you're inspired by is really important.

MR. PROCTOR: Well, I think that's right. You got to have a mentor. You got to have people that know more than you, that believe if you in areas sometimes you don't believe in yourself. Your idea has to be inspirational. It has to be inspirational. It has to really wind your stem. It has to leave you with a wonderful, warm feeling. Absolutely no question about it. And I think, another thing, it has to raise all kinds of doubts in your mind.

MS. KERSEY: That's a good one. Tell us about that one. Because some people think if doubting or if people tell you it's not a good idea, well, it must not be a good idea.

MR. PROCTOR: Well, actually, if there's no doubt, it's probably not a very good idea. I have found that the ideas that are really taking you in the right direction, you not only have doubts, they'll scare you. And I think this is a key component. You have to have doubts about it and it has to scare you. Because what you're doing, first of all, you're doing this for self-serving reasons, overall. You're doing it to grow as a human being. But to grow as a human being, you have to be a great servant. You have to serve others. So the idea is going to serve others, but there has to be growth involved. And if there's no growth involved, you're going sideways. You're doing something you've done before. It's a repeat performance. And I don't care what you've done in the past, I don't care how good it is or how great it is, you've got to be going for something bigger. You have to go for something bigger. The Olympians are all trying to break their own record. And when we go for something beyond where we're at, we have doubts and it scares us.

So as you go after your big mega idea, your million dollar idea, understand when you come up with it you're going to have to get your imagination working overtime and you're going to instantly think, Well, I couldn't do that. You know, most people are extras in their own movie. You've got to make yourself the star of this movie. There's an idea that's really going to wind you up. It's going to help you see -- you know, see things in yourself that you've never seen before. You're going to be out of the box and you're going to have doubts. You're going to be thinking, I really can't do that. No, the truth is you really don't know how to do it.

When Cynthia decided she was going to raise \$1M, she did not know how she was going to raise the million dollars. And this is after a birthday party where she raised a couple hundred thousand. She still didn't know how she was going to do the million. But through masterminding and brainstorming with some like-minded people, the idea for the million comes fairly easy. And then when we got on the ship, we started to look at it, we think, well, wait a minute, this isn't really scaring us anymore, let's raise the bar. And so we're going after two million. Now, that started to cause some doubts again, so we know we're on the right track.

MS. KERSEY: So understand that really if your idea isn't even big enough to cause some doubts, it's not that big. You know, if you're not out of your comfort zone, you're not really going to that next level. So you got to find something that scares you, or what's the point?

MR. PROCTOR: And then, you know, another thing, number four, you're going to get obstacles. You are going to get obstacles. You're going to have to have a team of people. I guess that even comes before the obstacles. You have to have a team of people that buy into your idea, that are inspired by your idea.

Now, you know, I think it was Harry Truman said, you know, "It doesn't matter who gets the credit, as long as the people get the job done."

MS. KERSEY: Right.

MR. PROCTOR: And that's really the way it is, you know. You got to have a team. So you have to talk to people about your idea. And, you know, a lot of them are going to say you're crazy, you're out of your mind. You're going to run up against resistance. That's another key that you're on the right track. When you're building your team, in selecting your team, you're going to run into a lot of resistance. If there isn't a lot of resistance, again, it's probably not a very good idea. It's an idea almost anybody will buy into.

MS. KERSEY: What recommendations do you have, Bob, for people who are building a team? How would you recommend that people go about that?

MR. PROCTOR: Well, I think you ought to get people that you recognize have some talent and ability that you don't have. It's like picking a Board of Directors for a company. You don't necessarily pick people that understand your or understand what you're doing. You pick people that bring specific talents that you don't have to the company. And that's the way it is with a team. And you really do that. You bring people to your team who are a little better at certain things than you are. You're better at some things than they are.

MS. KERSEY: Definitely.

