

Taking Charge – Ending the Self Help Hustle and Heartbreak

Hosted by Mark Januszewski

Today's Guest Richard Bliss Brooke

Mark: [00:00:00](#) Hey Aloha. This is episode four of taking charge with mark j today. Richard Bliss Brooke joins me on the topic the audience loves, which is transforming of vision into reality. Richard brings the good stuff. If you're someone who's determined, in other words not trying, trying is really deciding to fail before you begin, right? If you're determined to prosper, you'll want to listen to this a few times and share it with your friends. Everybody knows that's been on this podcast before. Everybody knows that if your friends are happy, your 15% happier and if their friends are happy, your 20% here. So spread the word. Okay. , you can check out more about Richard, you know, and the podcast on our podcast page where we've made some nice notes for you and Richard's added in some really great things that he's doing, including a huge event in May of 2020 that you don't want to miss.

Mark: [00:01:07](#) And all that information has been posted up as well as notes on Richards and as well as Richard's tips inside this podcast or what we call the summary notes at [masterkeyexperience.com](#). So check that out [masterkeyexperience.com](#), you know, this is a really, really important thing to know about Richard and why I asked him to be on air. You know, his credentials, we could go on for about an hour. You know, he started as a kid, he was working on a chicken farm and you know, the stories are legendary about him. I'm going to ask him to tell one of them, but you know, he was working on a chicken farm and eventually in a short time after borrowing some money you know, was earning \$50,000 a month and it's been one success indirect sales after another Az and some failures mixed in there. The thing that really struck my attention was when I saw him dress up in a superman outfit only and said MLM in Las Vegas and interview people and just, I said, you know, here's a guy that's lost his self consciousness for a greater cause.

Mark: [00:02:29](#) And as I got to know a little bit about him I became intrigued and then he called me up one day and, you know, he said, I want to I want to come visit you and I'm like, what do you want? You know? And he said, I'm Richard Bliss Brooke, which I said, you know, we, you know, as you know from the master key course, we're all about following. You're blessed. If you're not following your bliss, you're wasting the life you were given. But anyway so I figured, well, Tom Schreiter must've put him up to this because on knows I'm all about follow your bless. But anyway he was kind enough to stay gracious in the call, came over here with his, at that time, a brand new bride, Kimmy, and a wonderful, wonderful humility and graciousness to the man and again, we can talk about the millions of dollars he's made and the house in Idaho and Carmel and the ranch and all the, you know, let's talk, let's talk about character.

Mark: [00:03:37](#) What I saw was a very different approach. Me, I'm kind of angry at the network marketing industry because they've abandoned training

distributors. Richard on the other hand, stick in a very different approach, saw that and has done something about it and wants to raise the consciousness of the entire industry around doing the right thing and I saw this and I said and I've seen it now day in and day out where he is constantly walking away from easy money to do the right thing for people so that they can actually build themselves a revenue stream, maintain their dignity through their life and will something to the next generation. Richard, it's always an honor to be with you and learn from you and let me say one more thing. I was talking with Richard yesterday and he said to me, is it okay if I get in your face here a little bit? So as [Laugh]

- Mark: [00:04:49](#) you know one these interviews we have, we don't always have people that agree with me. Most of the time they don't. But there are two things that all people have in common that are successful. Two things and your job is to figure out what they are. The untrained, I won't see them, but it starts in the mind. The first thing always starts in the mind. So Richard, how are you? Thanks for being on the call.
- Mark: [00:05:16](#) Hmm. [Laugh]
- Richard: [00:05:27](#) It's just counting down my camera now. Now I've, I'm live. I'm live.
- Mark: [00:05:34](#) You're live, you're here and you're on.
- Richard: [00:05:36](#) I can see you from my kitchen window [Laugh]
- Mark: [00:05:41](#) by the way. Richardson neighbor, he's a couple of islands over on Lanai. We're on co yee today and we're having a great time. , Richard Le, let's hop right in here. , with vision. This is, this is really my supposition is with Emerson's. So that's big company. Agree or disagree. , Emerson said the ancestor of everything is thought. , it's, and we know your vision workshops are legendary. Your great book MACH2. Like your hair's on fire. I want you to talk about the vision with Oprah and the two books a week for seven years. Tell us that story.
- Richard: [00:06:26](#) [Laugh] all right. Well, I don't know if we have context for that story, but you know, you and I I remember read the same book 50 years ago. You know, the cool thing about coming up in this profession and personal development 30 or 40 years ago was there were only about four books that you could read and there were any audio tapes or there was actually 33 in a third records. If you wanted to listen to the audio, you had to listen to a record player. So the further you go back in your career, the more narrow get that narrow. The source material is that you were going to study. So that's why you and I are kindred spirits if we studied the same things including Frank Bettger book, **how I raised myself from failure to success** and it was in he's an insurance salesman or was, and there is, you know, it's kind of a really basic book, but one of the things that I got from that book was, you know, when it comes to prospecting or selling or enrolling somebody that the more modern perhaps way to look at it as sort of green eggs and ham that , you know, if, if what you want to do is enroll somebody or sell somebody your product, you can approach them and you can ask them and you know, they're probably going to say no on the first attempt.

