

Paul Martinelli: Hello everybody, and welcome. My name is Paul Martinelli, I'm president of the John Maxwell team. I'm excited to have you. Today is, I'm just going to check the calendar, it is Tuesday, November 18th. Wow. We are towards the end of the year. My name is Paul Martinelli, I'm president of the John Maxwell team. I'm hosting tonight's call, I'm excited to be with you.

Paul Martinelli: I'm going to share some information at the front of the call that I think is going to be helpful for you and then I'm going to jump in and do a little bit of a teaching. And then I'll open up for Q and A. First, let me just introduce myself if I could. I introduced myself as Paul Martinelli, president of the John Maxwell team. And I am. I had just a wonderful opportunity 2010, to be introduced formally to John and to present an idea that was the John Maxwell team.

Paul Martinelli: I friend of mine, Scott [Fe 00:00:58], who was part of one of my my mastermind groups, introduced me to John and really made that connection. I was born in Pittsburgh, Pennsylvania. Moved to Palm Beach County, Florida. I was in the Guardian Angels out in New York City, and was traveling with the founder of the Guardian Angels. It's a non profit organization, it's a civilian safety patrol made up mostly of young people, mostly inner-city youths. We got our credibility and notoriety as the guys who wore the red berets and patrolled the subway systems in New York City, that's really where the program started.

Paul Martinelli: I was in that program at a very early age, about 15 years old. And around age 20, I began to travel and organize chapters of the Guardian Angels with Curtis [Lu 00:01:54] and that brought me to Southern Florida, to Palm Beach County, from Pittsburgh. And at 22 years old, I started a commercial cleaning company. I had 200 dollars, a used vacuum cleaner and a dream. I wanted to get rich. Now, I was a high school drop out and most of my life, I really struggled with school. And most of my life, I really struggled with a self image issue because I'm a stutterer.

Paul Martinelli: And when you're a stutterer, you got a speech impediment. Most people, when you're young, think that a speech impediment means that you're dumb and you're stupid, and it certainly does not mean that you're dumb and stupid. But I have found in my study, in the field of human potential, that our beliefs are really created two ways, aren't they? Through spaced repetition of time, that is hearing or being introduced to something over and over and over again until it becomes fixed in our other that conscious mind, that's the power of affirmations. Or, through an emotional sudden impact. Something happens and it whacks your paradigm, shakes you at a core beliefs level. And a new belief is established.

Paul Martinelli: And so for most of my life, I was kind of picked on and teased because I had this speech impediment. So I never really believed myself to be smart or intelligent. My results certainly reflected my beliefs. If you're taking any notes down, I

would certainly write this down, that belief drives behavior. It's a really powerful thing. If you ever want to change your results, what most people will do is they'll change what they do. They'll try to change their behavior. And at the core, you can try to change the behavior all you want, but until you change the belief, nothing is changed. This is why so many people gain and lose thousands of pounds over the course of their lifetime. It's not about changing behavior, it's about changing belief. Belief drives behavior.

Paul Martinelli:

And if you just make a change in the behavior level, you sooner or later find yourself back in the old place. This was really under, if you ever read the book Psycho Cybernetics by Maxwell Maltz, he is a famous reconstructive plastic surgeon who wrote the book Psycho Cybernetics in the 1960s. His study of cybernetics was, at the time, just world renowned. And he said, a person doesn't help perform their own self image. The image that we hold of ourself becomes a belief, becomes a self belief. And we never outperform that own self belief. This is why you can look at major corporations, and you can look at sales organizations and you can pretty much predict what sales person is going to produce, because very rarely do people make a sustained change.

Paul Martinelli:

They can go to a training or a seminar and get new training, get motivated, and sooner or later, they revert back to the old paradigm or the old image or the old belief, until that image or belief is changed, or nothing changes. And for me, like I said, I had this belief that I was dumb and stupid and my results indicated that I truly believed that. I failed out of school at 16 or 17, I was kicked out of my house. Apparently when you grow up in a traditional Italian family, you drop out of school, you move on that same day. And so to make a long story short, at 20 years of age I started a commercial cleaning company, I started a janitorial service, going door to door, asking people if I could clean their office, clean their toilets, vacuum their carpets and empty their trash cans at night.

Paul Martinelli:

And I started to build the business, and then I got stuck. It seemed like everything I was doing kind of backfired. I just wasn't growing anymore. I don't know why. If I would get a new account, I would lose two others. If I would get a new employee trained, I would lose a supervisor. It was the proverbial one step forward, two steps back. What I didn't know is I had hit my belief threshold. In other words, my income and the size of my company had reached my level of belief and I wasn't able to outperform that. And then really, I believe through divine intervention, God put a person in my life who began to mentor me and turned me on to some phenomenal studies and some fantastic reading. My life changed. And I mean when it changed, it changed dramatically.

Paul Martinelli:

I became a multi millionaire. That business grew bigger than I could have ever imagined. It was something beyond what I would have ever expected to happen in my life. And when I turned 40, in 2005 I decided that I was going to be a speaker and coach and I got certified and trained. 2006 I started my own speaking and coaching business. And that's when I created this idea of a marketing model based on mastermind groups. And for those of you who are new to the program, you're going to hear a lot about this. You're going to hear a

lot about these mastermind groups if you get into one of the 90 day groups, you already hear a lot about them and it's going to be a model through which we're going to show you how to build the business. It's exactly what I did.