MR. PROCTOR: And that's where a team comes in. You know, if it's a baseball game, the person that plays first is probably not very good at shortstop, but the shortstop probably isn't a very good pitcher and the pitcher is probably not a very good catcher. But when you put them all together, they make a strong team.

MS. KERSEY: That's right. That's right.

MR. PROCTOR: See, you've got to get people that believe in you, in your idea, and that you recognize have some talent and ability. But they got to believe in you and they've got to buy into the idea.

MS. KERSEY: You know, it's interesting, sometimes it's easier when you're beginning something new -- I remember years ago when I wrote my first book "Unstoppable," you know, a family, the people who know us the most, might be the biggest doubters in our lives. So what I found for me is the people that I built and put on my team were people I'd meet on an airplane.

I remember sitting on an airplane next to this guy who was a big promoter of country music. He lived in Nashville and he became -- I put him on my advisory board and I gave him advice in sales and he gave me advice in promotion. And, literally, that's how I built my team; by sharing my dream and hearing people who said, yes, I'm excited about this. And I didn't pay them a penny. In the beginning, I didn't even have the money. It's not even required. It's just put it out there and start noticing, you know, who's responding and who could be a part. It's like creating an intention to develop this team. And then when you see these people, you think, wow, that would be a perfect person to be on my team, how can I support them and then how could they help me.

MR. PROCTOR: Well, you know, if you're enthused about something, you're going to find that like-minded people are going to want to be around you because they're going to be attracted to that enthusiasm. The enthusiasm comes from the spiritual essence of who you are. It's the good side of you coming to the surface. And people that are in tune with that, they're going to be attracted to you.

Now, not everybody's going to be in tune with it. And the ones that aren't in tune with it, they're going to resist it. They're going to say, "What do you want to do that for?" "Why don't you help people in your own backyard?" What are you going to Africa for?

MS. KERSEY: Exactly.

MR. PROCTOR: They'll keep coming up with ideas. It doesn't matter what it is. And it doesn't matter whether you're helping people in Arkansas or Africa. It makes no difference where you are. The difference is that you're working on a big idea, you're doing good, and you're putting good into the universe. We're all one people anyway.

MS. KERSEY: Exactly. Exactly. So building a team is really critical, and you can do it -- some places I recommend, too, is through nonprofits, working in nonprofits. You know, leaders are a part of these projects. You can meet amazing people through your churches, your synagogues, through community organizations, networking, going to seminars. Bob has all sorts of seminars, you know, where you meet amazing people.

So get out there, start sharing your idea, and you'll be surprised at how many people resonate. You really want to find the people who are resonating on that same frequency and say, "You know what, and I believe in you, I want to be helpful." That's all it takes is just really asking.

MR. PROCTOR: I think the next thing, Cynthia, in developing big ideas, you not only have to expect, you got to be able to handle the obstacles that come your way.

MS. KERSEY: Yeah.

MR. PROCTOR: And if you're not prepared to do that, if you're not resilient, it isn't going to happen. I got a true story to share with you. I was writing my book "You Were Born Rich" years ago, and I was writing it all by hand. This was before we had computers. And I couldn't type anyway, very well. You know, I was picking at letters here and there. And, anyway, I had it in this huge file. I wrote the whole thing by hand, had it all written out. I was in a cab. I couldn't tell you the color of the cab, the name of the cab. I couldn't tell you anything about the cab. And I left the whole thing in the back of the cab. I had no name, no address, and no phone number on it.

Now, some of you say, how could you be so stupid? I don't know. It wasn't difficult. And the whole book, I had just finished it, and it was gone. And I remember Linda -- this was before we were married. Linda said to me, "How come that doesn't upset you?" And I said, "You know, anything that bad has got to be really good." I said, "The book mustn't have been any good." And that was the attitude I formed. And, you know, you have to form that kind of an attitude.

In building my business, I have lost everything I had twice. But, you know, it never slowed me down. It never discouraged me. I kept thinking that must be something that has to happen for me to learn what I have to learn.

