

Taking Charge Podcast Episode #13 with The Ambassador of Joy, Barry Shore hosted by Mark Januszewski

INTRO: Taking charge with successful businessman, world-renowned speaker and best-selling author Mark Januszewski, this is the only podcast where we end the self-help hustle and heartache and our listeners with everything they need to access a remarkable power within, a power beyond measure; Mark J is the creator of the famous master key experience, which publishes annually a success rate of over 98% happier, healthier and more successful people; Mark co-created the master key experience, combining science and spirituality with his wife, over 30 scientists and the illuminated ones spanning 4000 years, you'll quickly discover that there really are no common people, there is greatness within you and this podcast will help you find and develop your greatness. The best news, it's in you already and so, it's free. I welcome you to our host Mark J, creator of the master key experience.

Mark: Hey, Aloha everybody and welcome to taking charge, ending the self-help hustle and heartache and what's really fantastic, well it's really fantastic here, as we always start the same way, which is to explain what Aloha means and before we get into the title of the podcast, ending the self-help hustle and heartache; and today, you're going to give a specific set of instructions free on how to live joyously, but let's start with Aloha, so that your mind really opens up on this thing and it goes really this simply.

Aloha, when I first moved to Hawaii, I think like most people, I thought Aloha meant hello or goodbye, because they said it all the time; but, what it actually means Alo, is the divine or the spirit or the Creator, whatever your preference is there, but basically the spirit and Ha means breath. So, Aloha, when somebody says Aloha to you, what they're really saying is they're putting the breath of the Divine on you, which is really fantastic. So, anyways, you hop on this thing, let's get into ending the self-help hustle and heartache with taking charge, we know that the self-help industry is a really interesting industry, it's a twelve-billion-dollar industry in the United States alone, twelve billion and has zero, quantifiable results.

Anecdotal stories once in a while, that's fine, most of these are just pathways into one more book after another book, after another book and people don't really notice things changing, they pick up some cute things to say at cocktail parties; and I got kind of tired of watching this hustle go on, you know buy my book, come to my seminar and then pay me twenty five or fifty thousand dollars to mastermind with me. So, the purpose of this podcast is to help end that for you and share some tremendous minds with you, who are not talkers, that are pitching themselves, but actually people, who are living, walking in a philosophy and the evidence, is really overwhelming. So, we begin like I said with the blessing of Aloha and I'm really excited to talk to you today about the ambassador of Joy, this is a remarkable man and my connection to him is not recent, you know isn't someone who I read about and talk to.

When I was 12 years old we moved from a little town north of Boston in a little mill town, because the schools were bad to a town called Brookline Massachusetts and it was fantastic my mother's Italian; I'm Italian and that had that big heritage and thank goodness, I had a mom that was so open to everything, because Brookline was basically 55,000 people and probably 48 to 52 thousand Jewish people and it was fantastic and we loved it and it was a great experience, but we really turned the key and opened it up,

because it was a very good baseball player, well-established in my community; so like most kids, I didn't want to leave my friends and this guy stuck his hand out and we started talking, Barry sure, stuck his hand out, I lived on the third floor with my mom, he lived on the first floor, he befriended me, he saw me throwing a ball against a wall and we started talking baseball and this is just the precursor of the immense generosity this human being has, it's incredible.

So, he was actually selling papers at Fenway Park, this is before Fenway and the Red Sox got really greedy and stopped the scorecards outside, we used to sell a newspaper that had a scorecard on it and the one you wanted to get was the record, because the record was eight cents, the globe and the traveler, those were ten cents and they charged the paperboys eight cents and they Church the six cents for the record and Barry taught me right away, no pennies; tell people you don't have any pennies, so we get a dime for the record, make four cents of paper, sell 50 papers, make two bucks and boy, we were excited.

And of course, he also taught me how to pitch coins, pitch pennies and play poker, which paid for my books in college, you know you learn from the best and we used to play Monopoly and career board games anyway, a Barry and I kind of you know as we went off to in our separate ways and I went to college and all that, went in different ways. And but, what's really interesting after traveling in Europe, he returned home and he started an unbelievable boutique on Newbury Street, which is sort of the ritzy part of Boston and national celebrities, like Cheech and Chong would come in there and while traveling to a boutique show, he got hit in a head-on accident; now we're getting into the entrepreneur and attitude thing, someone that really makes a difference.