Paul Martinelli:

And I've been blessed in this business, I've had an opportunity to work with pretty much all of the big names. I shared the stage with Zig Zigler, and so grateful to have been able to share the stage with him twice before he passed away. Brian Tracey, Dennis Whitley, Wayne Dyer, Les Brown, John Maxwell. While I was building my business in 2005, 2006, I was building this mastermind group and recruited Scott [Fe 00:08:45] who is Vice President in the John Maxwell team. I didn't realize it at that time, but Scott, who was an irrigation specialist and had an irrigation and landscape company, I owned a janitorial company. He was being mentored by John Maxwell. I had never heard of John, and he introduced me to John. And I hired John to come in and speak at one of my events. And wow, I saw him and I just knew that I wanted to work with him more.

Paul Martinelli:

And that was in, I guess 2008 or 2009. And then in 2010, the opportunity came where Scott formally introduced me to John and John and I sat down and over lunch I shared with him and cast a vision for what I believed would be a really powerful legacy piece for him, and it was the John Maxwell [inaudible 00:09:34] taking his life's work and beginning to train people to speak and coach and carry his message. And long story short, he said yes. And we worked out an agreement that he and I partnered, and the rest is history. We launched the program in 2011. March second, 2011 was our launch call, the first big call, me and John on the call. We introduced the program.

Paul Martinelli:

And then, we now have about 4500 members in 110 countries. It's just amazing and we're just so blessed to be part of this with John, it's something that you can just imagine how special that is. Before I get too far, let me just say that all registration is going to be opening up probably in the next 24 hours. Registration is going to open up for the February event, so you'll be able to register right online. We'll post on Facebook and we'll send out an email when the registration page is live. And you'll be able to just go on to the online university, you'll be over to hover over the live event [inaudible 00:10:57] and the registration link will then be live. And you'll be able to register there. If for some reason you go to register and you get kind of an oops message, you don't have access, that's an indication you probably need to clear your browser history. And there's usually, when that happens there is a pop up video that shows you how to do that but you'll be able to clear that out.

Paul Martinelli:

For some of you, you're going to want to maybe share a room at the hotel, we're meeting at the Marriott World Resort, it's the largest Marriott in the world, it's beautiful. And you'll see one of our team members, Joyce Diaz, usually starts a men's and women's room sharing post on the John Maxwell team Facebook page. And so if you want to connect with other team members, you can do that. Registration is going to start on the 23rd and training starts on the 24th, 25th and 26th. And then the day after, on the 27th, many people stay

one extra day and for an additional fee, go to one of the faculty members one day seminars. So all of that information will be there and it's all kind of self-explanatory.

Paul Martinelli:

Here's what I think is probably the most important message for this, is that we know that you got a ton of questions, we really do. We've done this, like I said, we put 4500 people through this, so we already know all of the questions you're going to have and here's what I can promise you. All you really need to do right now is you need to register, and the registration is going to open up probably in the next 24 hours. I think admin is telling me probably by five o'clock tomorrow. And they usually under promise and over deliver. So it's probably going to be by noon but they're telling me by five o'clock tomorrow. And so you're going to need to register. You got to register to secure your seat, even if you've paid in full.

Paul Martinelli:

You're thinking, I've already paid in full, it's kind of like you buy an airline ticket. You buy an airline ticket but you still need to go and register. So you need to go and register. And when you register, you have to pay the registration fee and that's going to include all of the resources for you, at the training and all of your meals during the training days. So you're going to need to secure your seat by registering, and you're going to need to book your hotel room. And I strongly encourage you to stay at the Marriott Hotel. Are there cheaper hotels? You bet there are. But this event is not about you coming and trying to save a couple of dollars on a hotel room.

Paul Martinelli:

Trust me when I say this, you're going to want to say at the main hotel. You're going to want to be able to network in the morning and in the evening sessions. You're not going want to have to try to get back and forth, you're going to want to stay there. So your first step is register, your second step is book your room. We have a room block with special discounted prices, you're going to want to take advantage of those. And then you're going to want to book your flight. All the other details, we're going to do a series of live calls in early January where I will sit on the phone and I will probably spend eight hours. It'll be one full day, just open Q and A, and any and all questions will be answered. We'll put out a video that will answer most of the big block questions, but really all you need to worry about right now is getting registered. And that registration is going to open up here in the next 24 hours, okay?

Paul Martinelli:

Alright. So as I was sharing before, I was 22 years old when I ... I had always been this entrepreneur. I grew up in Pittsburgh as I said before. I was this kid that was always cutting the grass, raking the leaves, shoveling the snow. I sold peanuts, literally, I sold peanuts on the corner in the strip district of Pittsburgh, that's kind of the Murphy town place and the ship yards there. I sold light bulbs door to door. I was always a kid that was out hustling a buck. I love entrepreneurs, I love entrepreneurship, I love business. I love sales, I love marketing, I just love it.