See, everything in life is a lesson. We've got to learn. The truth is it's got nothing to do with what's coming our way. It's got to do with ourselves. We're growing as human beings. We're increasing our conscious awareness of who we are and the world that we live in. And when we start to understand that, we will realize the bad things are as necessary as the good things. And it's only a matter of perception anyway.

MS. KERSEY: Absolutely.

MR. PROCTOR: If I hadn't lost everything that I did when I did, the times I did, I wouldn't be here now. I wouldn't be doing what I'm doing now. That was part of what was necessary to get me on the path that I'm on to help prepare me to do what I'm going to do. And we got to understand that obstacles are part of the winning process.

MS. KERSEY: Well, that's key, winning process.

MR. PROCTOR: Absolutely.

MS. KERSEY: Tell me, I'm curious, about the book story. So you lost your book. And now, in retrospect, how is that book different than the first draft that you did?

have been in this business for about the same length of time. He started on the west coast. I started on the east coast. He was working out there with Penn Patrick and his crew that started PSI Seminars. That's where PSI Seminars came from. But Stewart Emery came from Australia, one of the most brilliant minds in this industry.

MS. KERSEY: Yeah.

MR. PROCTOR: Really truly is. And he is going to be interviewed by Cynthia for an hour. He is one of the founders of the Human Potential Movement as we know it today. Absolutely brilliant guy. And then Jack Healey. I would like you to talk about Jack Healy because you're more familiar with him. Just an incredible human being.

MS. KERSEY: He is. I heard him speak at James and Suzie Cameron's house. That's where I met Jack. And he has been named Mr. Human Rights. He was literally a poor child raised in Pittsburgh, Pennsylvania and he was raised by his mother. His father died when he was two. And she said some words that he has lived his life by. She said, "I didn't bring you into this world to survive. I brought you into this world to do something." And those words have guided his life and literally he devised the original idea for the Walk-A-Thon, he has raised millions of dollars for Amnesty International and other organizations. And really one of his claims to fame is he got four highly-successful musical tours years ago when nobody was doing it. He got big name artists like U2, The Police, Bruce Springsteen, Peter Gabriel. They all agreed to be a part of these concerts to raise money. So what Jack's going to share is how he's been able to get these celebrities, people to align with your ideas. You know, we need a team to bring ideas into the world. And Jack has not only come up with big ideas. He's built an A list of people to help him raise money for causes that are important to him. So I'm excited for him to share with everybody how he did that.

MR. PROCTOR: You know, if you're keeping up with us, you may be writing these names down. These are incredible human beings, all multi-millionaires. And you're

MR. PROCTOR: Well, I think it's probably a lot different. I think I learned something about myself in losing it. I changed a couple of the chapters; I changed the concept of how I was laying out the book. Like, the concept is that -- "You Were Born Rich" is the name of it -- that you have deep reservoirs of talent and ability within you. Most people are just short of money, but everybody's rich in talent and ability it's a matter of using it. So that the book is probably quite different because I think I was different.

Now, first of all, I never started to write it again right away. I probably took the better part of a year before I started back into it. And I was just thinking, contemplating, you know, what is the lesson in this? Why did that happen? Because I put so much energy into it, so much effort, but I thought there's got to be a great lesson in this. Listen; if something's real bad, it's got to be real good. That has to do with the law of the universe. In "The Secret," I quoted Dr. Wernher von Braun. He said that the natural laws of the universe are so precise that we don't have any difficulty building spaceships, sending people to the moon and we can time the landing with the precision of a fraction of a second. Well, one of the laws is the law of polarity. It's the law of opposites. There would be no inside to the room I'm in if there wasn't an outside to it. You could have no up without a down.