So, his legs totally shattered and it was touch and go whether he was going to live or not and it wasn't really positive that he would ever walk again, but more than two years of physical therapy, a lot of yoga, but really this is I think and Barry can help us out with this a little bit, but this is when he really started to delve in to the power of the mind, the healing power the mine and of course he did heal and walked again and then, it was on the Southern California and he started to educate himself about diamonds; long story short, he moved over a hundred million dollars in diamonds and in 79, he had a partner Frank and that was a pretty interesting thing within three years, like I said they had done over a hundred million, he wrote a book that was very-very popular, eighty five bucks a pop, sold over three thousands of those.

And then, he took a position and started training other people on his vast knowledge about how to make that business successful, this is just the tip of the iceberg. Okay, after a brief retirement, at age 34, this is really interesting, remember with fax machines and all that, we created an innovative process and started a company there and eighteen months later to get fax to all different countries without having to pay for it and this created a sale of a ten million dollar company; this is just, and again, we're not even getting warmed up with this guy, this isn't the big part of the story, okay, I hope you're getting his entrepreneurial nature, which is interesting.

But, also, innovative, always looking away, you know I was still scalping tickets at Fenway barn, while he was going off and doing big things, he then built a predecessor to Skype in AU billing people to call 21 countries in nine months, that company went on NASDAQ and then there was another head-on collision, this was a completely different animal and I think this is what opened up the real calling of this man, who's made a difference in tens of thousands of people's lives and if you can allow Aloha into your life right now, you'll catch his message.

One of the things that happened when I met Barry before we bring him on here, is he was so excited about playing step ball, used to throw the ball, that's the steps and he was so excited about selling papers, I watched him selling paper, so it's all the other paper, but men he was always selling out first and he was loud and excited and talking to people as they went by about the scorecard and everything and this was all really training for the remarkable movement and I mean it's a movement folks, it's not an idea; so please help me welcome Barry Shore, the ambassador of joy, so great to have you here Barry and why don't you pick the story up from when you're ready, from that second head-on collision.

Barry: First of all, wonderful Mark and your beautiful amazing wife, good morning, beautiful bountiful beloved and what beings and good-looking people everywhere and remember you're good-looking, because you're always looking for and finding big Aloha, divine breath hugs to you. imagine doing something for 60years and knowing that they're growing continually and all that time, that's the changes of life, let's just building somebody else a person, but growth that's what we're all about. So, I'm happy to say that what we're going to do in the next few minutes together is speak about what impassioned me right now, which is as Mark mentioned to you, I am the ambassador of joy and I work with four words right now, Mark, that have become the basis for everything, I do you ready for those four words, drum roll, fanfare, here we go.

Stress kills, joy heals and all of this came about because your humble person here, Barry Shore was standing up in the morning, just like I hope 99.99% of all the people watching, hail and hearty able to leap tall buildings in a single bound, faster than a speeding bullet and in that evening, I was in the hospital, completely paralyzed, my neck down; terminology is called a quadriplegic, nothing on my body moved except my mouth, just like now, completely paralyzed and not from a car accident, nothing a spinal injury, it was a rare disease that took over my body and now I'm completely paralyzed.

So, back of the baseball card statistics, as we like baseball and baseball cards, back at the baseball card statistics, I was in the hospital for four and a half months, continually completely paralyzed, I was in a hospital bed in my own home for two years, couldn't turn over by myself, paralyzed, I was in a wheelchair for four years, I had braces on both my legs, my hitch to my ankles and that was progress, but thank God I am able today to be vertical and ambulatory, albeit you can't see it fully, this is a six and a half foot walking wand, made for me by a Zen master and he blew into it Aloha; divine breath.

So, I am a tripod, I'm vertically, am a tripod, against I still can't get up from a chair by myself, I have to push on the arms to get up and such ah, but here comes the amazing part, you ready everybody; alright, in the course of gaining back some of my functions, I did a lot of aquatic therapies and ribbon Southern California, Venice Beach by the way, beautiful team, I swim outdoors, I've learned how to swim again and I swim now, two miles a day, you can't even get two fingers out there, two miles a day, six days a week and I've been doing that for more than 12 years.