- Richard: [00:07:57](#) And so then you can give up, which is what 95% of the people do. They actually, they hear the no and I go, oh, I guess they don't want my product. I guess they don't want to do what I'm doing and so I'll go talk to somebody else and of course you do need to go talk to somebody else. But then you also need to go back and green eggs and ham, the person you talked to because no, as we ought to know, doesn't mean no. It actually means not right now. Not right this second that you decided to approach me. Am I ready to listen to this? And so I just learned all of this stuff about persistence and resiliency and creativity and you know, that's what I got from green eggs and ham is, you know, hey, you want to buy my product?
- Richard: [00:08:41](#) No. Well what about in a box? What about where the Fox, right? So you just keep coming back with a different approach and you know, sooner or later the odds are you're actually going to enroll somebody. So in 1995 I wrote that book that you held up called MACH2 and I don't know, maybe I, I don't, I'm not good at timeframes, but it might've been the late nineties or early two thousands Oprah was doing her book club. She was, you know, big on the books and seems like everybody that she recommended the book, their book went right to number one and so I got this great idea that Oprah maybe could read my book and then my book or be famous. So I sent Oprah a book and I also wrote Oprah a letter about network marketing and oh my gosh, Oprah.
- Richard: [00:09:38](#) If you could see how many lives are change in this profession from the people that actually engage and do the things that mark [inaudible 00:09:47] and succeeds on purpose. I mean, Oprah, you could start a revolution by launching your own network marketing company and you're all about health, you're all about transformation and personal development. You have this, you know, hundreds of millions of people follow you. You could launch a network marketing company and be \$1 billion overnight and change lives forever. I cast this whole vision and I put the letter in the book and I sent it to her, but because I had read Frank Bettger's book, and because I understood green eggs and ham I sent my book to her and that letter twice a week FedEx so that I kind of had this vision, which was stupid. That, well, if I put it in the mail, she'll never see it. But if I FedEx it, somebody will bring it in and put it on her desk. Oh, you got a FedEx and you know that's, that sounds silly to people today, but actually, you know, 20 years ago when FedEx was new, if you got a FedEx it was like, hey, you got a FedEx [Laugh]
- Mark: [00:10:56](#) It was like a telegram [Laugh]
- Richard: [00:10:57](#) [Laugh] So I sent her my book and this letter about network marketing, the FedEx. But here was, here's the key to this story twice a week and my intention was until I get a response and so of course I didn't personally do it, I delegated it to the person that ran the mail room and the interesting thing about doing something like that forever is whenever the person in the mail room would like change hands, like a different person would end up running the mailroom. Sooner or later they would come up or send me a message and they said, hey, according to our systems here, we're supposed to FedEx this book twice a week to heartbroken productions. That's costing a lot of money, takes a lot of time. Do you still want to do that? My answer was always, not only do I want to do it, but I don't ever want you to ask me again if I want to stop.

: [00:11:57](#) [Laugh]

Richard: [00:12:00](#) And so the punch line is seven years later, so that's a 104 books a year times seven years, 700 books all individually.[Laugh] and I could just, I get a letter from Oprah and I was actually in California and my assistant in Idaho, she called me up and she said, you won't believe it, but she said, we got a letter from Oprah.

: [00:12:41](#) [laugh]

Richard: [00:12:41](#) And I said, read it to me and she said it. She said, okay, here you go. Dear Mr Brooke, please cease and desist.

: [00:12:52](#) [Laugh]

Richard: [00:12:52](#) It was from the legal department of the Oprah productions. Basically said, you're a nuisance sending all of these books and when it comes to Oprah's business plans, I'm paraphrasing. We basically got that humandled. We don't need your help.

: [00:13:14](#) [Laugh]

Richard: [00:13:14](#) So I stopped sending the books

Mark: [00:13:19](#) right, in the business plans, I'm assing.

Richard: [00:13:24](#) Yes, I stopped sending all of it, but I haven't given up on Oprah.

Mark: [00:13:29](#) I don't blame you

Richard: [00:13:30](#) I am creating news. I'm creating new strategies. I'm going to ask her if she's considered network marketing with a Fox.

Mark: [00:13:39](#) Yeah,

Richard: [00:13:41](#) Which will be you

Mark: [00:13:41](#) yeah, yeah, exactly. Well, I have a actually on my blog, on my press release on my blog, which is for 2020 Oprah is here interviewing me at the Sheridan, at the Sheridan and curious about the class.

Richard: [00:14:02](#) Right.

MARK: [00:14:03](#) And nobody recognizes her because everybody in my class doesn't watch TV

Richard: [00:14:08](#) and they know. Yeah, they already know who Oprah is.

Richard: [00:14:10](#) So, I tell them not to worry about her anyway.

Richard: [00:14:13](#) She's going to sooner or later discover the master key to riches class and marching news. Me and, and because she has such a huge tribe and the number one problem or huge tribe has is self-esteem, self-motivation, confidence, vision and actually the ability to produce intentionally a result in their life.

MARK: [00:14:41](#) Right.

Richard: [00:14:42](#) That's the biggest problem her tribe has and that's why they watch her as somehow they think, I think they watch her cause they live vicarious the

Mark: [00:14:52](#) river. She's figured out how to Get a vision and think her way to success and intentionally produced results and so why not her tribe? Right,

MARK: [00:15:04](#) right. Well, I think one of the things that you're bringing to the table, which people on the podcast are veterans now or learning and our newbies are beginning to start to understand, is that the story isn't the point. The point is it never stopped Richard from doing the other productive things. Let me explain what goes on here. I saw this girl and fell in, I fell right into her eyes and I fell in love and her name was Mary and I asked her out after the fake coffees for two or three weeks and she said, no, we're friends. I don't want to destroy the friendship, blah, blah, blah. I said, well, I'll ask in 60 days. She said, no.