Here in Toronto, we have one of the highest free-standing structures in the world in the Sea Antenna. It's 1,800 and some feet high. Well, it's a long ways to the top of that tower. But you know something? It's a long ways to the bottom when you get up there. It can't be a long way up and a short way down. If something appears very bad, the opposite is it's very good. If there's something really terrible happening in the economy, there's something very good hidden in it. And we've got to train to ourselves to look for what's good. And if we don't, we're not going to develop million dollar ideas. We're not going to develop any ideas. We're going to be controlled by what's going on outside. And we must never let that happen.

MS. KERSEY: That's a really important piece to developing resilience, Bob. It is exactly what you said. The meaning of what happens in our lives will determine whether

we quit, whether we're bitter, whether we stay discouraged and small or whether we move forward. And you embody that through that manuscript that you lost, through losing everything you had twice. You didn't make it mean "game over." And when you come from that perspective, you can learn and look at what's happened. What did you learn from losing everything twice? How did that impact you?

MR. PROCTOR: Oh, the lessons I learned were incredible. Well, first of all, the first time it happened, it didn't really bother me that much. And, you know, I thought I still have my health, I live in one of the most wonderful places in the world here in North America. I have developed a certain amount of talent, so I got a lot of things going for me, and I just made a couple of mistakes. And anybody that's ever lost, it's because you make a mistake. And you can never blame anybody else. You cannot be a victim.

So there were so many lessons I learned in it that I learned that I could lose everything and not get discouraged. You see, I wasn't owned by the stuff and I don't own the stuff either. You merely have the use of it. Like, we're merely custodians. When people start to get upset because they've lost something, the thing owed them. Like, I always say if you don't want to lend something, you should give it away because you don't own it, it owns you. At the time of your death, everything you own is going to belong to someone else. So we really don't own anything. We're merely custodians. And, you know, you have to really analyze things in the light of truth. I learned so many things. And I learned I didn't stop trusting people. There were some people that didn't treat me very well, but that didn't stop me from trusting people. Now, that didn't mean that I was going to go and work with those same people again under the same conditions. I wouldn't do that. I learned from it, but I didn't stop trusting people. And so I learned a lot about me. And that's what all our lessons are about; to learn something about ourselves, really.

MS. KERSEY: Right. So another lesson that I'm hearing in strategy of developing big million dollar ideas is understand, you know, regardless, you know, you are going to experience obstacles. It's part of the path. And how you interpret those obstacles will

determine if your dream will stay a dream or if you move forward and actually bring them into reality.

MR. PROCTOR: Oh, absolutely. Yeah. See, failure is a part of winning. When you fail at something, that doesn't mean you're a failure. It means that the idea didn't work or you had the wrong idea. That's one of the obstacles. There are all kind of obstacles come our way. We must never let the obstacles stop us. If you make up your mind that winning is the only option, that is seeing the idea through to its completion, that is the only option, it doesn't matter how many times you lost, it doesn't matter what happens, you will ultimately end up at the finish line and you'll finish victorious. That is an absolute law of our being and that's the idea we want to have in mind.

MS. KERSEY: Right. Actually, you talk about the terror barrier, which I think is beautiful in every single person who is developing and implementing a Million Dollar Idea is going to get to that point where they feel such fear and they have a choice to go back to what's comfortable, to go back to what's known, or to break through that terror barrier. Would you mind sharing?

MR. PROCTOR: Yeah, well, that's way back in Step 3 there where we have doubts and we're scared. See, we're conditioned. We're conditioned genetically from birth. You know, the genetic conditioning goes back many generations. That's why we look like our relatives. And I say that a lot of people live in bondage. They have this programming, I'm going to call it X, in their subconscious mind. And because of the X conditioning, they get X type results. X just being the unknown factor. And let's suppose X is producing an income of \$40,000 a year. Well, these people can think anything they want, but they'll think X-type thoughts because they're in harmony with their conditioning. Like, a person that's earning \$40,000 a year, they don't think of earning \$400,000 a year or a month. They just don't do that. They think thoughts that are in harmony with their conditioning. Now, you move ahead, you move -- I call that bondage, because they're locked into a certain way of life. And that's where a lot of people live.