Paul Martinelli:

And I can remember when, it was a Thanksgiving dinner at my mom's house. You got to understand, we're guys, you get the picture. We're at my mom's house with my mom, my step father, my two brothers, my older sister. I'm 22, my brothers are 26 and 28, somewhere around there. My sister is probably 34 or something like that. My grandmother is there, a couple of my aunts and uncles are there. And I announce that I'm going to start my own business and it's going to be a cleaning business. I'm 22 years old. And as soon as I said it, you heard every fork hit the plate. "You're going to do what?", I'm going to start a cleaning business.

Paul Martinelli:

Now, my brother David, who is a professor. He has a doctorate degree in engineering from [inaudible 00:16:42] university, has a degree from, I think it's MIT in economics and philosophy. He begins to grill me as only an academic could do. "What do you know about business? Don't you know most businesses fail?". My other brother Tom had just gotten out of the army and he's suggesting that maybe I should join the marine corps or the army or the navy. And my grandmother says, "Call Rose". Rose is my cousin who works at the post office. And my grandmother says, "Let's call Rose, maybe Rose can get Paul in at the post office". You just got to understand where they see me, how they see me. They think that my safest bet, my surest bet, the safest thing for me to do is to get a job at the post office.

Paul Martinelli:

And they mean well. But they saw what I was about to do as extremely risky. And so as I share this lesson that I'm going to share with you tonight, this is a lesson called the miss of risk. When I partnered with Les Brown, one of the best speakers in the world, Les and I have had a special friendship since about 2006. He and I partnered on a program in 2009 called empowerment mentoring. And in that program, I would do teachings every other week and this lesson came to me. I wrote this lesson in probably 2006 or 2006, and it's just, I think it probably is going to speak to where you are right now. I really do, because you're probably hearing people say to you, "Be careful. You better know what you're getting yourself into. You don't want to end up like so and so. Better safe than sorry. Better a bird in the hand than two in the bush. Look at the economy, now is not the time to be thinking about coming this coach or a speaker".

Paul Martinelli:

And these are really kind of the echoes of really many of our childhoods, I think for all of us. These are kind of accepted concepts that were taught to us, like my family, by loving people who have our best interest at heart. They just don't want us to get hurt. They want to share with us their life's wisdom to protect us from hurting ourselves, from taking these big risks. Before we go down the path of the do good to ourselves and adopt the same strategy and pass it on to our loved ones, or blindly accept this idea that there is this thing called risk, I think it's a good idea that we challenge some of the conventional wisdom. Really, if we're going to use these linguistics metaphors as shortcuts in our thinking to the degree that they determine our decision making and behavior, should we not at least stop for a moment and really evaluate the truth and the wisdom and the effect of this in the thinking, that will, if it goes unchallenged, become part of our learning model to decision making.

Paul Martinelli:

And I'm going to talk a lot about learning models because on the faculty, my role is really, we've got a phenomenal sales trainer, Ed DaCosta, he's probably one of the best in the world. He really is. Our coach trainer Christian Simpson, fantastic. Speaker [inaudible 00:20:34]. How to navigate from going from a business into doing this full time, Melissa [inaudible 00:20:43] is fantastic. Maxwell philosophy, my lane is really the mindset. The mindset of an entrepreneur, getting out of our own way, taking that big leap. And so one of the things I'm going to talk about is a learning model. And if you think about what a learning model is, a learning model is pretty much what it sounds like. If you think about how you learn how to ride a bike, there was a time in your life when you didn't know how to ride a bike.

Paul Martinelli:

You had the desire to ride a bike but you didn't know how to do it. So you would have had a learning model of failure. And then there came a time when you increased your belief, expanded your awareness, and began to understand the principles within the model of learning how to ride a bike, that would be balance and dexterity, and you navigated from a learning model of failure to a learning model of success or achievement. And so we have learning models for everything we do and we certainly have a learning model of decision making. And for most people, our decision making model, we didn't choose, we didn't create. Most of our learning models around decision making have been programmed by people who were trying to look out for us and to have us avoid risk.

Paul Martinelli:

So even before I get started, I want to challenge that this was in fact wisdom that was imparted to you. Maybe it was your grandmother or your mother or your father, or your aunts or your uncles who had this original thought caused on their very real life experience. Maybe it's something that they just accepted that was taught to them. Have you ever really thought about where you were when or why or how a generalized concept, better safe than sorry as an example, becomes so widely accepted as a process of thinking that goes unchecked and unchallenged? It's almost like these linguistic metaphors have got immunity for the rest of time.

Paul Martinelli:

So I would submit to you that many of the statements were passed on as a shortcut really to kind of [inaudible 00:23:10] an open dialogue on some of life's most important lessons. Very much in the way that parents in our generation have sat us down to watch cartoons on Saturday morning, or to listen to the radio, so they could have some peace and quiet. Accepting and recycling this widely accepted linguistic metaphors, "better safe than sorry" sure beats sitting down for three hours and explaining the concepts of decisions and consequences to a five or six or seven year old. Let's face it. The application of "better safe than sorry" was meant to prevent us from killing ourselves or someone else. At least that's what it was I guess in my little mind.

