



## **Taking Charge** – Ending the Self Help Hustle and Heartbreak

### **Today's Guide** - #1 Billboard Artist John Novello

Hosted by Mark Januszewski

*Introduction: What do you want to do with your life? 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 all of 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 spending 4,000 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 [00:59]:** Aloha everybody. I'm mark J coming to you from another beautiful day here in Kawaii, Hawaii. Rained this morning. Sun is coming out now. It's just fantastic. Rain is here all the time. So, welcome to the podcast, which is taking charge, ending the self-help hustle and heartache. So, Aloha from beautiful Hawaii, Hawaii. I think it's really important for those of you that haven't been on this before, that you understand we start everything the same way, which is explaining what Aloha actually means. Aloha in Hawaiian translation of it, which I didn't know until I moved here actually means alo is the breadth of the divine, and ha is actually breaths. So Alo is the divine, and ha is breath.

So, when someone says, Aloha to you over here, or I'm saying Aloha to you now, I really mean may the breadth of the divine beyond you, may your mind be open, may you be blessed on this. Because as you know, taking charge and ending the self-help hustle and heartache, we're really talking about being successful. So many of us has spent so much time in self-help books and trying to get better, which is great. We're trying to improve, but not much really changes. And on this call, we've found a way to end that. And it's not that we invented something, it's

actually a truth that spans back somewhere around 4,000 years, which is really interesting.

So, you can catch these podcasts because of what we have on these podcasts and go to [takingchargepodcast.com](http://takingchargepodcast.com) to subscribe. We'd really appreciate that, and we'd obviously appreciate reviews too. But basically, what we're doing is we have identified literally hundreds of people that have been through an experience with us that we call the master key experience. And they've learned the two things that make all people successful, which is a change of mind about hard mental labor.

Everybody knows a CD or a book isn't going to change your mind. It takes repetition. And then the new behavior that you want to put in play takes a lot of practice. And today you're going to hear from someone who did it the same way that everybody else you've heard from, and you will hear from on here just how he's actually individualize those two fundamental truths, repetition, the hard mental labor to change our mind, which in today's world has become even more important since we're really built around convenience.

You know, everybody wants everything right away, instant gratification, instant gratification. We get impatient. Well, what winners realize is, there are no shortcuts to any place that's worth going. So, we'd love for you to identify yourself here and let us know where you're actually from. You can type in the chat box there. That would really be great. And we'd love you to share this, because the man you're going to hear from today is quite remarkable.

I've known him for a while. We've had some into the wee small hours of the morning conversations, and he was really wanting to commit to being part of what we do here at the master key experience, which is creating environment so that people feel safe and making the changes in their life, okay? And in essence, he made a decision that showed character, okay? So, don't worry about your reputation as John wouldn't said work on your character. And this guy didn't.

Let me tell you a little bit about John. I'm so thrilled to have him on the call, because he was like so many magnificent musicians. He was laboring what we like to call in the music industry, 15 feet from glory. And his music has really marvelous. It's very soulful. It's sort of a combination of jazz rhythm and blue and pop. And this is a really wonderful sound that he has. So, you want to get to keys [novello.com](http://novello.com). You can grab some of that. But what really was happening is he played with some wonderful people, artists like Donna summer, the Manhattan Transfer, Ramsey Lewis, Edgar winter, Ritchie Cole, this just a few of them.

And while he was developing his own stuff still, those were the ones getting the fame, those were the ones getting the big records, those were the ones getting the contracts. He went through the master key experience and he made that journey that so few musicians are able to make from 15 feet from to glory. And he came out with an album this last spring called good to go, and the title song good to go became number one on billboard, which I think is magnificent.

And this is really his keyboard signature imprint. He's been there for years behind the scenes, but now he's front and center, and his dream has become a reality. That's not really what I want to tell you about John, because what I saw with John was character. He went through the master key experience. And when the master key experience was over, we invited John to be part of the company and one of the certified guides. And he really lamented over that, because it had done so much for him, and that's because John did the work, right? Nobody really changes anybody's life. You can get an environment where your life can change. And that's kind of what we do here.

And what happened with John was he had a stepdaughter, whether it was a health issue. He had this music, and John made the hard decision to take care of himself and his family. And he was really torn about this. I know it. I wanted to work with John, but it's really not my decision. And to see a man who had been so shifted by his experience with us for six months and worked so hard to want to be a part of it, to want to give back because that's his nature, but he did the hard thing. And this is what success is all about. It's all about character.

You grow your character and everything will follow. And just recently, that magnificent, a creature that he decided to care for rather than do what he wanted to do, he did the right thing, and she's gone on to the next adventure. So, it's an honor to have someone who walks the talk on the call. Am going to welcome John Novello and there we go. So, John, welcome to the call. How are you doing today, brother?