Mark: [00:15:48](#) See that's what I mean. I said, how bout three months? She said, no. I said, how bout six? She said, no. I said, how about a year? She said, fine. So a year goes by and I take it, I take a vow of celibacy and I go to the gym and I start making a little more money in my seafood business and I get in better shape and I'm reading and I'm doing all these healthy things and a year later I say, Hey, you want to go for copy? And she says, sure and we sit down and I say, so I hadn't seen cinema para DCO. See? So I'm sure it's going to work about the kid that stood outside the apartment for a year. Right? So that's me and I said, Mary, do you know what today is? She said, it's Tuesday. I said, it's a year. Do you want to go out?

Mark: [00:16:36](#) And she said, I'm flattered. No. Okay, now I go home and what am I going to do? But I had done so many positive things from myself and the other areas of my life. I picked up thinking, grow rich again, which is the book Richard was talking about and I saw this thing. I said, Master Key never saw that before. I pick up the master key system. Six months later I meet Dave and [Inaudible 00:17:00] him in Hawaii.

Richard: [00:17:02](#) Yeah.

MARK: [00:17:03](#) Because what had really happened was I was determined to have a healthy relationship with a healthy person and even though it wasn't her, you see, no is just the next step in the journey and it's just another direction and so I think what's really important, what Richard is sharing was he had a purpose and a positive mental attitude. He had a plan of action and a mastermind alliance. I think that's really important that you and I picked up on it thinking we're Richmond. It was really the vision that was driving you in other areas of your life so that if this doesn't work out with Oprah, you're not, you're not crushed. It's just another step or direction or a change of direction along the way. But it's really,

Richard: [00:17:49](#) I had a lot of Oprah strategies in play.

Mark: [00:17:52](#) Right, right. Which is the drive. One of the things that I think is critical for our listeners, that is a distinguishing factor between the doers like

the Oprah's, like the Richards, like the Tom Chenaults. Okay and the ones that aren't the ones that read self help book after self help book, which is almost an addiction. I mean that's what this call was about. Taking charge the full title as everybody knows is taking charge and ending the self-help hustle and heartache. Stop reading the books. As Wallace Wattles said, read less, think more. You want to do great things, think great thoughts, but I love this thing is really an anchor for me and your book. We hope vaguely but we dread precisely and somehow in your vision shops, particularly towards the end of the book where you give the steps about the script. Somehow you have found a way with your partners that take you seriously and they're taking their life's seriously to turn that around and they seem to dread vaguely and hope precisely. How do we do that? How do you get people to do that? How do they shift?

- Richard: [00:19:15](#) Well, you're speaking to the great catch 22 of self-motivation. The catch 22 of self-motivation is you actually have to be self-motivated to get self-motivated,
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- Richard: [00:19:34](#) [Laugh]
- Richard: [00:19:34](#) which is why most people don't do it. But the process, if you can baby step your way to the motivation. So it's not like you go from not being motivated to, oh now I'm on fire about everything. It's really just a tiny baby step process and that almost always happens to some sort of coaching or mastermind alliance environment. I don't know very many people, I mean I've had people read my book and send me, Oh my gosh, you change my life, but I'll bet I didn't because if they're not in some kind of coaching program or they're not in a mastermind alliance or they're not like engaged as a student with a coach and a teacher and a process and study and rehearsal and practice and debrief and the intentional art of actually learning not only a new skill but a new habit and this habit of self motivation. He used to actually start paying attention auditing what you think. Right and how do you know what you've been thinking? That's pretty easy. Just looking at what you've been doing.
- Richard: [00:20:58](#) It's a reflection. There might be a little bit of a lag time, but you know if, if you want to know what your vision is, it's not what you wrote on a piece of paper and it's not even necessarily what you have end up all over your house. That might want your vision to be
- MARK: [00:21:16](#) your vision is your house, right?
- Richard: [00:21:18](#) Yeah. There's a big distinction between what you want your vision to be and what your vision is. If you want to know what it is, just look at what you've been doing for the last 90 days. If you've been trying, if you've been procrastinating, if you've been rationalizing, if you've been distracted, if you've been starting and stopping, if you've been worrying, if you've been stuck, if you've been struggling, if all that mess, then that's what your vision is. Now, how do you change it intentionally? And so intentionally is, you know, the cool thing about human beings, like if you look at the universe, just look like, you know, walk one of those documentaries earth, you know, that shows you all the different species all over the world and how they operate. You know, how they propagate and, and survive and like if you look at all those species and then you look back over, I don't know, the last 500,000

years or 5,000 years or 50 million years or whatever, there's only one species on the planet that has risen above.

- Richard: [00:22:23](#) Like where are they started? And I'm not saying necessarily this is a good thing
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- Richard: [00:22:32](#) [Laugh]
- Richard: [00:22:32](#) You and I in Hawaii, you know, we probably think a lot about easy graduate where Dustin Hoffman says the future is plastic
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- Richard: [00:22:44](#) [Laugh]
- Richard: [00:22:44](#) and literally you, yep. Wait, about 20 years. There's going to be, the weight of plastic in the ocean is going to exceed the weight of fish. So it's not necessarily a good thing that we're so creative, but the gift that we've been given as human beings is creative thought we have the ability and we are perhaps the only species in the history of biology that has the gift of intentional, creative thought. Like I can ask you a question mark. Hey, what would be your ideal, beautiful, extraordinary day tomorrow? What could you do? Who could you be in terms of your, your mood and your energy? And, and like, what could you do tomorrow that could be your most extraordinary day? And you have the ability to think whatever you want to think about tomorrow and I don't think a lobster can do that,
- MARK: [00:23:56](#) right?
- Richard: [00:23:57](#) I don't think a pig can do that. I don't think [Inaudible 00:24:00] can do that. I think they pretty much do the same thing inside, everyday, inside. Just all they're doing is surviving and procreating right?
- MARK: [00:24:08](#) Right, right.
- Richard: [00:24:10](#) But we can do anything and so how do you change to, I'm hoping precisely, that's my least favorite word on the planet. But I get the point about what is how do we do that? We, we immerse ourselves in a program where we're coached and we're educated and we're held accountable and we practice and we learn a new habit and it, it's all habitual. So now you and I, we are habitual positive thinkers,
- MARK: [00:24:43](#) right
- Richard: [00:24:44](#) And I wasn't always that way and I don't think you were always that way. So we learned a new habit. We learned a new skill. We change ourselves. You know, the people that are stuck that are always going to be stuck unless they change their mind or the people who say, well, that's just the way I am. Well, Gosh, if you and I were just the way we were 50 years ago, we'd be in prison or dead.
- Mark: [00:25:11](#) In my case, I'd be dead in a jail cell. Can't bury him yet. He's got more time to do.
- Richard: [00:25:18](#) Well, we have the ability to change and you know