Paul Martinelli:

When crossing the street, is sure is better to be safe than sorry. When deciding to jump off the roof in the backyard, it sure was better to be safe than sorry. When I was aiming my BB gun at [inaudible 00:24:05] the neighbor, trying to go

for his left eye, it was probably a really good idea that I thought about "better safe than sorry" in those circumstances. And I really believe that those were the times and conditions, those were the circumstances when the people who raised me, my mom and my grandmother, wanted me to operate from a learning model of better safe than sorry. But the problem is, is at a very early age, no one really explains the strategy as a rule of thumb for decision making.

Paul Martinelli:

In fact, it's a strategy for making all of my decisions from then on, the quote on quote risky decisions. It would lead me down a path of exactly the opposite of its original intention. Its original intention was to protect me and keep me safe. But in fact, a learning model of better safe than sorry, I'm going to suggest hurts more people, holds more people back, jeopardizes more people from living the life that they would outside of the conditions and circumstances that they really want to be protected from in the first place. So the question of this lesson that I want to share is, where did my or where did your belief around this idea of risk, just risk in general come from? And I'm using a strategy for one type of risk, for all the different types of risk.

Paul Martinelli:

When was the last time I really sat down and evaluated my performance and thought around this process of risk taking? Most of us don't. Most of us have never really sat down and thought about, what do I believe about taking risks? And what supports that belief, what drives that process of thought? I can tell you this, if you're at all like me, before I came to this new awareness, I never did. It never even occurred to me that I have a strategy or even a process to evaluate. And there, my friends, lies the biggest problem of all. It's just a lack of awareness.

Paul Martinelli:

Now one of the things you have to understand is my role here in the teaching team, being the mindset guy, I really do believe that how you do everything in your life is part of a learning model, and it's your learning model. It's unique to you and your beliefs. It's unique to your level of awareness. Now what you say, how we do everything, how you get your rest, how you eat, how you answer the phone, how you drive the car, how you walk your dog, how you raise your children, how you interact with your family and friends, everything. How you do everything is a programmed process. And really, if you don't like the results that you get in one area of your life, or if you're going to begin to move in a new direction to create new results in a new area of your life, you have to take the time to stop and tweeze apart the learning model and identify the beliefs that are holding it together.

Paul Martinelli:

You have to expand your awareness of your potential to create new beliefs and you have to look at a life beyond what you have now. You have to identify principles within that new learning model that you're going to have to master to create the life that you want to work. Now look, I had built a very successful multi million dollar business from scratch when I was 22. And when I entered into the speaking, coaching, training business, at first I thought, how hard could this be? I've already built a successful business, how hard could this be? And I'm going to tell you, you're going to be able to take some of your life's lessons and

some of your life's learning into this new endeavor. But I'm going to promise you that building and speaking and teaching and coaching is going to challenge you in what has never been challenged before.

Paul Martinelli:

There are going to be principles within this new model that you're going to have to master in order to create this life that you want, and you're going to unlearn some things as much as you're going to have to learn some things. And that's really what we're trying to do on all of these calls with the faculty members, is we're trying to teach different strategies that we know work because we're still in the field doing it, we're still coaching and speaking. I just came back and I was just in Belgium and Poland, and spoke in Brussels and in Warsaw. In Belgium I had a three day interactive seminar, it sold out, took the whole hotel in Warsaw, did a training for about 300, 400 people with the Mary Kay company. I work the number one person in the country of Poland, [inaudible 00:29:44] me in to work with her people. She has about 7000 people, I was working with 300 of her leaders.

Paul Martinelli:

So I'm in the field doing this, I'm doing what you're doing. Yes, I'm still the president of the John Maxwell team, but I'm a speaker and a teacher and a trainer and a coach, and so is Ed DaCosta and so is Christian Simpson and so is Melissa [inaudible 00:30:04]. And so when we come on these calls, we're going to be teaching you these principles within this learning model of achievement for you to do what's going to be necessary. So one of the principles in this model for you to be successful as a speaker and a teacher and a trainer or coach, regardless of the success that you've had in other areas of your life, is that you're going to have to be a risk taker. You're going to have to take this principle of risk taking on.

Paul Martinelli:

And so I wrote this lesson to help you look at the beliefs around risk taking. So let's go back to some of the results that we have from taking risks and from not taking risks. Let's examine some of our thinking processes around risk taking. We have four intelligences. Spiritual intelligence, emotional intelligence, physical intelligence, intellectual intelligence. So you have IQ, PQ, EQ and SQ. And all of those play a role in how we look at and filter our beliefs around risk taking, and they all play a role. So to start, I think it's important that you have to buy into an idea that I'm going to share with you, and begin to allow to become a belief in your learning model around risk taking. And that is this: is that it is necessary to take risks in order to grow, and there is no such thing as risks. Okay?

Paul Martinelli:

Now I know, I know I just kind of contradicted myself. But just stay with me. I'll come help tie it up, just come down the rabbit hole. And I think if you'll come down the rabbit hole with me and come out the other end, you're going to find that there is a new way of thinking in the sense of freedom and release that you may have never had before. So I'm suggesting, if we look at the principle of risk taking as a necessary component to create a learning model of achievement, you have to fundamentally believe that risks are necessary in order for you to grow. And at the same time, that there is no such thing as risks. So here's a go.



It's important for you to believe this. In fact, it's a very good thing to take actions that the world has defined as risk if you want to grow and if you want to create a life beyond what you currently have. You're going to have to take what the world defines as risk.