**John [08:26]:** Excited to come back, and give back, and see you can't wait to come down to Hawaii one of these days and say hi. My current wife has never been down there, and I keep telling her how great it is. So, we'll be joining you shortly, maybe this year.

**Mark [08:41]:** Yeah, it'd be great to have you over in June. We had a guy over here, Bruce, a couple of years ago and he brought a guitar. And he's a ham and egg like me musically, but he loves it, so it doesn't matter, and it was fantastic. Yeah, you've got to build an audience just like that. They love music over here. So, John, let's get started and talk about these two things that help people

become successful, which is a change of mind, okay? And then getting off the couch and having your body obey the change.

I think that's a lot of things people get great ideas, but they just never get off the couch, so to speak, whatever that means. So, why don't you tell us about your early career and some of the thrills and frustrations that you might've been feeling about not being able to quote unquote play your song? You know, that's what we're really calling this whole podcast is, don't die with your heart music unplayed. And that's what I named it with John Novello. And so you had this music in your heart that you wanted to play while you were playing with these great musicians. What was that like, and was it frustrating or how did all that work out for you?

**John [09:59]:** Well, the initial frustration that you probably don't even know about, when I was like 17, I got into a band and we were almost like an overnight success by accident. Although I don't believe in accidents. Some famous producer came into the hallway at the end we were playing, I'm only 17. I don't even know what a record deal is. And this guy comes in because of a blizzard and he sees the band playing. He comes up afterwards. I thought he was a drunk. He goes, are you guys signed to a record deal? We didn't even know what that was.

Two weeks later, he signs us, release a record in the Pennsylvania, Ohio, New York area, and it goes to like numbers seven. And so I'm thinking, Whoa, this is easy. Guy walks inside this, we got a record deal, we're going to go big time, and then show you how old I am. The singer gets drafted back in those days, if you recall, mark?

**Mark [10:48]:** I do.

**John [10:49]:** Everybody was scared. Some people were going to Canada. He gets drafted and the record company finds out the lead singer has gone, and they drop us like a hot potato. And I'm sitting there with this... I maybe was even two feet from Gloria at that point. Who knows? And they took the rug out from under me. But you know, in hindsight, that was all part of the divine plan, because that motivated me after I went through the progression of that at 17 to study and really get off my butt. And then that led me to California, because I was living in Pennsylvania.

And when I got to California to make a living, I started teaching music. And one gig led to another. I hooked up with on a Grammy award, winning taste the honey disco band. And again, they saw me playing in a music store. So, all these little... what's that famous books, Steve Prophecy. All these little coincidences and

synchronicities happened and I went from that band to taste the honey tramp, and all these different bands and I kept thinking, what's going on here? We usually was going to do John Novello. That was my melody, and now I'm playing everybody else's melody, and I'm getting highly paid for it, but something's not right here. So, that's how the whole frustration started. And I always had it in the back of my head that I was going to somehow figure out the transition.

**Mark [12:09]:** Yeah. When you say something wasn't right, one of the things that we've tried to get across in the course, and of course, you responded beautifully to it, is that this not this irritation or whatever, it's really a call to what you should be doing. And a lot of us, when we get opportunity, whether it be someone were complaining about money and someone offers us a network marketing gig, or we're playing in this band and somebody offers us this over here, and all of a sudden, what we were complaining about, we ended up defending instead of moving ahead.

So, can you talk a little bit about that? I think your perspective on it and some of the readings that you've shared with me have been... Well, they've helped me. I mean, I think you and I have this student teacher, teacher student thing going on all the time. I've learned so much from you. But that feeling of, I was well paid, but you weren't playing the music of your heart. How was that pull inside you? How did you end up responding to that rather than being resentful?

**John [13:25]:** Well, I would be not human if I didn't say at times I shook my hand up to the sky, like what is going on here? I've got this, apparently God given talent in this unbelievable urge. I've seen so many people give up on everything they do. And I've never had it in me to give up on anything. If I was climbing Mount Everest, I'd be the guy that did make it to the top, that you found frozen on the way up, because I just don't give up. So, that part, I never had a problem with, but that created the frustration. Because as I started getting highly paid, I almost wished in hindsight that I wasn't highly paid. Because then, I probably wouldn't have done it.

Maybe I would've went after my melody a lot quicker, but I was becoming quasi famous as a musical director on a side band, and then this thing kept gnawing away at me. And so I kept thinking, you know what? There's got to be some reason. There's got to be some lessons. I feel like I'm being shepherded by somebody and I need to just hang in there and keep doing some personal growth until it all comes together and just knock it off and keep doing it. And that's how I responded.