So, Mark I have enough miles to swim from Venice Beach California to visit you in Hawaii and fly you down to Fiji and from Fiji down to Sydney Australia, why; because we live with the four Ps, which are, you ready, positive, purposeful, powerful, Pleasant essence of you, you can tap in to the positive, purpose, little powerful, Pleasant of you, there are no limits boundaries, because we're all part and parcel of the same environment right; we are holy breath, we are divine breath and everything we do together, is involved with how can I help, those are the some of the four most important words, you'll ever hear, think about et cetera.

And I want to start off today, we made with something that is dear near and dear to my heart, may I?

Mark: Absolutely, go for it.

Barry: But we have what I've been able to do over the years is create and find research and know about the strategies for living in joy daily; and these eleven strategies make you healthier, wealthier and wiser. And as Mark pointed out to you, free, F R E E, free, own your money back, cheerfully refunded, you go to Barry and show me, I seen the website.

Mark: Absolutely.

Barry: barryshore.com; B A R R Y S H O R E, WWW stands for what a wonderful world, Barryshore.com, take the free stress test, sign up for the strategy, it's all free, because we are here on mission and the mission has to do with the three fundamentals of life and those three fundamentals are; number one life has a purpose, your life has a purpose, the reality of your life has a purpose is, you can go mad, because I went mad in my recovery, but mad in this prank case is very good, because man is an acronym, the stands for "make a difference".

Everybody when you know you have life, has a purpose, you can go mad, you can go make a difference. And one of the best ways to do that is by unlocking the secrets and the power of everyday words and terms, so simple example W W W, we said everybody knows that something to do with the internet right, I mean we're connecting right now to something called the Internet, so WWW, people think the internet, but in the world of the positive, purposeful, powerful and pleasant, WWW stands for "what a wonderful world" and what is a word WHAT, so we tip our hat to Satchmo, Louie Armstrong, for making that song go viral touch hundreds of millions and billions of people, so whenever now Mark, whenever you are, your wonderful wife or all your friends see WWW-what are you going to think?

Mark: What a wonderful world.

Barry: Now look what he is doing right now, he is smiling, because the opening bars of that song, you smile right. So, smile is one of the greatest acronyms that you'll ever learn; SMILE, hope everybody can read that, because smile is an acronym that stands for, let's see if I can get this, hope you see it on the screen, "seeing miracles in life every day" and that just means optics are correct, right? So, invariably Mark, when I'm speaking to a group, whether it's 50 people or 5000, people come up afterwards and raise their hand and say, but very sure I've been up for hours already I haven't seen any miracles and what do I say, hello are you here, can you hear, can you see, you have water to drink, your full teeth, your place to sleep, your family, dear friends; miracles, you know why Mark, because millions of people didn't get out of bed this morning, a million plus people died, died, you didn't, hello, you're here, millions of people couldn't get out of bed; me, I was infirm, I couldn't get out of bed for years, years, imagine that.

Now, I envisioned it getting out of bed, I envisioned walking, thank God I can do that now and I still help, have helped 12hours a day, seven days a week, because I can't walk up a by myself or stand yet and I would drive, you don't be driving such, but hey you hear me, positive purpose little powerful pleasant voice. So, the point is if you are here and that's delving in miracles, I got to share with you though; a couple weeks ago my eight-year-old niece said to me, Uncle Barry can I spell smile, SMILE, they said why not, smile, smile, okay I don't smile, I said how come, she said because I know it stand for seeing miracles in everyday life, thank you, but this is what we feel we deal with when you unlock the power of everyday words and

terms and you see them in as acronyms as an example, create, why are we doing this show today, we're doing it because you love not just people, you love yourself, you know why, because you recognize that the more love you give to yourself and create and cultivate and grow the being called Mark Janiszewski and you can become a greater giver to the world, right?

So, LOVE is a wonderful acronym, living on vibrant energy, that's what you do when you wake up in the morning right, so you're creating the kind of world you want to live in, everybody's watching is tuned in for one reason only, thank God they care about themselves, you care about you, you want to be the best you possible, you listen to mark and you know he has on people that are interesting and contributing to your benefit; what's in it for me, that's okay, enlightened self-interest. So, CREATE is a great acronym, you're ready for this one, "causing rethinking enabling all to excel" Wow, because as you know better than me, because you say this a lot.