Paul Martinelli:

So the question here is, are you defining this risk, are you labeling your actions of moving forward into the unknown as taking a risk? Is there in fact any such thing as risk? Webster defines risk this way, as an exposure to the chance of injury or loss, a hazard or dangerous chance. So it's defining this risk as a noun. Now, I have found that it's a good thing to create our own definition of words, and to not just blindly accept someone else's definition. It's kind of the same thing with failure. We can define failure however we want. What constitutes a failure for you does not have to constitute a failure for me or for other people. So with risk, let me quickly divert here.

Paul Martinelli:

I'm not talking about bungee jumping here or wrestling with alligators or riding a motorcycle 100 miles an hour with no hands. I'm not talking about that kind of risk taking behavior. I'm talking about risk taking or behavior as it relates to moving forward in your life, making a decision to break from one pattern of thought, one pattern of belief, one pattern of behavior in favor for a new, unexplored path that takes us to a new desired result in our life. That's what I'm talking about. Now, remember, most of us were taught that risk should be treated the same way. For example, better safe than sorry strategy, it's a great behavior where we could kill ourselves as kids, but it's not a great behavior when it comes to starting a new business or stepping outside of your comfort zone to accept a new challenge that's going to lead you to a new possibility in your life.

Paul Martinelli:

The strategy of better safe than sorry is a terrible strategy, the risk taking, if you're going to be doing something new to move forward in your life. So if risk is defined as a chance for a loss, I respectfully disagree. The only possible loss is the loss of that which I don't want, which is my current results. At the end of the day, I want to lose my current results. So if I invest in a business, so I have a more fulfilled life, a better life, a better income for my family, I really lose nothing if I enter into a behavior with a purpose and a willingness to learn whatever the feedback is that I can gain from that process.

Paul Martinelli:

Now, I may quote on quote lose money, but I gain experience and knowledge. And isn't that what college tuition is? It's a trade of money for experience and knowledge. Yet no one would tell an entrepreneur that going to college was risky. And really, what's the difference? Really, what's the difference other than what society says is the difference? And if you look at society, we mass produce average. I don't know that I want what everybody else is getting. I don't think I want the results that other people get. 80% of most businesses fail in the first five years. I don't know if I want to follow the leader there. The 20% of the businesses that make it in the first five years, 80% of them die and fail in the next five years. It tells you that if the first five years don't kill you, the second five years do.

Paul Martinelli:

I don't know that I want to follow their learning model. I think all of this in this call would agree that we're here to do something bigger in the world, but it's not just about having more things with this type of risk taking or behavior. It's about serving a higher purpose. So in taking risks, it's about purpose driven behavior. It's not just about the outcome. It's about saying yes to this evolutionary impulse, saying yes to that which is seeking to be born. Saying yes to that which is emerging from your soul. If you're on this call, as much as you've chosen to be here, you've been chosen. You've chosen to be part of the John Maxwell team, but it's calling for you.

Paul Martinelli:

If you're on this call, there's something that's driving you to be here. You want to be, do, and have more. You want to be an agent of change in life and of the people. This is a calling for you. And yes, it's going to look like work clothes. But it's really the opportunity for you to live [inaudible 00:38:10] emerging from your soul and answer to a calling, that for many of you, you've known all your life. So we align with the thoughts and the ideas and actions that allow us to make the biggest difference in the world. And I assure you, there's no risk in that. There is no loss there. There is no injury, there is no chance, there is no hazard, there is no danger. All there is is a continuum of our soul seeking a fuller expression and fuller expansion.

Paul Martinelli:

And as spiritual beings, that's what it's all about. The spiritual beings. It's all about fuller expression and fuller expansion. If we blindly accept and adopt this blanket common wisdom and definition of risk taking, we become too regimented in our old beliefs. If we take and follow that continuum, we find ourselves living in a comfort zone between the two stop signs. On one end, the sign that prevents us from falling backwards, which most of us define as a good thing. At the other end, posted at the leading edge of our highest good, which most people would define as the territory of better safe than sorry, is the other self-imposed stop sign. And the question here, for you, really becomes, are you really, truly better off? Are you really, truly safer saying no, that which is seeking a fuller expression and expansion through you? That God has called you to do?

Paul Martinelli:

Are we better off for not stepping out and facing the challenges and exploring the God-given resources we have to grow and become the highest expression of life that we've been purposed for? I think not. I think the very real hallucination around risk taking that most people operate from is that there is a lack of resources within them. The hallucination is that somehow God made them incomplete, that somehow God has given them this awareness of this desire that somehow he didn't kind of fully resource them. Somehow, he made them incomplete. And I can just tell you, if you understand basic universal law and principle, it's impossible for you to perceive a future action as a risk, unless you envision a future of yourself without the resources necessary to accomplish that which is emerging from your spirit, that causes you to see your future in the first place.

Paul Martinelli:

Just listen to that again. It's impossible for you to perceive a vision, a future action, a goal, it's impossible for you to build that conception in your awareness

and see it as a risk. You can't see that as a risk unless you also make an agreement that you're not resourced. You can't have one without the ... you can't see this vision that God has put in front of you, you can't see that as a risk unless you've made an agreement that somehow, you're not resourced. That somehow, you're inadequate. And in this risk seeking model, a model based on our belief of our imperfection, our incompleteness, our inadequacy, when we try to mentally go to and imagine a place beyond that stop sign, it appears that our resources kind of disappear and then we experience risk.