So, I started reading every personal book you could possibly imagine, and still to this day do. And then eventually had a couple records out of my own, but they didn't quite do what I wanted to. And then it was a crazy accident that I discovered you and your course literally online. It was like a little voice. And I went, because I was in network marketing on the side to make some extra money along with my wife, and you had a couple of courses about network marketing but real slyly you, you promoted this other course. And that was the one that caught my eye, the master key. I went, wait a minute, network marketing is kind of cool, but this nothing at me is telling me that maybe I should check this out.

**Mark [15:17]:** This whole idea, whether it's network marketing or you have a beauty shop... And we have a gal that's been through the course and was really wanting to have a bigger salon. And now she's cutting here with Nica Rocio, who's a nationally famous, because she changed her mind. And you know, whether you're in direct sales, network marketing, butcher, Baker, candlestick maker, kindergarten teachers, stay at home mom, the shift is in the mind, everything.

You know, Emerson said, "the ancestor of everything is thought". And so what we always talk about on this call is one of the two things, is people have to change their mind. And I don't think, and I'd love to hear your spin on this, that most people don't understand that the circumstances in their life. You being that close, but not being able to be in charge and play your music the way you want to was actually a choice. And you made a different choice to surrender the life you had for the life that was waiting for you. And that's hard for a lot of us that don't know what you learned about yourself. Can you walk us through how you made that transition?

**John [16:41]:** Well, as I started studying more and more and more, I started to realize... I think the biggest phrase that I studied either from Charles and Nell or one of the other guys was thoughts create reality. And I kind of knew that. But knowing it and really believing in it, that's a whole different story. So, I started to go, okay, if I'm creating or co-creating this situation, my life circumstances and everything, then that means that I'm kind of pretty cool. I'm pretty causative. I'm creating this effect, even though I don't want this effect.

So, instead of doing what most people do in what I was doing, shaking my hand, why? I kind of went, well, if that's the effect of some cause and I'm responsible, maybe I should put my attention on the cause that's creating this effect. And I read somewhere that that was called the law of correspondence, which means great, if your outer world has certain situations and conditions that aren't right

and you realize that you possibly got something to do it, then the causation part in your inner world. That's the law of correspondence. So, don't put your attention on the outer world, put it on your inner world.

And what's that mean? It means that you're going to have to it in your mental universe, start changing the conversations and the thoughts and believe that you have, because otherwise that outer world and those circumstances are going to continue moving on. You know what I mean?

**Mark [18:14]:** Yeah. I mean, you really into the meat here, is that I think a lot of us, including me, I want to go buy this, okay? and rub it on my forehead, stand on my left foot and sing river dreams by Billy Joel and my life's all better. Okay? But the conscious mind is what's going to understand the material. So the conscious mind says, I don't want to eat donuts anymore. I want to get in better shape. And donut is also known as the circles of death, okay? So I don't eat donuts anymore. And so I read this esoteric stuff about the cause is in my mind. It's not the donut, it's me. And as soon as I take responsibility for that, and so now I'm stoked, I'm psyched, it's phenomenal, this is great, I got it. And I'm fine for four or five days.

And then I find myself stuffing down the second donut, because the subconscious mind, nobody's home and people don't understand that. And I'd like you to talk a little about the conscious mind understands it, but it is the subconscious mind that's the habit mind. That's where the decisions are made in this subconscious mind. And while we can temporarily work out at the gym or walk the dog, or put our dirty underwear in the hamper, like our wife assess, or we do it for a little while in a very short amount of time, we're back to the same person because we haven't done the hard mental labor to alter the subconscious position. So, the decision is made there. True or false for you? What's your spin on that?

**John [20:07]:** Totally true. And I understood the separation of the analytical conscious mind being the driver, and the subconscious mind is where you have to plant that seed or growth. So, like if you planted an apple seed in fertile territory, it can only be what it is, so it grows into what it is. It doesn't grow into what it's not, because it is an apple seed and there's, I think where that expression comes from, I am. And the real I am is the absolute infinite, I am. And we are all parts of that I am.

And as soon as we realize that, we consciously have to plant that seed and then allow it to grow. Now we're taking responsibility for implanting that into the subconscious. Because I remember one time, it's like if you got in a taxi, you were going to go somewhere and you gave that taxi cab driver, yeah, I'm going to

fifth avenue, and then he starts to drive. Well, no, wait a minute. I'm not sure if I'm, no, maybe it's 12th and well, wait a minute, I'm not sure if I even want to get, and you gave all these commands and orders to this poor taxi cab driver. You'd sit there in circles. It wouldn't go anywhere.

What we don't realize is we do this all day to our poor subconscious mind who is sitting there as a very willing accomplice if you'd only give it something clear and believe it and keep the focus. And once I had that sort of a like Aha, like, oh my God, there's the moment, I started to realize that I needed a lot of practice so I could keep a very clear, and in the course you talked about that as a DMP, a definite major purpose. And that was difficult as it was to get that clear. And you guys helped with that. And once you have it, now you still got to do the hard work and implant that into the subconscious mind and not confused the subconscious mind. So, the seed grows to what you want them to grow.