The next step is a point of reason. That's where you can actually change the idea without changing anything in your emotional life or without being scared or creating doubt. You just analyze it. And you analyze it in the light of reason. It's called "right reason." And as long as the idea remains in your conscious mind, you don't get emotionally involved in it, everything's cool. Now, before you act on that idea, you got to turn it over to your subconscious mind. That's where the conditioning is. And when you try and mix the new idea with the old conditioning, doubt, fear and anxiety strike. I call that hitting a terror barrier, scares the day lights out of you. That could be investing all your money in your own business. It could be quitting your job and going on straight commission. It could be move another country. Any of these ideas that appear radical insofar as their conditioning is concerned, throws up a terror barrier. And when people hit the terror barrier, they bounce right off it and go back to bondage. They think, wow, it's safe here; this is where I like it. But that isn't what life is about. I believe if you're not living on the edge, you're taking up too much room. So you've got to be going into an area that you've never been before. You've got to be doing something you've never done before. And if it doesn't scare you, if it doesn't cause you to hit the terror barrier, again, you're probably on the wrong track. So if we just went through what we've hit on here, Symphony -- Cynthia --

MS. KERSEY: I like Symphony.

MR. PROCTOR: Symphony. There you go. We've got to have a mentor; we've got to have an idea that inspires us. It's got to be inspirational.

Number three, your idea has to create doubts, scare you, and even hit the terror barrier.

Number four, you have to have a team. And many of the people you ask to be on your team, they're going to resist it. You got to understand that resistance is a part of building the idea. And if you're hitting a lot of resistance, you know you're on the right track. Think of the resistance the Wright brothers hit. Think of the resistance that Edison hit. Or any of the people. Sir Edmund Hillary was an ordinary beekeeper up in New Zealand.

He failed twice going up the mountain. People died going up that mountain. You think he didn't hit a lot of resistance? Everybody in town thought he was crazy, but he kept going. So you've got to get a team. You've got to get people that believe in you, that want to help you.

Then you've got to realize number five is you got to have obstacles. You got to be resilient because the obstacles are coming. Failing is a part of winning.

And, number six, whether you know it or not, it's not about the money. Now here we are asking people to donate \$100 and we're saying it's not about the money. We're not doing this for the million dollars. We're doing it first and foremost for ourselves to grow, but we're doing it because we grow by working in harmony with the law. And when you're working in harmony with the law, that's when you're putting good out there. You're giving it everything you got. So it's always about the idea. It's never about the money. I just wrote a book called "It's Not About The Money." And it never is. People that accomplished great things, it's a bit of a paradox, they wouldn't do it for nothing but they're not doing it for the money.

MS. KERSEY: Right.

MR. PROCTOR: They're doing it for the growth involved, for the good that happens, and away you go.

And number seven is you got to ask. If you don't ask, you don't get.

MS. KERSEY: Um-hum.

MR. PROCTOR: Now, we're at the point, I think, Cynthia, where we have to ask people to go to Unstoppable -- what is the website?

MS. KERSEY: Giving Challenge. Unstoppable Giving Challenge.

MR. PROCTOR: Unstoppablegivingchallenge.com.

MS. KERSEY: Yep.

MR. PROCTOR: Write that down. If you hear my voice right now, write it down. Unstoppablegivingchallenge.com. That's a long name. www.unstoppablegivingchallenge.com.

MS. KERSEY: That's it.

MR. PROCTOR: Unstoppablegivingchallenge.com. We want you to go there and donate a minimum of \$100. If you want to put in more, that's great. Now, when you go there and do that, what you're going to get is worth -- well, there's parts of it you really can't put a price on it.

MS. KERSEY: Yeah. I hear you. I mean, the people who've agreed to say yes, Bob, you know, many of the people never do this. I don't think James Cameron ever has done a teleseminar series in his life. So, I mean, we're getting some people who are big billion dollar thinkers and have agreed to be a part of this because of the cause behind it. So I'm pretty excited about that.