Paul Martinelli:

We must then think the thoughts that support that belief that we define as risky. That's kind of the job of our ego, it's the job of our protective part. Each of us has a protective part, and you're always trying to make sure that you don't screw it up, that you have enough to survive on, and on and on it goes. So there can really be no such thing as risking your life if you operate from an awareness of your true perfection. See, there can be no such thing as risk if you operate with the awareness of your true connection to God. And the source of all things. G-O-D, the grand overall designer. There can be no such thing as risk if you operate from an awareness and the belief in the full presence, that you are always in possession of all the resources, not only to get your needs met but to get your wants met also.

Paul Martinelli:

That in a promise of the [inaudible 00:43:33] overall things, you are resourced. And especially those that are in alignment in your purpose, especially those things that are in alignment with your purpose that are emerging from your heart of hearts, that your spirit, the true essence of who and what you are, is bringing forward in your life. But in fact, you could not even have the awareness of this greater desire without being given the capacity to do it and create it through you. Let me say that again. You wouldn't even be able to conceive of the idea unless you were already fully resourced. If you've been sourced with the idea, you've been resourced with the capacity to bring it forward. God's not playing some game with you. Risk is a hallucination.

Paul Martinelli:

Now listen, are you going to have to get better? You bet you are. Are you going to have to learn new things? You bet you are. Are you going to stumble and fall? You bet you are. The road to Damascus was bumpy. I'm not saying you're not going to meet with temporary defeat, you are. But what I'm saying is, in all of that process, you are still resourced. You are resourced to be able to walk. Did you fall? Sure. Did it take you a while to get your balance? Sure. But you have infinite potential. The conflict for most of us is the conflict between this programmed, ego-centered logical side and this spiritual part that's willing to have an expectation of amazement. The spiritual part that's willing to be open to have opportunities show up even out of left field, to hold a space in which this or something even better could emerge.

Paul Martinelli:

And it seems at odds with our logical side. And this seems risky to us, when we look at it from our logical side. But remember, your logic is based on your belief. Remember, the logical side is almost always referencing your past experiences. Your logical side is always referencing your past result. And this amazing part of

you, the spiritual essence of who you are and whose you are is always holding a space to be present for your emerging future, for your highest good. And if we buy into this logical side, this is where the rigidity in our thinking and belief has to set in. And we commit ourselves to not allowing something new to emerge. And in doing so, we run the greatest risk of all, and that is not living to and from our fullness. Not living into and from our perfection. Not living into and from our possibility.

Paul Martinelli:

And many of us have had lots of opportunities go by. I remember sitting down with Les Brown, and again, if you don't know who he is, just Google him, Les Brown and you'll quickly see. He's one of the top speakers in the world. He waited 14 years. 14 years he wanted to speak. 14 years, he denied himself, and he denied the world his voice. He didn't think he was good enough. He didn't think anybody would listen to him. He's a high school dropout, educable mentally retarded, he was labeled in school, he was called the dumb twin from his twin brother, Wesley. Too big of a risk for him to live his dream. He's [inaudible 00:47:59] and waited 14 years. So there's this war that kind of emerges and takes place, until this conflict gets reconciled in our life. And I'm telling you, I know where you're at. If you're new to this program, if you haven't yet fully started, there's this war that's going on inside of you.

Paul Martinelli:

You feel the pressure and the frustration, you get this feeling of lack of security. You begin to question your potential, can you really do this? Who's going to listen to me? I'm not as good as these other people, I don't have a story. Who's going to listen to me? And sadly, some of the people we love and love us the most are asking the same question. Not because they don't believe in you but because they want to protect you. They have a mental model of you from your past. They don't see your full potential. And so we kind of marginalize and diminish ourselves. And in that, you have to ask, what's the truth? What's your truth? What's the next step for you?

Paul Martinelli:

And now in this process, you can't be referencing your historical past. You can't, as you begin to build this business, you can't be anticipating a lack of resource in the future. You can't. You have to come from a belief that there is a source and because there's a source, you've been resourced. It can't be any other way than that unless we hallucinate. And if we're going to hallucinate, we might as well hallucinate the very best possible outcome in a way that is absolutely congruent with our orientation to the world and to God. And that is, is that this idea to be a speaker, to be a coach, to change lives, to speak hope and possibility in the lives of other people, where did that come from?

Paul Martinelli:

I love it when I hear people say, "I got an idea". Did you really? All by yourself? Where do you think that idea came from? Did you really just make that up or did that come from you or through you? Where did this idea come from? Where did this desire, I love how [inaudible 00:51:21] to find desire. He said, "desire", the word desire comes from the Latin word de-sire, D-E hyphen S-I-R-E. To father, to give birth to. He said, "Desire is the effort of an unexpressed possibility within you. There is an unexpressed possibility within you. You want

to speak life into other people, you want to be an agent of change in the lives of other people. You want to inspire, motivate, help them grow. You want people to see their possibility. Desire is the effort of that unexpressed possibility seeking to be born, desire to give birth to. It's seeking to be born.