**Mark [21:57]:** Right. Which is beautifully put. The good news is here. You know, there's good news and bad news and most people want the bad news first. So, the bad news is, the way I'm understanding you, John, and I agree, but I'd like you to comment on it, is that every condition in my life, all the circumstances, I created them.

So if you don't like your mate, your job, your wage, it's you. And it wasn't one big decision, it was month to month, week to week, day to day, hour to hour, minute to minute decisions made in the subconscious mind despite these temporary resolutions in the conscious mind, okay? That's number one. That's the bad news. The good news is, if you can just get this, and you've expressed this beautifully before, John, so I'd like you to take another shot at that.

**John [22:50]:** I may forget about it.

**Mark [22:53]:** Yeah. But in reality, the great news is, if you can own that all the conditions in your life were a creation of the world within your mind that John is talking about, even if you don't like them, don't miss the idea that you are creative and you just need to learn to create something different for yourself. Your feelings about that?

**John [23:19]:** Well, that's true. And you know, a lot of people talk about the infamous or famous law of attraction. How can I get it to work for me? And the funny thing is it's working all the time. What they don't realize is that you don't have control. It'd be like a nuclear power plant is literally chaos ready to happen, but it's totally controlled energy. And if something goes wrong, some things can really get out of whack.

Well, we have all this power, the I am, the infinite that is in us, the perfect life, and we have to learn how to control it. But you said it. The one word that sums up what you just said to me is responsibility. The moment you get off the blame game and realize that you created everything in your life, you now took the first step to possibly change it. Because if you assign power or cause to anything else, to me, that's called secondary causes. The real cause comes from the infinite and the infinite in you. But if we go around our whole life assigning power to somebody else, you could never change anything.

And the only reason why this stuff works is because you can go and change it. If you realize that you are the creator, you can now go, oh, and who knows why? I realized a long time ago that trying to introvert on why I created this for a while, or why I did this and why couldn't I had done it earlier, which is regret, all it was, was a matter of there were lessons to be learned that I got involved with and I learned them. And eventually, when I finally took full responsibility, I realized, Oh, well, Geez, I think I'll just do this now. They're out. What was I thinking?

**Mark [25:04]:** So, we talk about, and this is terrific, because obviously John's in musician and he didn't get to play with these famous people and help make them famous, and then becoming famous on his own if he didn't practice, so a lot of it is practice. But let's get back to these circles of death, these doughnuts, and folks who are not talking about donuts. Donuts could be anything. It could be the diet that you don't stay on. It could be the exercise program that you don't execute. It could be the calls that you're supposed to make for your direct sales job or network marketing business, or whatever. And you know you're supposed to do it, and you do it for a day or two and then you start promising to double up tomorrow. That's the beginning of the end.

Musicians practice. So, there's three things that will help you influence the subconscious mind. Okay? Number one is repetition of the thought, then the thought you're putting in has to be positive. Okay? Don't talk, don't worry about not overeating anymore. Just think about being healthy and doing what healthy people do. So, the repetition of that thought every day, off and on all day long, not for 15 minutes or screaming at it at the top of your lungs.

The second thing you have to do is practice the behavior that matches the thought. And then the third thing is there are some techniques that will pull what we call psychological triggers to keep that idea and that behavior in your mind during the course of the day. But John, talk to us about practice, because you didn't get where you are by saying I want to be a good keyboard player, 15 minutes a day and chanting, I'm going to be a great keyboard player. You actually practice. So, tell me about that?

**John [27:05]:** Yeah. That reminds me of this formula, thought, emotion, action. And you're talking about the action supportive part. Like the thought comes first, right? Because everything is energy. And from my studies, everything is energy. And I was reading a book lately that I told you about that talks about all this in the quantum field. Physics version of the quantum field is all of the substance and the energy. And the thought is what molds. That quantum field just sits there waiting to be molded by your thought and belief, but it doesn't go anywhere without the emotion, the feeling.

And we talked about this so much in the course that nothing... And there's a famous old phrase, even in network marketing, nothing happens without enthusiasm. Well, why is that? Well, that emotion is what amplifies that original thought. Because the thought by itself, it could be a little namby pamby, but you get some emotion behind it. Now, what action are you going to take?

So, I remember when I was nine years old, I saw somebody on TV playing a keyboard. And I pointed to it. Told my parents, and luckily they were supportive and we got the keyboard. And I was so excited about it. Naturally, it was a burning desire. And then I took action. And I don't know why I was able to take action. I think my burning desire was big enough that it just pushed me. I didn't have to be pushed that much every day to practice.