We have 50 billion brain cells and a trillion synapses connecting them all right and then, they're there for more than just deciding what kind of atom, tell you one today, atom is the ability to neuro linguistic programming and be able to see miracles in life and create things and I do want to say in the course of what we're going to be time together, I use a lot of four-letter words and I even use the four letter FU word, so if you forgive me; I do it for shock value, so the four-letter words that I use are: live, love, life, give, free grow and the F the four-letter a few word I use, fun, fun, F, capital F, capital U| capital N and capital N, now people watching it, every collector says hey, but Barry fun is only three letters, not in our world, right, it's our world.

So, I say to everybody out there FU capital N, capital N you got to remember, so after this show and you're watching if you go down the street, you see your family, your friends later put a big smile on your face remember that stands for, you point the finger say FU everybody, remember to add the end in the end, say what have you been doing, what are you smoking, what are you listening to; say hey, Mark Janiszewski ,you had this crazy guy on battery sure, he said FU to the world; fun, because you know I have any fun, you're not going to get to the first base and the first base is joy, that's my introduction, how's that?

Mark: That's phenomenal answer, yeah that's for what, that's for podcasts alone, we could get on any one of those roads. So, one of the ways that I think people, you said such a great point about with your hands, you know we talked about altering the perception, when we look at things differently, things look a little bit different to us and one of the ways that we can start and I know we had a conversation about this, so you can elaborate on how you got there or how you suggest to suggest it to yourself to get there, is that you know, you want to talk about miracles, the human body has about 50 to 60 trillion cells in, it trillion and then, each one of those cells has a hundred trillion atoms in each and every cell. So, that's 60 trillion times trillion ,now here's where it gets interesting, the atom itself is about 99.95% according to scientists, it's not a number that I made up, a 99.95% nothing, which means we are 99.95% nothing and the only thing that makes it work is the electrons move at 40,000 miles a second.

What's my point, inside our body the only reason it works is every atom and every cell behaves to its own true nature, which I believe like Barry in a little different language, but the same thing, that we are vital, we are life, we are loved and the Creator, your Creator is trying to work through you and your representative that channel. So, we're really getting every second of every day 60 million times a hundred, sixty trillion times a hundred trillion messages.

Barry: Mark get in harmony with your own who nature.

Mark: Could you, could you elaborate on that, because I believe our nature is joy and vital and great and it's not about overcoming, that's part of the process to inspire ourselves and other people, what are your thoughts Barry?

Barry: So, again everybody listening, Mark gives you an introduction, if you didn't hear from the beginning, you got to go back and listen again, because we're talking about boyhood friends and the beauty of people, what friend says hey there's no BS even though the initials of my name, when you're dealing with friends, you know with play step ball and poker, it's just doing it right, so I wouldn't share with everybody watching, these are all strategies by the way, what you get mailable, the site free, just go do them, because they're great and you thank Mark, you'll be sending the email to tweets and texts and all kinds of stuff.

There were two words that if when you internalize these and you say them consciously and conscientiously three times a day at least for the rest of your life, from this moment forward, three times a day, consciously and conscientiously, not just say them, it will change the world and they're exactly what Mark just talked about; the two words are, drumroll, fanfare, tada-tada; thank you, thank you, thank you, why? Because, thank is one of the greatest acronyms you can ever learn, THANKS stand for "to harmonize and network kindness" to harmonize and network kindness.

And what I'd like to do is when I do my meditation is, I use a word before that, I use the word think; to think, think, because think is as much as pointed out very similar to harness insightful neural connections with all those trillions of cells, to harness insightful neural connections. Thank is to harmonize a network kindness, now the Dalai Lama has been quoted as saying I read in his writings, be kind whenever possible and it's always possible and kind is a great acronym, you know why, it stands for "keep inspiring noble deeds" that's what it means to be kind, so now that's internalized it, let's make it real for ourselves, right.

So, you go to the coffee shop in the morning or someplace like dancing latte and in a couple of minutes, somebody brings it to you, you say thank you, you go to the coffee shop you order your fancy latte, a couple of minutes goes by nobody brings it to you; come to the counter, oh we forgot, I'm sorry a couple minutes later, they bring it, same way, thank you, you're going on in the coffee shop, somebody holds the door open for you, what do you say, thank you; you walk out a coffee shop, somebody slams the door on you, what do you say, thank you, you're in traffic you're supposed to get someplace and you're running legs somebody cut you off, what do you do; you say thank, you in the middle the night you suck your toe and it hurts, what do you say, thank you; consciously and conscientiously, because when you're doing that, you are harmonizing and networking kindness and kindness is the highest form of wisdom.