Paul Martinelli:

And how does desire birth itself? It births itself through the effort of your conscious awareness. In other words, you become consciously aware of the desire, you become consciously aware of this unexpressed possibility. Where did that possibility come from? It came from a source that creates two ways, perfectly and abundantly. That's how God creates, right? Perfectly and abundantly. And it would be impossible for you to become aware of this desire, this unexpressed possibility from a source that creates perfectly and abundantly without you being resourced. You may not have the awareness of those resources. You may have to meet temporary defeat in order to become aware of what's inside of you sometimes. Sometimes it's when your back is right up against the wall. That's when you really find your true power, isn't it? That's when you truly realize what your full resources are.

Paul Martinelli:

Risk is a myth, my friends. There's no risk, there's no risk in you doing this. It's a hallucination. And so I just want to encourage you that certainly, when you're spending time with me, I will never make an agreement with any limitation that you perceive you as having, 'cause I don't believe it. Alright.

Paul Martinelli:

That's my story and I'm sticking to it. We've got some time, we still have about five minutes. I'm going to go ahead and open up the line for some of you, and give this maybe your very first call, if there's some admin questions that I can help you with, you can feel free to ask those. I'll just go ahead and open. You feel free, I know we got about five minutes. I'm probably going to go a little bit after the top of the hour. So for those of you who may need to drop off the line, I want to thank you for being on the call tonight. I look forward to being on future calls with you. Be on the look for registration for the February training [inaudible 00:54:31] you really only got to do three things. You got to register, you got to book your hotel room, you got to book your flight and just rest assured that we've got your back.

Paul Martinelli:

We're going to give you all the information, all the details about the training that you're going to need. For now, all you need to do and all you need to focus on is registering. I'm going to area code 63, 760. Hey, this is Paul. Who's this?

Gerald Rivers:

Hi Paul, this is Gerald Rivers. Man, I really enjoyed the talk. It was awesome.

Paul Martinelli:

Right on, thank you my friend. I appreciate that.

Gerald Rivers:

Great. I did have a question, I am extremely, sometimes I feel like I'm a little over confident when it comes to my expectation of success. I don't believe it's arrogance, but this is what I expect.

Paul Martinelli: Right on.

Gerald Rivers: When you came with the mentality of there is no such thing as risk and everything like that, did that come after success or did that come prior to it?

Paul Martinelli: It came prior to it. I think that awareness was required in order for me to have success. I think that I had to first become fully aware of who I was and whose I was. That came first.

Gerald Rivers: Oh great. Now the second question is, what's your idea of success? Because prior to your speaking career starting, many people would say, you're a success. So do you understand what I'm saying?

Paul Martinelli: Yeah I do. I think the best definition of success I've heard was Earl Nightingale's, "success is the progressive realization of a worthy ideal". You think about it, I got my lights turned on for me when I was about 22 years old. By 25 or 26, my whole world was beginning to change. I was operating at a pretty high level of awareness.

Paul Martinelli: Yet, I had the awareness that I wanted to speak and teach and coach and train but I didn't think I was good enough. I was too young, I hadn't become a multi millionaire. I was a high school drop out, I didn't have a book. I had all these requirements of what I wasn't that was standing in my way.

Gerald Rivers: Right.

Paul Martinelli: And where I see, I've been blessed, I've trained about 9000 people, more than I think anybody else in the planet in terms of training speakers and coaches. And I think where most new speakers and coaches fail is they think that they have to arrive before they can earn the right to stand on the platform. And I always say, it would be like, the minister would have to be sinless before he could get up and preach.

Paul Martinelli: The truth is, you are successful when you are in process. Nightingale said, success is the progressive realization of a worthy ideal. So I think, in other words, I think you're incongruent if you're going to stand up and talk about goal setting and goal achievement if you don't have a goal. But I don't think you're incongruent if you got a goal and you're working towards it and you haven't yet achieved it. I think you have every right to stand in front of an audience and talk about your journey and where you are in that journey. Does that make sense?

Gerald Rivers: Got it. Absolutely. Perfect. Thank you very much for your time and I really appreciate the class.

Paul Martinelli: Right on, thank you my friend. Don't forget everybody, registration is going to be opening up tomorrow, sometime before five o'clock Eastern time, so you're going to want to register for training. Hey, this is Paul, welcome to the call.

Tom Baker: Hi Paul, Tom Baker in [inaudible 00:58:39] how are you doing?

Paul Martinelli: I'm doing real good Tom, thanks for being on the call.

Tom Baker: Well thank you. I always learn any time I'm on these calls, no matter how many of them I listen to.

Paul Martinelli: Right on.

Tom Baker: I just want to echo, since I've been to training before, how valuable it is to be there and stay at the hotel. But do I have a question.

Paul Martinelli: You bet.

Tom Baker: That is, is there a template for any type of proposals? I see some of them for contracts but I don't see any for proposals.

Paul Martinelli: You know, I don't know for specifically proposals, and I don't know if there's proposals for mastermind groups or lunch and learns. I think if you use the search feature, I know that there's stuff for contracts there. What are you working on? What's the proposal for?

Tom Baker: Well actually I have been asked to give a proposal to another coach for another organization.

Paul Martinelli: Uh-huh (affirmative). Well then I think [crosstalk 00:59:41] I think you can use our standard coaching contract, change the language to fit the specific engagement and make that your proposal, that's what I would do.