And all I did was practice and practice, and practice, and enjoy the journey and watch the results. But the thought alone might've been cool, but I don't think that it would've gone anywhere if I didn't have the discipline to keep on practicing, which is the same thing that happened to me when I did of course, I had read all kinds of books and many of the ones you talked about, but I never put them all together and drilled them and practice them and that's when I realized, you know what the mind needs practice too.

This is the ultimate tool that we have and it needs the same kind of discipline and practice over and over again or that seed that you have, that thought will never get into the ground and then once it gets into the ground, it's not going to do anything if you don't nurture it and have excitement about it achieving what it's supposed to achieve.

**Mark [29:19]:** Well, really well put, so you know perfect practice, produces perfect you know persistence practice produces perfect presentations or you know persistent practice produces you know prevents poor performance, the five P's either way whether you want to look at very positive or very negative. So, practice the behavior, John's telling you to practice the behavior, because you

know is this true or false for you, you've seen a lot of people that can play right, but they don't, they really just want the rewards.

I know I've seen it in a couple of fields that I've been blessed in, you see people that have equal or greater skill or talent that I do, but they don't want to pay the real price, they just want the glory, they don't know the story and I think when you said something very, very important, I think you're one of those verily fortunate people that you were able to hear your heart at nine or ten years old and you knew that this was what you wanted to do, I'm a believer that the price for anything is never high if it's what you really desire, if it's really your heart.

You know let's face it music on your level, the level that you're playing on is a completely different thing and it's coming from the heart, how can you, what suggestions you have for people, so they can hear that heart, my theory is people just have ignored it so long they have a hard time hearing it and I know music is one of the ways that some of us find it, I know when I'm GM you know I have my favorite kind of music, I'm taking a ride in the jungle here and I'm just into that stuff to bring me down and remind me of these beautiful times in my life; that's the connection for me with music.

But basically, how would you suggest people hear their heart, what's your counsel on that?

**John [31:23]:** Well you know, part of it can be logical and part of it is intuitive and I agree, I think if you don't, if you don't pay attention in here or hear it or discover it early, it can be completely covered up the rest of your life, just do the survival and other people's influences and everything, but an interesting drill that I discovered was you know, if survival was null doubt you were, you know inherited or whatever, you were worth billions or millions of dollars, what would float your boat, you know you start asking yourself what would make me happy and that could be everything from chasing butterflies down the slope of a mountain, to teaching people how to swim, what would you be doing if you didn't have all these survival things nagging at you and other people telling you what to do.

And then once you start honing in on things that you have admiration for in affinity, then you can start working on developing I think if it's not naturally there that burning desire and I remember one time somebody in the network marketing mindset thing was talking about, what is burning desire; people didn't understand and he goes hey, if you were 50 feet underwater you could diving and your oxygen got shut off, you're getting to the surface, is what I'm talking about burning desire.

You have a burning desire to get oxygen, you don't care if there's electric eel, a man-eating shark, you can't worry about that, that's less of a problem; then your burning desire to get to the top and I thought, man that is exactly the type of desire that is necessary to take that original thought, once you discover it and believe and turn it into action and achieve it. And so, I've always had that burning desire, but every once in a while, I had to rehab it and work on it, when the physical universe sort of alloyed it.

**Mark [33:13]:** Yeah, that's just a beautiful way to put it, I think one of the things that happens for people is they hear it, but they ignore it, or I mean and we see this really interesting in several different manuscripts spinning back centuries, including Scripture, we see many of them were called and they said no, no, no, you can't mean me right; you know I think this is a big thing about people, think they want to do something, but they shut it off, because they've been so conditioned to be the mouse in the maze, instead of think for themselves.

What's your suggestion to help people bridge that, I'm sure young, I'm sure at this point in your life, some younger musicians are coming to you and asking you, what's the secret, what's the key and you know no pun intended, but you know there's something and I and I think it's important if you could address that, how do they stop ignoring that; that whisper?

**John [34:26]:** Well you know, I don't want to get religious, so I won't, but let's call it spiritual. I can't believe and I know there are people that don't believe, but if you take a look around you and the abundance around you and how it got here, you can't help but think there's got to be some Universal energy floating around here, whatever you want to call it right; God the cause intelligence urge because or whatever and I think if you don't at some point have a connection to that consciously, then you're by yourself and if you're going like during a war, if you were by yourself on the front lines and you didn't have any air support or any anything and you were out there fighting the enemy, I don't think you'd make it.

But if you had your walkie-talkie and you could call an air support and call in the Calvary, you'd feel a little good just like having a bodyguard behind you. And so, the connection to whatever you want to call it, I think is a senior important element; because then, you'll start realizing when you get those whispers that those aren't accidents, those are somehow divinely inspired, they're communications from your higher-self whatever you want to call it, that makes you feel a little bit more confident, because it's not you against the world, it's you plus this divine connection.