MARK: [00:25:24](#) couple of facts about change, okay? First of all, not only are we the only ones on the planet that can think creatively, we're the only ones on the planet that can assign pain or pleasure to whatever we want. A mouse or an elephant cannot assign pleasure to abstaining from sex or food. We can not that I want to, but we can, which means we can develop a new habit. Another fact, just because you heard Richard say that doesn't mean you can say, okay, I'm going to do that. Richard did something and everyone on this call that you're going to hear from over the next several years, cause that's what we have lined up, have all done the same thing. They did the hard mental Labor to develop new mental habits. Here's another fact. It is a lie that it takes about two to three weeks to develop a habit. Okay? It's about 60 to 90 days. Give yourself 90 if you have not been in the habit of developing new habits regularly

Richard: [00:26:32](#) and that is 90 days in a row

MARK: [00:26:35](#) in a row,

Richard: [00:26:36](#) that's not 90 days. Most days when it used to workout, oh I forgot Monday and Tuesday and Wednesday I got off track, but I'm back on track now. Not that kind of 90 days.

Mark: [00:26:53](#) That's not a habit. If it's not like breathing, it's not a habit and the Richards of the world and I points out in the master key system. It's so easy yet so few are willing to do the hard mental labor and that's what he's talking about and I want to circle back to thinking grow rich. The whole book was written so people could learn four simple steps. The first one we covered a little bit. I'm going to circle back to it cause I really believe it's Richard's strongest suit and that is definiteness of purpose or what he calls vision. Developing that vision. Second is a positive mental attitude. A third is a is a plan of action, right? Expressed continuously and then fourth is crucial. It's that mastermind alliance that's two or more people working in perfect harmony towards a definite major purpose isn't a group of five or six people that all get together that are giving each other positive vibes.

Mark: [00:27:56](#) There's nothing wrong with that, but a mastermind is, Harry is there to keep you on track with your plan and purpose or you're there to keep Mary Beth on track every day with her plan and purpose. That two to three minute laser call. Did you do what you said you were going to do yesterday? What are you doing today? That's, it is an advancing intuit. So I want to talk about this master mind alliance with you and, and, and how that is best used by you. Do you have a few for different projects that you use, how do you go about picking a partner for yourself in the most effective way? How has that evolved for you over the years? Cause I just asked you to, to mentor me and fortunately you said yes because I need a business mentor.

Richard: [00:28:45](#) Right? Well I, I've, I have not done that casually. , and I don't, I don't mean that word like, that is not valuable or not important. , when I have put my mastermind alliances together, I've actually hired people and I remember one of the people that I hired, I think she worked for me for about 10 years. , she was my coach. She was my part of my mastermind alliance and then I also set her up to be a full time person to do that for a lot of other people on my team. , but in a coaching session where she asked me , actually what I did was I invited her to come and speak to a group of people I was coaching and one of the

questions that she asked me, which I'd never considered before, and this was about 2000 I don't know, three or four or something like that.

Richard: [00:29:47](#) , so whatever, 15 years ago she said, Richard, how much money have you spent in your career on coaching? Now, coaching may sound different than a mastermind alliance. It might sound different than somebody holding you accountable, but it's in that same realm. , and I had no idea. So she said, well, I want you to go add it up. So I did. I went and spent a week and I just went back and I looked at every coach I ever hired, every program like yours that I ever immersed myself in sometimes over and over and over again until I got it and you know, I don't think you and I really have anything until we can teach it. You know, people say, Oh, I'm reading a book a week. Well that's great. I, you know, I, I watch TV everyday too. So what good does that do mean?

Richard: [00:30:39](#) You know, how about instead of reading a book a week, you read a book every three months and you can teach it when you're done without notes and then you own it and then you can do something with it. So some of these programs I went back to over and over and over again until I could teach them, or, or at least my results were a reflection of the intention of enrolling in the program and so the amount of money that I spent staggered me, but it was \$250,000 and that was about 20 years into my career, 250 grand. Now, I know that sounds like a lot of money, but look at the paradigm that everybody like lemmings has been going through for the last 70 years in this country where, you know, I don't think twice about throwing that kind of money at a higher education institute to basically teach them how to do a job, which is probably going to become obsolete in their lifetime two or three times.