MR. PROCTOR: Well, I think the listener should sit and think for a minute. If you had the opportunity to be a mouse in the corner when Cynthia Kersey sits down with a number of millionaires for an hour, one hour each -- she's going to talk to James Cameron. The guy has won 11 academy awards. He's the one that made Titanic, Rambo, Aliens, Terminator, and Judgment Day. Think. She's going to talk to him about big ideas. He's an ordinary guy that has done an extraordinary job and he's been recognized by his peers. He has won 11 academy awards. Now, to get an interview with him for an hour is saying something.

MS. KERSEY: It is. It is.

MR. PROCTOR: I really believe you got it because of the good you're doing with it.

MS. KERSEY: I agree. He's in the middle of what he says is now his biggest movie ever. And when he says big, it's big. Because Titanic was big. And he said he's working 24 by seven but he said he's going to fit this in.

MR. PROCTOR: Well, that's one of the people you're going to be listening to. This is a series. And you're going to be able to download these and you're going to get the transcript of these interviews.

MS. KERSEY: Yeah.

MR. PROCTOR: This will create a book for you that it's worth millions of dollars. So as you listen to this, you're going to start to think of ten people that you want to help get involved in this or 20 or 50. Then she's got Dr. Michael Beckwith, very famous from "The Secret." He's the author, founder, spiritual director of Agape International. It's one of the largest independent spiritual centers in the world. Michael Beckwith, he's a piece of work. I'm going to tell you. That guy will wake something up inside of you that you didn't even know was there.

So here we've got James Cameron. Then she's picking Michael Beckwith's brain for an hour. Then she gets Robert Kiyosaki. That's right; "Rich Dad, Poor Dad." Now, this guy earns million of dollars, teaches people to earn millions of dollars. Cynthia is going to spend an entire hour picking his mind. You're going to get all these recordings. You'll get the recording, you can download it. You'll get the transcript of this. Then she's got Ken Blanchard. Ken Blanchard is an icon. I mean, this guy, he wrote "The One Minute Manager." It's sold over 12 million copies. He's a lecturer at Cornell University, but he's probably one of the brightest minds in business world anywhere. He's paid tens of

thousand dollars of dollars for one hour of his time. You're going to get it for \$100 along with everybody else.

MS. KERSEY: Right.

MR. PROCTOR: Then she's got Mark Victor Hansen. Now, you know, he's a piece of work. He'll pump out more ideas in that hour than anybody that you can imagine. I mean, Mark and I were together back in the early '90s. He and I had been business mastermind partners for years. But we put together a program where "Chicken Soup for the Soul" came out of it. We were teaching people to create million dollar ideas back then. And they come up with an idea. They said they were going to sell 50 million books before the turn of the century. That was around 1992. They didn't sell 50 million. They sold 74 million. They've gone to sell over 140 million books. They've got ideas that just blow you away. Cynthia is going to pick his brain for an hour.

Then you got Bill Harris. Now, Bill Harris has been very instrumental, I believe, in this project.

MS. KERSEY: He has. He has.

MR. PROCTOR: Like, you have done nothing but rave about how Bill Harris has helped you.

MS. KERSEY: Well, you know, he's an amazing businessman and an incredible marketer and strategist. He's really supported me on putting this campaign together including the sales page. He's brilliant. And he literally started Centerpointe Research on his kitchen table, and he's built it to a \$40 million company. So he's brilliant. I'm excited that he's one of our teachers, too.

MR. PROCTOR: It doesn't stop there. She's got Stewart Emery. You know, I met Stewart Emery for the first time on the phone here a while ago. Stewart Emery and I

going to listen to Cynthia pick their brains for an hour. You not only listen to it. You get the recording of it and you get the printed transcript of the recording. It's incredible.