I mean imagine a toaster, I know it's an inanimate object, but a toaster doesn't know that electricity has to run it and it can't do anything unless it's plugged in and somebody puts the bread in it and presses it right, well it's almost impossible to do everything yourself, if you don't know that there's an energy behind you and you aren't recognizing when that energy is communicating with you; do you by yourself, it's hard to do anything, so, I think that's an interesting step, is to start thinking that you're not by yourself and there's something bigger out there and these whispers these communications to you are real.

And here's my final thought on that, if you didn't have those, they wouldn't be possible, in other words if you're even thinking of X, X as possible and then you just have to get into belief and action.

**Mark [36:37]:** Right, now one of the things that that I've been a big proponent up for years and you are feedback on this, I think is important, because you're in a very interesting occupation, to say the least in the context of what I want to share, one of the things that Wallace Wattles talks about and it was very hard for me, because I grew up in that, you know I was lettered in five sports, ripped the other guy's head off, I was competing with my own teammates, by the time I got to high school, I realized I was competing for a scholarship okay; and so when they didn't play well, I was mad at them and when they played well, I felt threatened by them.

So, I grew up as this very competitive guy and I've learned from Waddell's and it took some time and practice, that all competitiveness is really about lack; that there's not enough, so you're competing for that piece of lack, whereas creativity screams abundance and so you're in a field, where you're competing with other people for, you know one to ten or whatever and at the same time, you're also, to be successfully have to be in a creative state, how do you balance that; because one of the things that I think about your final point for me is, I'm going to try to bring in a mastermind impel those people towards me, that are going to support me with plan and purpose and I need to repel those that are not going to support me creepy and Competitiveness talk about that a little bit.

**John [38:19]:** Yeah that's an interesting dichotomy for sure that I've wrestled with, especially early on, but I had this brilliant teacher rest his soul, who passed about seven years ago, that was teaching me jazz improvisation and he saw some of my pain and struggles and he knew I was heading out to California to quote, unquote, make it big compete whatever you want to call it and he kind of set me straight, he sat me down, he says hey, John; I'm going to tell you something, here nobody can deliver your melody, meaning what's in your heart.

No matter how much better they are competing, you know competitively or if they got better chops than you do, they cannot deliver your message, only you. So, forget being in competition with them, you're already a winner, because you have in you something that they don't have, you are unique and once you finally discover what that uniqueness is, then let your creativity and your technique that's going to be behind that committee creativity do it, don't try to compete with anybody else, it'll kill you, it won't be the way that you will quote unquote make it big, just be one with yourself and he was a firm believer in the energy and he used to say the energy and you are one, recognize that and go after your melody and do not try to compete...

As in the music world, you are right, I can walk in to a club and hear this brand new 19 year old kid that is playing circles around me and oppressed, if I get into competition, but if I don't jump into the trap of competition and stay in the creative world, I start feeling at one again, which to me I think is being hooked back up, because every time I get unhooked up with the energy and start feeling by myself, I know that that's the evil, that is that is just false information and I have to get back, the toaster has to be plugged back in or won't do the job, you know I mean.

**Mark [40:18]:** Exactly, exactly, I just want to digress for one second, John wanted to know why I'm in Hawaii with long-sleeve shirts, well this a special shirt that I broke out for John, it's called graffiti and it was the closest of Robert Graham special J and it's the closest that I could come to feeling jazzy in blue, you need some graffiti behind a jazz musician...

**John [40:46]:** I have the graffiti back here in California, but it's pretty, pretty, hot here too.

**Mark [40:50]:** Anyway, this idea of competitive versus creativity, folks really listen again to what John talked about, it's very, very important and John wouldn't we go back to John Wooden, which we use a lot of John Wooden's philosophy, because it was spot-on, his father taught him; don't worry about what the other guy is doing, do your best and it's very important they understand ,it's not about doing the best you can, because that's just a way to give you a little, little Avenue into the world of excuses; I'm doing the best I can, but what you don't understand verses do your best, this is what personal greatness is all about and what we're trying to communicate on all these podcasts, is there are no common people, they really aren't and there's greatness and everybody, it matters that you find your heart's desire, it matters that you don't die with your music in you, because you know when talk about energy and eternity and the and eternal and so again not getting religious, but spiritual.

It is now scientific fact the scientific facts and the Thoreau's and the Emerson's and the and the Buddha's and the Christ, they actually knew something, because they had insight that we didn't know and that is, when you are your authentic self and you have a conversation with somebody else, you're both chained, who's authentic being themselves, they're true to their heart, they're playing their music all the time, the music of their soul whatever that might be, they're doing that all the time, that when those two people have a conversation, because there's authenticity in it, you're both changed on a molecular level.