Richard: [00:31:43](#) So I spent a lot of money hiring people because I wanted people who were outside my realm. I wanted people that were professionals. I wanted people whose job it was to learn what it was I wanted to do. Listen to me, listen to my state of being listened to my excuses, listen to my procrastination, my whining, my, you know, running off at the mouth about stuff and, and be able to put a mirror up for me and say, Hey, these two things are inconsistent. You know, you want to go do this, this is who you're being and the two are not inconsistent. I wanted people around me that you know, we're objective and, and professionals. So, you know, I'm not suggesting everybody does that, but you know, in my network marketing career, I was full time and my vision was to, you know, be the best I could be in the industry. I didn't really tie it to how much money I was going to making make, but you know, that quarter of a million dollars probably turned into 25 million and so that's a good return on investment. Now I have used at times Mark people like you

Richard: [00:33:04](#) that , you know, collaborators that are like minded. , and I think that's one of the beautiful things about your program is anybody that gets into your program, I mean, they're got automatic like minded people, everybody's going the same direction and yet part of the part of the program is that, you know, I don't know if you use accountability, I accountability as super valuable function. I've moved away from using that word and I call it now championing people because I found people resist being held accountable. Right? , but I think you are, you are an I are in alignment. Like, if, if I'm your person and, and you and I are talking and I asked you, so mark, did you do last week what you

said you were going to do? And you say, no. Well, I've found it's not really valuable for me to ask you why not? [Laugh] Why not? It's just full of excuses and rationalization and stories and what I call Bs. You don't care why you didn't do it last week. There's only one thing I care about is your mastermind alliance partner. Will you do it this week?

MARK: [00:34:27](#)

Yeah.

Richard: [00:34:29](#)

And so, you know, if you take that part of it out of the equation where everybody's chasing each other around like, oh, why didn't you do what you say you're going to do? And just like, okay, last week was last week, actually nothing we can do about last week other than talk about it, which is really a waste of time. How about we just talk about this coming week? And so I've used people that are like-minded, that are powerful that are on board with what I'm doing, , but mostly I've used coaches and then, you know, the last piece of that, which sounds kind of counterintuitive, it sounds like it's not a good idea, but Kinbi and I, it's probably maybe the most dangerous thing we do in our marriage, but we are a mastermind partner for each other. Yeah. , we are, we are committed to each other's path and journey and accomplishment. We're doing different things. We're on different journeys but we share our vision and our productivity and our vulnerability with each other and then we champion each other to get back on track.

MARK: [00:35:50](#)

Right.

Richard: [00:35:51](#)

And sometimes that ends up in like a 20 minute time out of the marriage.

: [00:36:01](#)

[Laugh]

Richard: [00:36:01](#)

But we have, we have such a great bond and a marriage that, you know, 20 minutes later we're back in total intimacy and we most of the time move each other forward from challenging each other in that way. Hey, are you really being who you declared you're going to be to get this done? And, you know, sometimes all you need to do is ask that question and that pops people back in alignment,

MARK: [00:36:35](#)

you know, and I think again, it all gets down to one thing and I want to circle back to it. So basically, you know, I worked very differently around that stuff than Richard. Although the first thing is exactly the same, very selective about it, very selective about it. It's a process. Kicks a lot of frogs, no hard feelings with any of them to find a few princes that were going to push me in once I found one in business, I was with him from 78 until October of last year and , he got up in my face and was encouraging and hard and everything in between, you know, whatever. So you find, you know what it is for your personnel. I needed that. I didn't want any fluff, just whatever. So, but basically it all gets down to purpose. See where the accountability partners with me. I just ask them one question. If they didn't do what they said they were going to do. Say, do we need to look at your purpose? Cause if you really want your wife home from work, you're going to get on the phone.

Richard: [00:37:42](#)

that's correct

MARK: [00:37:42](#) Have you change your mind? Is it now the secretary where you work or what are we doing? You know? [Laugh] But anyway, I think it all is really driven by purpose. , when you know that grit, that great, great Vignette out of that movie city slickers when curly says to Billy crystal, you all come up here about the same age, you don't get it. It's, this is the secret to life white your finger. No one thing. You find that one thing and nothing else don't mean shit. You know, when I found the master key system and did exactly what Richard said, I read that thing over and over and over again until I could teach it without notes.

Mark: [00:38:31](#) I found my passion in life and that's the course that he's referring to and it's all scholarship and you're getting early, even notification@masterkeyexperience.com. But as well as the notes from Richards wisdom here are also at that site. But basically you know, I found that one thing from me that purpose drove me when I was sick, when I was discouraged, when I was angry, when I was tempted. I mean, let's face it, temptation can't get off on the path we have to get off the path but temptation's really freaking good at its job.

Richard: [00:39:08](#) oh Yeah

MARK: [00:39:08](#) It's really good at sucking us off the path. It's all about purpose and you said something about intention and , and then, and you also mentioned one of my favorite words, attention, and I think this is what happens to people is that don't do much for 90 days. Like you said, look at what you've done for the last 90 days they don't tell you what your intention is and so we have this intention and we have these pictures and we tell people about how are we going to take our, our husband or wife and the family to a cruise in Europe or whatever It happens to be, right? But we're struggling to make rent. We have this intention but we're not paying attention. My uncle told me who raised me my dad died when I was three and I was raised by these two great uncles. He said the opportunity of a lifetime comes across your state of being three to five times a day minim if you're paying attention, whether it's a person, a resource and opportunity, whatever. , and I don't know if it's true or not, but I've chosen to believe that and if I've been through a day without opportunity, I know I'm not paying it.

Mark: [00:40:21](#) I've convinced myself I'm just not paying attention. So intention. How does someone in, cause obviously you've done a lot of these workshops and done a beautiful job with people and I love the hility that you don't know if you've actually change people's lives with the book because I get the letters too, you know. , how do you help them determine their real intention and then shift them to paying attention during the day, which is now that plan of action. How do you convert that cause to me that's how you convert the intention. I look at it the morning, I look at it at night, but during the day I'm paying attention. If I'm making coffee, I'm making coffee. If I'm talking to Davin, I'm talking to Davin right now, I'm talking to you. That's all I'm doing,

Richard: [00:41:09](#) right

MARK: [00:41:10](#) How do you get people in a proper intention that we'll find that one thing and then to pay attention because that's the money shot.