The 11 strategies are built to make everybody healthier, wealthier, abundance and wiser in the ultimate height of wisdom is kindness, so you two time on harmony, living on the vibrational energy, living on the vibrational plane, is living in harmony; and yes, the world is calling out to us, oh hello, I love you. Here we are, I want to share with people if I may, we have a card and again all of these things are available on my site, barryshore.com, these this part is available in the little tab called keep smiling, we have a card that reads, let me see that but get here; keep smiling, with more than almost 2 million of these men handed out worldwide, you can get them physically or you can even better go online and descend about electronically, we have people send out 10 cards a day to people around the world, because we're in 27 languages and one of the cars reads the following, you ready, see you can you read that Mark?

Mark: Yeah, yes.

Barry: What did it say?

Mark: Keep smiling baby.

Barry: What is that this card say, can you hear me there?

Mark: I can see keep smiling.

Barry: Okay, here it just reads everyone you meet is fighting a battle you know nothing about, you know the back it reads, be kind always. Wow, and wow by the way is a great acronym, it stands for 'words of wisdom' or 'words of wonder'. I'm going to show you a new card we just made also, that's coming on now and this is specific Mark talk to us about getting out of a hustle, it's all about dream big, dream big, now these are the great acronym, what is dream stand for, it stands for, 'doing remarkable exceptional amazing manifestations' that's what dream is right; big is the key, 'believe in giving' believe in giving, because when you are giving, you're opening up the channels, unclogging the channels of giving and receiving, they are twin channels right, when you believe and you act in the giving mode, then the dreams materialize, because they're not and they're not in disharmony, they're in harmony.

I want to show you one thing, just have some fun, if you Mark remember what fun stands for?

Mark: I do, I do.

Barry: I'm sure people know those last things everybody said Fu to you and you smile, other than your wife. Again, we have cards for all of these things, they're available for free on the site, to send out or you can order them physical cards, we just made a card that's very edgy, I mean very edgy, but I'm going to tell you, this comes because of a friend of mine, his name is Jack Canfield; so, Jack Canfield, people sort of know the name, but they don't, when I tell you what he offered you, although it Mark knows the name of course, Jack Canfield is the author or the co-author of Chicken Soup for the Soul.

So, put it perspective chicken for the Soul series, it is the largest selling book title in the history of printing outside of the Bible; five hundred plus million copies. So, Jack Canfield speaks about, mention this to me a number time, if you're going to be on somebody show, you want them to do something, don't be afraid to be an ask-hole, ASK, ask-hole. So, I made a card just recently, which means, be and ask hole and thrive, that's kind of edgy; isn't it?

Mark: It's fantastic, I can't wait to hear what this stands for.

Barry: Get ready ask, always seek kindness, that's what asks stands for, always seek kindness and in a hole, helping others live exuberantly.

Mark: Nice.

Barry: [inaudible 31:55] right?

Mark: Beautiful.

Barry: You're seeking kindness and you're doing service, that's an ask-hole, if you're not, then you're the other one; when you're a taker, like you said the beginning, the difficulty of the world, the good news of the

world is, it gives an industry called self-improvement, self-help, whatever you want to call this, this stuff that's out there you know, cooling on people, grabbing people, offering people, but it's oftentimes built upon a premise of give me-give me- give me; rather of I'm giving, I'm giving, I'm giving, you want to be a fountain, though by the way we live in a digital world, you can choose you, either be a fountain or a drain, you can't be both, get your fountain here and drain there, that's doesn't work, it exhausts.

So, you're a fountain, you're in the world of bounty and giving, you keep giving, giving, giving, if you have something to offer that people, want to buy, fine that's a different story, but it's not a hook right; if you're a drain, what you want to do is get PA, you separate everybody going to deal for you, that's not our world, we have think on a grown through, when I say grown is GROWN. Sometimes, in life it was GR O A N, it was a groan, you know when you're paralyzed, okay sometimes groan; thank God it didn't happen to me, because my mindset was already, okay dear Lord, what do you want, what am I supposed to do.