And what happens now is, you are now eternal, because John is carrying part of me, I'm carrying part of John, it's not conscious, but this is the beauty of not dying with your hearts music un-played, it's really about being true to yourself, can you talk a little bit about some of the challenges that you've had over the years as a musician and fill in the blank folks, whether it's network marketing or cutting here, we're all faced with challenges ,when we decide to express ourselves, how did you deal with setbacks or adversity along the way, certainly you've had some?

**John [43:24]:** Well, yeah, the reason why I did so, well network marketing is I was already a professional for being, I was professional and steeled up to rejection, because the music business, that's almost all it is. Every time you write a song, every time you try to get a record deal, every time you go out, is just some kind of invalidation or rejection and it's just amazing and it either kills you or you get steeled up to the fact and I wish I would have our little theory or technique about the law of substitution that we did.

Whereas when those moments happened and those negative thoughts and those things happen, you could immediately recognize them within a few seconds and in their place postulate or substitute the more ideal version of what should be happen or something positive. I use that constantly to this day as one of my best tools for the toaster that continually to be cooked, the moment it gets unhooked up, I can tell, because I get these thoughts in these phrases, in these invalidations, in these things that I know are not part of the energy that I'm one with and so, I hooked myself back up.

But to answer your question, when all those things started to happen, I would have to do different things and you know whether it was takeaway, whether it was take a vacation, be inspired by a good movie, listening to somebody good, I did whatever it took to kind of grab John Novello and all his attention units that had just been spattered all over the universe and I feel like I don't have many left and I would grab them back, so I can regroup and start again and get back to my creative self and move. If I would have had the law of substitution; then boy, would have been a lot easier.

**Mark [45:05]:** Yeah, let's define this law substitution, what it really means is, the greatest mechanism on the planet is sitting between your ears okay. now the brain is not who you are, it's a great organ in your body, but it's directed by the truth of your being or that energy that John is talking about. And fundamentally the seven laws that run your mind, if you'll get to taking charge podcast.com, you can unload those seven laws of the mind, they're all on one piece of paper for you, it is this mechanism is perfect, they were made by the architect, who do with all things well, okay it's perfect.

But in most cases certainly, it was with me, the operator is either inexperienced or inefficient, in my case I was both inexperienced in and efficient, but you've got to do the work, to learn the seven laws that run the mine, a law substitution is and try it out yourself folks, great, great point John. You can't think about two things at once, you can't think about making shrimp scampi and playing the guitar, now you can see yourself playing the guitar in the kitchen while shrimp scampi is cooking, but don't only hold one thought and you can choose a thought to attach any feeling that you want to any experience, that's the law; dual thought and when you take those two together, the law dual thought substitution with practice, you can literally move yourself from a challenging situation into a more comforting situation, smoother one or you know who to call to get you out of it or what to listen, you'll know what to do, but you must substitute a different thought for a negative thought, when it's coming to your mind.

Because the solutions that are already in your subconscious mind, because they're already in the energy, you can't access them when you're afraid.

**John [47:04]:** Yeah, well you know it's cool, because even in the physical universe, the same law works, because no two pieces of matter can occupy the same space at the same time and I thought that was brilliant, when you do the analogy hey, the thought universe is definitely just as solid as the physical universe and it's got the same rule. So, if you can put that great positive thought in replay, in place of the negative thought and get good at it, just like practicing the piano, you now are controlling your mind and therefore you are eventually controlling your outer world and that's a phenomenal that blew me away.

**Mark [47:43]:** Right, there that's everything right, the world within creates, the world without, which is what John and I have been talking about and John and I could go on for hours, we'll get you in religion, we're actually just warming up here. The master key experience comes once a year, you can go to [masterkeyexperience.com](http://masterkeyexperience.com) and just so, you'll be really safe if you understand, if you haven't been on these webcasts or podcasts with us before, your tuitions already been paid, there's not a pitch here, so go get the early notification; you're

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**John [49:24]:** Yeah, it's out another interesting game out name tool and I think you'll like this tool, because we're all talking about hey; if you don't do the work, you can't get there. Well, there's a famous phrase about, you don't have any skill in the game, you're probably not going to have a chance to win that game. So, that t the first single, that number one was good to go, because that's a common phrase and I like the idea like hey man, I'm good to go, are you good to go...

**Mark [49:47]:** You are all in.

**John [49:48]:** That's the hey, there's another good one for one of my other CDs, I might court you on that one. So, we call this skill in the game and it just got released and so I've been planted that seed into the subconscious and it knows what it's got to do.

**Mark [50:04]:** And they can catch you on Spotify and iTunes and all that stuff.

**John [50:10]:** Apple, Apple, Spotify, Amazon and you can get to those too from my website [KeysNovello.com](http://KeysNovello.com), but you can go directly to Apple music, Amazon, Spotify and listen to the music, even catch me on YouTube.