Richard: [00:41:20](#) Well, the, you know, when you're talking about purpose and intention, as you know, a lot of different words you can use for that. , sometimes the words we use throw people into a state of, oh my gosh, I need to

be much bigger than I am in order to have a purpose. So maybe it's force, the audience to think about it in different terms. So all we're looking to do when you hold your finger up and say, you know, this one thing, all we're looking to do is find, here's some other words, find our groove, find that theme of our life, find kind of a combination of what we really love and what we're really good at and that may not be what we're do for a living. Right? So that the, where people get off, thrown off of their groove, their bliss, their theme, their purpose is ours [Inaudible 00:42:30] puts all the value on what do you do for a living and the reason why people don't do very well at what they do for a living compared to what they could do, you know, in terms of achievement at their job is that it's not their thing.

Richard: [00:42:47](#) You know, pays the bills. They can check the boxes that can show up at eight and go home at five and not get fired, but it's not their thing and so what you gotta do is you've got to find your thing. Now, how do you find your thing? Well, I mean, you know, some people find their thing by traveling the world and immersing themselves in cultures and meeting people and studying and reading. Right? That's a way to do it. , it's not easy to do if you hide in the cubicle because you haven't exposed yourself to enough things to find out what might flip your dress up. Right? So what you, what you and I do mark to support people in finding their purpose is we just ask them a million questions and you know, the question might be, you know, hey Mark, you know, if you, I don't know, like if you won the lottery and he didn't have to go to work, what would you do for the rest of your life?

Richard: [00:43:44](#) You know, you start to get some clues when you ask people those questions or if you didn't want to work, what would you do? Or you know, if, if you ran your company, how would you run it different? Like just lots of questions to take the box that people have themselves in and explode all the sides of it. No limits and just ask people questions and then like you said, what we do as coaches and what we all need to do as coaches is when people are telling us the answer, we have to be totally present to them or we'll miss it. So you know, it's, this is a different application to the same thing, but when your uncle said, you know, two to three times a day, the opportunity of a lifetime crosses our desk. Well, the opportunity of a lifetime is

Richard: [00:44:32](#) also to hear the truth that somebody is telling us and there are so many applications to this and building our network marketing businesses, right? If you ask a prospect a question and you're not present to the answer, you miss the opportunity of a lifetime in their answer. You didn't hear it.

MARK: [00:44:53](#) Yup.

Richard: [00:44:54](#) And so how do you find that thing? You find that thing in, in, in my experience, through a constant lifetime inquiry of what do I want to do? Who Do I want to be? That's a, that's the biggest one,

MARK: [00:45:16](#) right?

Richard: [00:45:17](#) You know, maybe some things like what do you want to have? But those aren't very important. It's really lies in what do you want to do for fun, for contribution, for self-expression, for accomplishment, for service. Like what do you want to do? But the bigger question is who do you want to be? And if you are on iron, that conversation for an

hour or two and I'm totally present to your answers and I keep asking you more questions. What we're going to find mark, is we're going to find your thing and I'm not going to tell you what your thing is. You're going to tell me what your thing is and all I am as a facilitator by being present, listening to your answers and then asking you the next question and the next question is just looking to clarify, to prioritize, to clarify, to prioritize and just get it down to the point where you go.

- Richard: [00:46:22](#) If I could do that, if I could read that, oh my gosh, that would be amazing. Then of course you're probably not talking about your job that way. Right? So now once you find out what your thing is and really important thing about your thing is you're not stuck with it. So you decide this year, 2019 that your thing is whatever. Right? You know, saving dogs from neutered and spayed, right? I don't know. Right. You know, paving dogs, but that might not be your thing next year. So like what you want to do is stay in a constant conversation and an inquiry about what lights your fire. Who are you, what do you want to do with your life? And the being part continues to evolve. What can change is the doing. Like how am I going to express that? Who I want to be? Now to answer the question, how do you, how do you teach to pay attention?
- Richard: [00:47:31](#) Well, there's two things in play there. Number one is when you change what you're thinking about, what your intention is, and you change it thoroughly, completely like you're immersed in it and you know, the beginning part of that process is yes, put up some pictures and put up some posters and have some affirmations and read your vision and why do you do that stuff? Because that's environmental communication and it reminds you what you need to be thinking about that. So you start that process of immersing yourself in your New Vision and then what that triggers is a neurological device that's built into all of us and I hate this kind of terminology, but I don't know what else to call it because it is called something. , and yeah, it's, it's the reticular activating device in our brain kind of works like this. So you know, before you decided that what you wanted to own was a yellow Volkswagen bug before you decided that there were still the same number of yellow Volkswagen bugs driving around.
- Richard: [00:49:03](#) But once you decided you wanted one, all of a sudden you notice they're everywhere. Oh my gosh, I saw one today. I saw one yesterday. I saw, I wanted last week the same yellow Volkswagen bugs were there. You just didn't see them. Why didn't you see him? Because you didn't have the intention to see them and this device in our brain is actually designed to keep us from going into complete meltdown overload with information. Because what it does is it only allows us to see what we have said is important to us. Now, this cuts both ways, folks. Because if what you're thinking about, what your intention is, that this isn't going to work, that people say no. That people who say they're going to show up for an appointment don't show up for an appointment, that people lie to me. If that's what you're thinking about, then that's what you're going to see.
- Richard: [00:50:10](#) That's what you're going to manifest. Cause that's what you see and so this is a very magical, complicated process that is actually super simple to deploy in your life and so I want to like back all away and just db it down to, okay, what is transformation about and how does it work? It's as simple as this. Everything rises and falls on motivation. This is, these are my words. Okay? So when you hear somebody else,

mark or anybody else talk about this stuff, don't like listen to them like, oh he's right or he's right or he's right. Cause we all use different words and different ways of saying it. Look for the common themes and stuff. So when I say everything rises and falls on motivation, what I mean by that is what is motivation? It's that magical energy. It's physical, it's spiritual, it's intellectual, it's emotional.