I'm sitting on a gurney, I'm completely parallel in sitting, I was laying that a girder complete paralyzed and a male nurse who have been working with me in the hospital, there's about three or four weeks while I'm in the hospital, Lee's Dan, he's been with me about three or four days and he looks at me and he asked Mr. Shore, can I ask you a personal question; and I answered nobody going to understand that at this point in the first month or so of my situation, not only was my body completely paralyzed, but I could barely speak, he said sure, he looks at me said look, I'm a nurse, I specialize in situations like this, so I meet a lot of people in your situation, I've never met anybody who's not bitter and angry, how come you're not bitter and angry?

And I recognized, Mark, you know I couldn't articulate it and he was asking me the great existential question, which is why me, why God did you do this to me, it's not what I was asking, I was thinking why me, I'm just regular guy, what am I supposed to do; okay now, just a bunch of protoplasm, what's my purpose when am I, I'm here to serve, allow me please to serve, what can I do, can I want to walk again, absolutely. When was I angry and bitter in it, I'm here and I felt at that moment a calm that I had never experienced in 55 years on the planet and I knew that there was something awaiting me that was beneficial and that I was going to be able to be a participant and that was good, that's what enabled me to go forward and be able to now, I said not only am I out here and I'm serving eleven strategies for living in joy daily, running the book called stress kills, joy heals and helping thousands and thousands of people with this message, that is so, at one the same time, so simple and yet so evasive, because we've never been given it before in such a way, it's always like you said, it's sort of packaged in the hustle.

Don't like that, we want it to be unwrapped and looked at as a jewel that it is, okay everybody you want to participate come and drink, that's what the waters of joy are all about; and by a way, huge thank you to you, Mark Janiszewski, boyhood friend for being who you are and being that river that enables people to drink from in and be part of and join in, so that because one goes to another, goes to another, goes another and that's what it's about divine breath and sharing and giving, isn't this wonderful, I mean wonderful?

Mark: Yeah, it really, it really is and I think, I think a lot of people believe are think backwards, I did, when I was you know stuck and I had an experience it's not important on this call, as to what that experience was, but it opened me up a little bit and fundamentally you know you talked about the nurse and you not being bitter anything, but this simple idea, that of metaphysics, which is what we're really talking about folks, is also the way to successful entrepreneurship.

A lot of people Barry, I think have it backwards and I'd love to hear your spin on that, they think you know they join a network marketing company or they start a beauty shop or you know they started an internet online business to sell an information product or soap or whatever it is and they're very excited about it, but there's a backwards thinking that I find with most entrepreneurs, they think that when they get to this achievement level or they do this much volume or they make this many sales and there's X amount of dollars coming in over what they need, that then they're going to be a better dad, then they're going to be a better mom, then they're going to be a better husband, wife, brother, sister, aunt, uncle contributor in the community.

And I think that that's backwards, I think we become better people and build this metaphysical fortress of joy, a love, recognizing who we are, you know John Wooden said things work out the best for people that make the best of the way things work out and this is what opens up or penetrates new worlds. So, I think a lot of entrepreneurs, while they want business advice, I think that they're two steps ahead of the cart here in the horse, that they should be thinking about how do I improve my attitude, because if I improve my attitude, I improve me and if I improve me, then everything else, the roles that I play as well as my a business is going to prosper. What are your thoughts about that, what have you observed, you're certainly an incredibly successful entrepreneur, what have you noticed?

Barry: Thank you first of all for the opportunity to address this; again, the word think is to harness, insightful neural connections and the word thank, I want to thank you for bringing up Coach Wooden's named, Coach Wooden has been a profoundly important influence in my life, two pieces, one only what I'll tell now, is that he was quoted many times, I'd read in his books that he authored in central written about him, that even though he was the most winning coach in the history of sport and certainly in the most winning coach in history of college basketball, he said he didn't coach basketball, he built men, he would work with human beings who were raw talent, granted, very talented people, but talent is not an unknown commodity and the ability to shape them and mold them and channel them from the mind first, through the heart and then that was realized in their actions called great team work, that was how he did things.