**Mark [50:22]:** Right and if you want to catch this on video, if you're listening on the podcast right now, if you want to catch this on video, you'll see the show notes, you'll see the links to John's music, get to know this man, it'll excite you, you know John I could do 20 minutes a review here, it's really hard for me to pick out one thing, but I know that my wife the fabulous Devine, would have no room for me in the bedroom tonight if I didn't.

This is the number one take away personal responsibility, he added this word full responsibility, so this is the number one take away from me along with, I got a

sleep in the law substitution okay, but take full responsibility for the circumstances in your life and celebrate the fact that you created those circumstances, it doesn't matter, don't worry about whether they're good or bad, celebrate the fact you're creative and learn how to create a different set of circumstances, you can do that with the master key experience, you can do it the hard way by you know, 25 years or take the six month course, it's already been paid for. So, besides the takeaways John, we like to close with a nine-simple question...

**John [51:44]:** Before you do that, I just have to say this.

**Mark [51:47]:** Go for it.

**Mark [51:48]:** I didn't have a number one song, it's not a coincidence that had happened after I did the chorus, I have to give credit, yes, I did a lot of hard work, but man you did the hard work to put this thing together and you \Devin carry this out and it was tough when I first started the course, my whole life started to go the wrong way, most people don't know that the sickness, the medical situation I actually got canned from my network marketing thing and I was one of the top earners, I won't tell you why, for various reason and I almost wanted to quit the course, come on wait a minute I'm supposed to do this to get successful and I'm my life is going the wrong way and I started to realize no, no, you are in the middle of the change, that the subconscious with the divine help is orchestrating for you to get off what's going on and get into this.

So, hang in there and just enjoy the ride and I got to tell you, that was hard but amazing.

**Mark [52:53]:** Thank you John for saying that, you know, I don't see it that way and I forget, but it was that way for me too, hardest thing I ever did, best thing I ever did. You can turn yourself into a monumental manifested or you can stay frustrated. To me an hour to an hour and a half a day for six months might sound like a lot, but if the world was increased the world without, what could be more important than investing in this learning how this works and then learning how to play with it.

So, it takes three months to figure out, how it actually works, how to play with it, well we didn't tell you this it takes another three months to master it. so, our nine little questions, here so that they see that you know yeah, you're this great musician, superstar play with all these people, but you're just a guy too, just like me; best thing you ever ate?

**John [53:50]:** Pasta, that's its baby pasta, to prove to this day...

**Mark [53:54]:** Through this day another guy...

**John [53:56]:** Marinette marinara sauce and pasta with some sausage in there, grated cheese and a good bottle of wine and I'm happy.

**Mark [54:04]:** That's it baby, that come on over, I make, I do a trick with sausage forget about it, you'll never get over it. Best place you ever visited?

**John [54:12]:** I think the best place I ever visited and I'm not just saying this because I've been all over the world and fantastic places, but your island, great, I've been there several times, I hiked in the finger mountains, I almost died there one day and slipped off the damn thing, but it's the most gorgeous place, it was where Jurassic Park was filmed and I just couldn't believe the esthetics and the beauty of that island.

**Mark [54:38]:** Yeah, it's a roading, so get here soon, number two world for erosion behind the Isle of Wight, which is part of a famous song right when I'm saying?

**John [54:46]:** Yeah, I didn't know that.

**Mark [54:48]:** Yeah, that's number one, we're number two we're losing a foot a year here, your favorite word or sound?

**John [54:58]:** Favorite word or sound, wow that's an interesting, I think favorite sound is probably the three notes from Beethoven's fifth symphony, which is ta-la-la-la

**Mark [55:15]:** It absolutely.

**John [55:17]:** That's like a power pose.

**Mark [55:19]:** There it is the power poets, least favorite word or sound?

**John [55:23]:** Can't.

**Mark [55:24]:** Perfect, complete the following three phrases; love is?

**John [55:31]:** Love is divine.

**Mark [55:37]:** Money is?

**John [55:41]:** Not everything.

**Mark [55:44]:** Life is?

**John [55:47]:** Life is service to others.

**Mark [55:50]:** Beautiful, if God exists, last one if God exists, what would you like to hear him say when you get to the pearly gates?

**John [55:58]:** Well done John.

**Mark [56:00]:** John I can tell you right now, I'm connected, forget about it, well, well done and keep doing all those good things, thank you brother. Get to please [takingchargepodcast.com](http://takingchargepodcast.com), subscribe, share it and John's of course, is [keysNovello.com](http://keysNovello.com), we'll have those links if you get to taking charge podcast, you can see John the show notes and everything else, we've got the key phrases out for you, peace be the journey, keep doing all those good things and remember take personal responsibility.

Love, peace, Aloha everybody.

**John [56:40]:** Mahalo

*Outro:*

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