Richard: [00:51:10](#) It's that energy that causes this body, which includes my voice and my mind and everything to leap into action and you know, most of us in this podcast are, you know, we're network marketers, right? So what's the number one thing you need to leap into action on, on a regular basis to be successful? You didn't talk to people, right? Big Leap. Well, if you get motivated enough, you will talk to people and you do that and then some people say, well, yeah, I might talk to people, but I don't know what to say to them. If you're motivated, you'll figure it out, right? And he say, Oh yeah, I'm talking to people. But they're all saying, no. If you're motivated, you'll talk to somebody else and then you'll come back and talk to that person again three months later. It all lives in motivation. Motivation causes us to act, and it causes us to also attract, right?

Richard: [00:52:08](#) Because when you are out in the world looking for who do I want to hang my hat on? Who do I want to associate with? Who are I want to hang out with? You're not looking for the people that are hiding in a cubicle that are in a funk, that are all bummed out, right, that are negative, that are sad sacks. We're all looking for who are the people that are on fire going somewhere in life. So we attract people with our motivation. So where does motivation come from? It comes from that intention, that purpose, that vision, whatever you want to call it. So how do I change my life? Get in a conversation about who you want to be and what you want to do. You don't have to hire a coach to be in that conversation. You can be in that conversation with anybody.

Richard: [00:52:58](#) Just, Hey, can, let's get into conversation. Let's talk about this. You asked me these questions, I'll ask you these questions. Just get in a discovery conversation and then take the new you that you've created and remember, you're the only species on the planet that has the ability to do this. So take advantage of it. Take the new you that you've created and docent it; documented in writing, documented in affirmations, documented in photos, documented in mini movies, and study it. Study it, study it, study it, study it, study it every day. Not every other day. Not every third day, but every day and do it for, you know, 90 days. No, I mean, you're right, Mark. It may take 90 days, but how long do you do it? You do it as long as I sent books to Oprah [Inaudible 00:53:55] until how long do I need to, you know, personally recruit people in my network marketing business until it explodes? I'll go. I need to prospect this one person who said no. Well, until they say yes or until their legal department sends you a season.

: [00:54:15](#) [Laugh]

Mark: [00:54:18](#) So there's one there's one other piece here that a guy like Richard would never tell you because it's not in his consciousness because it's just who he is. Be Honest. That's what you have to do. You gotta be like Richard here. He's just honest. Okay. So when you sit down with wifey or your best friend from the gym, don't pretend that your dad is listening or your mom or your high school teacher or whatever. This is you, this is your life. Be honest about what you want. If you don't want

the dog and the three kids and all that, then be honest about it. Okay. Do you know what I'm saying? Some people aren't stopped pretending to want the things that the institutions that they have conditioned all of us into not thinking for ourselves or tried to anyway and turned us into a sheep or trick ponies or whatever.

Mark: [00:55:18](#) , this has always been the appeal of a things like network marketing. But whether you're a scholar, you know, if you're a sculptor, you're going to get a chisel and hit stone every day [Laugh]. Okay. You know, and again, as Richard would say, and maybe you have, maybe you love to sculpt and you're never going to be Davinci. But if that's what gives you pleasure, if that's your one thing and you need to pp gas to help support the house so that you can sculpt, that's fine. But baby, pick up that Chisel and hit stone everyday that's the joy. That's the thing that keeps you going. That's your heart's desire. So speak from your heart. , just so many takeaways here, but the main thing is once you have that conversation, have that conversation. Make a promise to yourself today and keep that promise to have that earnest, honest conversation. Like I said, Richard won't tell you that because he's dishonest. It's not in this congress. It's not in his consciousness to sit down with someone and a dishonest conversation.

Richard: [00:56:25](#) Okay. , the style is authenticity. Authenticity. The purpose is, is aligned with truth. So there's something in our psyche, something in our spiritual base, our emotional base, our intellectual base, that whole concoction of chemicals that when it speaks truth, it lights up like crazy and it doesn't have any appreciation for what Mark's talking about, what your parents thought you should do or what society thinks you should do or what education thinks you should do or what your neighbor thinks you should do. That the purpose that you're looking for could care less about any of those opinions, any of those should. So if you tried to bring those conversations while I think I should be really, really successful, because you know, that's what my dad wanted. Your spiritual base doesn't, doesn't resonate with that at all that [Inaudible 00:57:44] just said, is that to BS, that's inauthentic. That that is a conversation for your dad to have about your dad and we're talking about you and you're probably different and until you own that difference, that uniqueness, that authenticity and you let go of performing for other people, as long as you're a circus act, you're going to get paid like a circus act.

MARK: [00:58:13](#) Yup [Inaudible 00:58:13] secure.

Richard: [00:58:16](#) Yeah. You gotta be the real deal. I don't, I think the note Mark that, that sure that we read precisely and hope vaguely. That is not my quote. Right. ,

Mark: [00:58:30](#) [Inaudible 00:59:30] 1871, two 45 he was a French poet.

Richard: [00:58:36](#) Yeah.