So, the simple story that I use for my life and I've taught it in hundreds so seven are settings and anybody who listen is that when I work with people, we have a particular time you want to set, let's say we're going to have a call at 11:53 a.m., okay so it's not 11:55, when you complete you know put in your timer and it's on 11:50, it's not 12:00, it 11:35, which your computer won't let you do; that's okay, we are smarter than the computer. So, coach what it called practice for 7:02 in the a.m., I think what's Thursday morning and everybody was there before 4 at least and shoot it up and pick up and got there practicing, a star player gets there at 7:03, maybe the calls is 7:02, gets in takes his jacket up gets ready to go out and coach said choose me, on the bench should be right back, it goes out and works with the team from pitch, comes back a few minutes later and the player was ready to go; okay coach and says, no, we called practice for 7:02, you he said coach but I got here 7:03, hear what did coach wouldn't say, if you don't know the value of a minute, you know that can happen in a minute and a basketball game, you know the value of a minute is in your life.

So not only did he not practice that morning, he didn't play in the game that night Mark and he was the good team, he was the captain, he was the everybody, the star, it matter, but that particular person wrote, that that was the turning point of his life, the turning point, that was the hinge that the entire door moved on, because he recognized oh yes, time, my time, somebody else's time, not only valuable, but it is crucial. So,

now, let's take a look at our entrepreneurs, what's the Genie says for an entrepreneur, Genie says, I have something I want to share with the world, not something I want to sell to the world, not something, wow this is the greatest thing since sliced bread, I can make a lot of money.

I had somebody called me two days ago and I get a lot of calls this person, because I took the call, because he was a friend of somebody that I respect, person called me very nice man, we spoke and he asked me this question; I love your 11 strategy and looked at this is great, I have a program in it that is available for sale, he said can I make any money with it and I said well, if you're going to do it to make money then the answer is no, if you're going to do it, because you think that this could be beneficial to a lot of people, then you might; and it was a pause on the phone at least 10 seconds, which is a conversation, of course a long time right.

Mark: It's the lifetime.

Barry: And he said I hear it, if you want to have your business be out there, because you want to make a lot of money, you might end up making money, that's possible, that may not be the way you're going to be the best in your life, but if you say you know something, I really enjoy this medium, let's say internet sales or face-to-face sales or running a beauty salon, whatever it is, I love doing what I do, I'm in service, I'm in service and guess what; right now have to create the situation where I can take care of myself and my family and things, I think I have to create a price structure all these goes along with that, but those are all situations that will result in something that people call money and all of the way, all you're doing is improving yourself and the more yourself improves, but guess what the greater the service and the more harmony you live in, maybe we talk about harmony right; to harmonize and network kindness, when you do that, people will literally want to do something with you.

So that, that is the path to enormous success and you speak to anybody that takes it on. Something just happened recently, a friend of mine, two friends of mine are going to be going on Virgin Galactic, a-- Richard Branson's rocket ship program, it's going to take civilians up into outer space, I don't know if you heard of it, even so it costs two hundred and fifty thousand dollars to be on the Virgin, Virgin Galactica flight and two of my friends are going to go there, they were on the Islands called Necros Island with Richard Branson for a week, because he wanted to get to meet everybody, get everybody settled and the said the first seventeen people are going to go up and both of my friends told me that it was, they were nervous, so these are people who in other people's eyes make a lot of money and very successful and others, they were nervous people, and Richard, but he disarmed them entirely, because he just was Richard Branson, he was who he is, it was his journey and his joy and his being that he told them enabled him to surround himself with people who were sometimes faster, better, smarter than he and allowed him to energize them with his vision and that propelled him to do and build remarkably successful businesses and flops.

Okay, flops, as we say in the entrepreneurial business, Mark, you know this, fail forward, right; so you're right, it's backward, but now if you want to get it forward be in-service, harmonized network kindness, put your full being into something and say hey, I'm here to serve, what can I do, how can I help, what great words.

Mark: For how can I help, well this has just been unbelievable; obviously, virtually every subject that you went into, we could do an entire podcast on it, but you can get all this stuff from Barry, he's given it all away at Barryshore.com, so make sure that you get over there, just a remarkable story, you know if you didn't

catch the beginning go back and listen to it. The body blows that were dealt to this guy and he continued to have one major success after another, which would seem against all odds, but he saw it differently, say it again, when we look at the world differently, the world looks different to us; and he kept coming from that service point of view.