Now, there's another one. In fact, there's two or three more. Wyland, the world-renowned artist who's created a multi-million dollar brand centered around environmentally friendly practices and a commitment to creating a healthier planet. He's an accomplished painter, sculptor, photographer, and writer. You know, he's appeared in the Guinness World Book of Records. He has his own show on the Discovery channel. He authored more than 18 books. You know, he's got the nonprofit, the Wyland Foundation. It's actively involved in clean water education. And he's been recognized by the United Nations for his conservation efforts. This man is incredible. Again, Cynthia's going to be interviewing him for an hour. You're going to have it recorded. You not only listen, but you've got it recorded and the transcript.

MS. KERSEY: You know, Bob, what I love about what he's going to talk about is how are you going to take your product, your mission, your cause and really create a platform that generates wealth and allows you to become a part of the solution of healing our planet. He has developed a multi-million dollar brand that, you know, not only is he generating wealth, but he's doing good in the world. And that's the trend. That's what people really want to be a part of today. So I'm excited that he's going to share how he's done that and how you can do, too.

MR. PROCTOR: And then on top of Wyland, she got another superstar; David Bach. He's the author of eight consecutive national best sellers, including "Start Late, Finish Rich," "The Automatic Millionaire," "Smart Women Finish Rich" -- he must be writing about you -- "Go Green, Live Rich." You know, it goes on and on. He's been on television; Larry King, Oprah, you know, Regis and Kelly, The View, Today, the Early Show, the Late Show, Fox, CNBC. This guy is recognized all over the world for his work. Again, you get to listen to him. Cynthia is going to pick his brain. How does he do such great work? How do ordinary people do such extraordinary work?

And last but not least, she has Lynne Twist; global activist, fund-raiser, consultant, author. She has probably raised more money for good causes than anyone alive.

MS. KERSEY: Yeah.

MR. PROCTOR: And I think she's an excellent model that you sort of follow.

MS. KERSEY: Yeah. You know what? She is. And she's going to share because, you know, big ideas many times require big money. And she's going to share her strategies how she's raised multi, multi-million dollars for all sorts of organizations. And she wrote a book called "The Soul of Money." She's an extraordinary woman.

One other thing is you're going to also -- I'm going to be interview my in-country partner, so I'm going to interview Debbie Ford. I'm going to interview Vivian Glyck, the founder of Just Like My Child Foundation. Craig Kielburger from Free the Children. So you're also going to hear about these extraordinary people. They are mega idea people in and of themselves and the work that they're doing in Africa that you're contributions are enabling to make that happen. So we have an incredible lineup of people who -- literally, this program, I believe, Bob, will absolutely change peoples lives.

MR. PROCTOR: Well, you've heard it all for \$100. You're probably wondering how is she able to do that. Because everybody's working for nothing. Nobody's being paid a cent. Not a nickel. All these people -- some of them you wouldn't be able to hire. And if you were able to hire them, it would cost you anywhere from \$25,000 to \$100,000 for one hour. And for \$100, you get every one of them for an hour. You get the recording and you get the transcript of it. Man, some of the stuff you can relate back to. I like the printed words so, I mean, I'm going to takes those transcripts and put them in a very, very beautiful folder and save them in my library. And I would recommend you do the same thing.

Now, what do we want you to do? We want you to go to Unstoppable Giving Challenge. The Unstoppable -- not the. Just, unstoppablegivingchallenge.com, and we want you to follow the instructions to the letter. Now, you can donate whatever amount you want. It will be a minimum of \$100. When you donate the \$100 and we've got your information, you will be sent the information on how you're going to get these calls, how you can tune into them, when they are, when they start running. Now, there's going to be a website put up. Is the Unstoppable Giving Challenge website up now?

MS. KERSEY: It goes live on November 17th. So by the time people hearing this, yes.

MR. PROCTOR: Then it will be live. All right. Well, we want you to go there and put your name on the line. Donate the \$100. If you want to put in \$1,000, put in \$1,000. It's all going for a good cause. Some people on the ship gave many thousand dollars. Mark Victor Hansen gave her a huge check for this, and then he's coming on and working for nothing. So there are a lot of people behind this.