MARK: [00:58:41](#) That's not him and to help you with that word hope, cause I know you're not fond of that. I know. You know, the Great Auntie Feinstein who's built massive downlines, she, she went through the course and she had a master keys and she decided hope is now going to mean to her as a networker. Help other people evolve their consciousness. So hope help other people evolve and I've stolen that. I'll pass it on to you. So yeah, she's, she's, she's, she's just delightful that way. But

fundamentally the big takeaway for me here is a very easy way to convert phrase the hard mental Labor that so few are willing to do. A very easy way to do that is to get the stuff up around the house, recordings of yourself on your phone, reading it, this vision that you have and these things, and then move them every few days so that they don't become commonplace.

Mark: [00:59:42](#) These will pull what are known as psychological triggers and if you really want to do yourself a favor, you see those shapes back there for those shapes. Put them individually on your vision board and then look for them while you're out and try to associate them with your vision board and they'll start silently or unconsciously pulling psychological triggers for you. More for that when you get enrolled in the course for free of course. But anyway, a Richard, that's my big takeaway is constantly day in and day out feed yourself that instead of reruns of everyone loves Raymond every time. Put this thing next to your remote and every time you look at that remote or next to your YouTube, okay, wherever you do business on your computer and every time you go to click on that or pick up that remote, pick up that vision instead of at least know that you're making the choice

Richard: [01:00:43](#) Yeah is an analogy for people that'll help them understand the power of consistency. , I call it compounding consistency. , and it's sort of the soft art and math of what happens when you do the same thing over and over and over and over again every day and the analogy is compounding money. So in my book, the four year career, there's a chart in there that shows us what happens if you take a penny and you double it every day for a month. It ended up being \$5 million doubled every day for a month, but that's not the really profound number. The really profound number is what's it worth if you doubled it every day, I mean every other day, if you doubled it every other day because you forgot or you got off track or you got distracted or whatever, right? What's the penny worth? If you double it every other day instead of every day, and if you want to know what's missing and why is it my business growing into moment, why aren't I transforming at the rate that I want to transform is because when it comes to the consistency of the work that needs to be done to transform, we're doubling the penny, probably not even every other day and so when it comes to building a network marketing business, we're building \$168 businesses when it would be so simple to build a \$5 million business, we just have to make it maybe the top three most important things we do every day instead of doing it when we remember or when it's convenient.

Mark: [01:02:58](#) I think that's such a great point because I'm Polish and Italian. So it took me a long time to figure out that my top priority didn't mean that it was the thing that I put the most time into.

Richard: [01:03:10](#) Right.

MARK: [01:03:10](#) I don't know why I couldn't fit. It took me three years to figure that out. So I made my part time business my top priority and those 10 hours where the sacred cow, they weren't the thing that I put the most time then, but there was nothing that was going to interrupt that and I'd put my baseball hat on backwards and the kids knew when they looked through the window in my office, if the cut was less, it was wasn't more than seven stitches. They were going to have to wait. Okay. She go to the hospital. That was that. So what Richard's really

talking about is that repetition creates, as he was talking about before, the, you know, in the brain, what we're really doing is creating a new neuro net and this is replacing the old one that had a negative thing and it takes time for the old neuro net to atrophy and new one to form thoughts or vibrations. Those vibrations are going to impel towards it. Whatever it is, vibrating out. This is the receiver. Now I want to tell you something about your brain. The mechanism is perfect. Most of us are inexperienced or inefficient operators. Richard's given you some great tips on how to be a better operator of this magnificent mechanism and a very blue collar away. So get over to the site, masterkeyexperience.com. Grab the notes, share them with your friends, it'll make your friends happy if they're happy or you're 15% happier and of course we end this call the way we always do with our nine questions, sort of to get to know another side of Richard and all our brilliant guests who have figured out those two things, right? It all begins in the mind and they got off the couch and did it. Okay, so Richard, best thing you ever eat?

- Richard: [01:05:07](#) The best eggs benedict. Anybody's ever. Certainly.
- MARK: [01:05:14](#) Okay. , best place you've ever visited
- Richard: [01:05:19](#) old town. Havana, Cuba.
- MARK: [01:05:22](#) Nice. Favorite word or sound
- Richard: [01:05:31](#) waves crashing?
- MARK: [01:05:32](#) Hm. Least favorite word or sound
- Richard: [01:05:38](#) hope filter that
- MARK: [01:05:48](#) complete the following three phrases. Love is
- Richard: [01:05:54](#) Life.
- MARK: [01:05:55](#) Money is
- Richard: [01:05:57](#) useful.
- MARK: [01:05:59](#) Life is a
- Richard: [01:06:05](#) Journey.
- MARK: [01:06:07](#) , if God exists when you get to the pearly gates, you'd love to hear him say,
- Richard: [01:06:13](#) it's okay that you didn't believe in me, [Laugh] that you didn't believe the whole pearly gates story here, back, back over there, behind that door is the best 18 holes of golf you've ever imagined in your life for free, for eternity. [Laugh]
- MARK: [01:06:44](#) I love that. The 18 holes outside your back door aren't too bad either. Other pretty good. Pretty good. Hey, thank you so much again. You can get the notes as well as everything that Richard's doing, including this industry changer for his industry. , coming in May of 2020. , it's an,

it's a shift. It's a shift. It's huge. It's big. I'm behind it 100% and I've never promoted anybody in this industry this way. I'm with this 100% okay. it was my idea, he stole it. He always does. No, I'm just kidding. masterkeyexperienced.com get there. We got Richard's notes. We'll get the whole interview. You can see live, I mean an audio video, whatever you want. Share with your friends piece. Be The journey. God bless you, Richard. I mean, maybe the 18 holes. Bless you, Richard. Peace. Okay.