So, notice in your mind if you're saying, yeah, but if you had it, if you had my problems or my circumstances, you know you wouldn't feel the same way, you don't know my ex-wife did or whatever; you know that's ancient history, it's about penetrating new worlds and I know if I penetrate new worlds, as the same person that I am, okay it's going to work out the same way than it did, it's not the opportunity, you're the opportunity.

The great Joseph Campbell said you know, stop wasting your time looking for the meaning of life, when you're the answer. What do you want your life to mean and at BarryShor.com, you're going to find some guides that take that little stress test, he's got over there or stressed color, it's fantastic, grab the book and by the way all the cards he talked about, the smile and all that, he's giving those away, so you can give them away, make some friends right; John Wooden again, the time to make friends is before you need them.

So, it's I got about eleven pages of notes here, it's not possible to do what I normally do, but I'm going to do it anyway, pick one thing, Barry I don't know that you know this, but in our master key course, that we teach once a year, no folks, it's not a pitch, you can't even get in until September and it's only a dollar to get in, fortunately the people that take the course get so much out of it, they make incredibly generous contributions, but one week in that course Barry, we challenged the members to spot kindnesses everywhere and everyone and everything; and if they get to 4,000 kindnesses, I go out and I hug one person for each member, which actually did down at the fantasy camp, as well as here.

Every year they not only hit that number, they blow it up, but it's really amazing Barry and folks, this is a message for you ,every year my class and Devine's class, they do that and every year we chat, we chatted on Monday, Tuesday, Wednesday, they record the kindnesses in this members area and wouldn't you know the same people, every day, the number of kindnesses goes up. So, his advice are very suggestions to you are so powerful, so powerful, so my big takeaway here before we get to the quick staccato closing questions, is you know and this is really marvelous, obviously the kindness thing is big to me, I get to go out and put a free hug sign on and hug people, is thanks, is thank folks, thank for everything.

You know in Thessalonians it says and I know that's New Testament and you got to don't read that stuff anyway, it's you know it says give thanks and everything, find drugs and my son's drawer and give thanks yes, car accident yes, give thanks and everything, because it immediately invites and the powerful force in the universe that gives you the strength and courage to heal any condition; so thank is to harmonize and network kindness, absolutely stealing that one, my amigo.

Barry: Yeah, yeah.

Mark: So, here's our staccato questions at the end, best thing you ever ate?

Barry: My wife's artichoke.

Mark: Yeah and by the way, you're not only successful entrepreneur, 43 plus years to the incredible Naomi right, 43 years?

Barry: Yes 44 years.

Mark: Okay, that was my number 44 at camp, so you know successful entrepreneur recovered from remarkable things, invented some things and the successful marriage too, because he lives in joy, by the way great study at Harvard was done by Shawn Achor, did you know that when you're happier and enjoy you are 37 percent more effective in sales. People think endorphins just make you feel good, they do something else, all the learning centers fly open, when doctors are happy or joyous, there's 17 % more accurate in their diagnosis, we're all better when we're happy. Second question best place you ever visited?

Barry: Jerusalem.

Mark: Okay your favorite word or sound?

Barry: J-O-Y!!!

Mark: Okay, complete the following three phrases; money is?

Barry: Great tool.

Mark: Life is?

Barry: Filled with joy, happiness, peace and love.

Mark: And love is?

Barry: Living on vibrant energy.

Mark: That's another one man, folks you are living on vibrant energy, you're held together by atoms, electrons, that are moving at 40,000 miles a second and great discovery by the fabulous Davin my wife, exactly the same speed that black holes move at, unbelievable. Last question, if God exists, when you get to the pearly gates, what would you like to hear?

Barry: Welcome my dear beloved bountifully mortal being.

Mark: Well, I can't tell you how impressed everybody is the comments here are off the charts, folks we'd love you to get to takingchargepodcast.com, I get over there there's a bunch Podcast over there, definitely get to barryshore.com and grab some of that free stuff, go over there now, take that test and get some of those smile cards and start spreading it out. It's amazing, because he sent me a batch of them, I'm handing them out and I'm sticking them in inside let Ramon, romaine lettuce tops, so people are going to open their lettuce and they're going to see smile, what a great way to start a meal.

Barry, we thank you so much for being here, everybody peace be the journey.

Barry: Okay guys, I get to give you a big hug are you ready?

Mark: Yeah.

Barry: Lets count, here we go; 1,2 3.

Mark: Now me you don't sell, I often will play some cards, peace be the journey.

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