Now, if you want to get on the team, if you want to get on the team, we want you to get a minimum of ten people doing what you're doing. Just get ten people to come. I mean, it shouldn't be hard to sell. They're getting all this for \$100. Just get ten people.

MS. KERSEY: Yeah. It's really very easy, yeah.

MR. PROCTOR: Well, you tell them exactly what happens. Because you're going to get a course, an online marketing course, that I know the man that made it. It is worth an absolute fortune.

MS. KERSEY: Yeah, it is. Basically, we made it really simple. So if you've already donated \$100 -- some people will have already been a part of this. So if you've already donated, you can go online to Unstoppable Giving Challenge and sign up to be a builder. Right? Everybody who donates will have an option to become a school builder. What does that mean? It simply means that you're going to share this course with your friends.

We're going to give you a really easy e-mail. You just send it to everybody in your address book. And when you get at least ten people who say, I want to hear this course, I want to be a part of this idea, and they donate \$100, you become -- you get the distinction of being a school builder. And as a builder, you're going to receive a free internet marketing course that normally sells right now online for \$250. It's a 500-page step-by-step guide to take your mega million dollar idea and to create mega sales online. These people are experts. They promote Bob, they promote me. They're extraordinary. And this is the founder of Mind Valley. He's a part of this. He heard about this program and he said, "You know what, Cynthia? I want to donate this marketing course, this internet marketing course, because I believe in what you're doing." So he's going to give it to everybody. They've never done this. He's going to give it to everybody who gets at least ten of their friends to say I want to get this course.

Additionally, your name is going to appear on a plaque at a school that you and your friends have built. So, literally, you're going to be commemorated on the side of a school with your name on a plaque.

And if you raise at least \$25,000, you raise enough to build an entire school and you can name that school if you want it to be named after yourself, your organization or somebody that you love. Vishen, who donated the internet marketing, he committed to raising at least \$25,000. I have so many people say, you know what? I'm going to share this with everybody I know. The value of the program, it's simple to sell. And that way, they're going to build a school. I mean, this is a gift. I mean, this literally will change peoples' lives.

And then, finally, the person who raises the most money through February 28th will also receive airfare and one week in an ocean view luxury suite in Cabo Del Sol. And, basically, another person who heard me talk about this said, you know what? I want to donate my luxury suite. Which, again, Bob, this is what happens; when people have big ideas, they inspire people and the team naturally builds. So take this into consideration as you're building your million dollar idea. All you have to do is go to

unstoppablegivingchallenge.com, sign up today, and share it with all your friends. And I see us building over 80 schools, feeding and educating over 8,000 children a year. A year. And really taking a giant step towards not only your creating your own million dollar idea but eliminating extreme poverty in our lifetime.

MR. PROCTOR: Cynthia, it's been a pleasure working on this with you. I want to thank you for allowing me to be a part of it. I know that good is going to come to both of us for the good work we do and good's going to come to the person that dials into Unstoppable Giving Challenge and gives \$100 and then gets ten of their friends. It's such a phenomenal value.

MS. KERSEY: It is.

MR. PROCTOR: You know, I don't know anybody that would not love to have those recordings and those transcripts. And I don't think the listener does either.

MS. KERSEY: Yeah. It's a great gift, you know, when you think about it.

MR. PROCTOR: It's a phenomenal gift. It actually is. So, again, thank you for having me.

MS. KERSEY: Thank you, Bob.

MR. PROCTOR: And I want to congratulate everyone for taking part in this.

MS. KERSEY: Yes.

MR. PROCTOR: God bless.

MS. KERSEY: Thank you, Bob. Thank you so much. And thank you to everybody for your participation and your generosity.

I'll be with you next week for our next multi-million dollar interview. And until then, choose to be unstoppable. God bless all of you.

Thank you. Bye-bye.