Tom Baker: Okay great, thanks very much.

Paul Martinelli: Okay, right on, congratulations. That's great. Hi this is Paul, welcome to the call.

Speaker 4: Hello Paul, [inaudible 01:00:00] from Mexico City, how are you today?

Paul Martinelli: I'm doing well, thank you for being on the call.

Speaker 4: Thank you Paul. While I listen to your call, I am really amazed and emotionate about the story. I have a couple of questions Paul, if you can answer please one, I would be very happy. My question for you is, how was the specific moment in your life or how were the different expenses when you became aware that you could be successful in your business, in your roles? I think that you gave mentoring teachings about [inaudible 01:00:41] so I think that a lot of your message comes from that, from [inaudible 01:00:50] how was the specific moment you got it?

Paul Martinelli: Yeah.

Speaker 4: And the second question which is related to this one, is how did you manage those dark moments that usually come together when you are trying to accomplish your goals? And sometimes things happen, how do you deal with those?

Paul Martinelli: Yeah, thank you for asking the questions. I don't know that there was a specific moment. I think like most people, I kind of unfolded in different layers and levels of awareness at different times. I can tell you that having mentors in my life made all the difference in the world during dark times. And let's face it, the road to success is paved with potholes of failure. Failure is a necessary requirement for achievement. It is the only way for us to get true feedback and to grow, and the resources necessary to have sustained change in our life.

Paul Martinelli: And so there are going to be dark times. And some of the dark times even happened when things were successful, but the people that I thought were going to be there, weren't there. I think one of the challenges for a lot of people who come into this industry new, they think that you pick the five or six people that you think are going to join your mastermind group and they're the last people to ever join. You think of, oh well, these five or six or ten people will be the people who will buy the tickets to my first seminar, and they don't. And that's tough.

Paul Martinelli: And even though you're moving forward and having success, sometimes there's let down. And so I think that's one of the powerful things that we've created here in the John Maxwell team, is this sense of community. That's why if you look at our Facebook page, we don't let our Facebook page turn into a quarter of the day page. We want it to be a community board where people can come in and be supported and be vulnerable and be transparent about the journey they're on. There's many times where we'll see people who will post great success stories, and there are going to be other times when we're going to see people say, wow, I just showed up for my first mastermind group and nobody showed up. And that's a tough time, and having a community of people is what's really served me. Thanks for the question.

Paul Martinelli: Area code 443867. Hi, this is Paul.

Maria: Hi, this is Maria. Can you hear me?

Paul Martinelli: Hi Maria. Yes.

Maria: Okay, thank you for the call tonight. I'm amazed all the time with all your talks.

Paul Martinelli: Well thank you.

Maria: And all the things that you help us to get in our inside. But my question is really quick and is related with [inaudible 01:04:21]. Can you describe how is the



process when if I want to refer someone to the JMT, what are the requirements?

Paul Martinelli: Sure. You can reach out to your program coordinator. Who is your program coordinator?

Maria: I don't know.

Paul Martinelli: You don't remember? When did you join the program, how long ago?

Maria: It was June of this year.

Paul Martinelli: Okay. Well send me an email, paulmartinelli.net, and I'll connect you with your program coordinator.

Maria: Okay. Thank you.

Paul Martinelli: Okay? Yeah? Is that it?

Maria: Yes.

Paul Martinelli: Okay.

Maria: Thank you.

Paul Martinelli: Thank you. You're welcome, bye-bye. Registration for the February training is going to open up in the next 24 hours, I think by five o'clock tomorrow Eastern time. We'll post on Facebook and we'll send out an email. We know that you're going to have a lot of questions, but really trust us, the main thing you need to do, you need to register to secure your seat. This training will fill, it will sell out, so make sure you secure your seat. Book your hotel room, book your flight and then we'll have lots of open Q and A calls that will answer all of your questions.

Paul Martinelli: Hey, this is Paul. Hi. I think it's an [crosstalk 01:05:52].

Speaker 6: Hello?

Paul Martinelli: Hi.

Speaker 6: Hello.

Paul Martinelli: Yes.

Speaker 6: [inaudible 01:05:57] from Vienna.

Paul Martinelli: Hi, calling from Vienna.

Speaker 6: [inaudible 01:06:08] thank you very much for your call. I really enjoy the call. And I have a couple of things. My question is on [inaudible 01:06:26] related to the call, I remember during the orientation video, there is a place you have to go to [inaudible 01:06:40] after that you have gotten into the call, and then it shows on your profile the rate of success you are making.

Paul Martinelli: Yeah, so I'm sorry, your line is really breaking up. But if I understand you correctly, on the online university, when you're going through an orientation class or one of the courses, there's a way for you to mark those things complete as you progress. And you mark them as you go through each course, at the end there's a certificate of completion for each course.

Paul Martinelli: If you've got a question, right now it sounds like there's a challenge on your line. Why don't you go ahead and you can just email me your question, paul@paulmartinelli.net. Go ahead and type me out your question, I'll make sure that either myself or someone from our admin team responds to you within the next 24 hours. I'm sorry, I'd love to be able to help you but the connection is not really well.

Paul Martinelli: Area code 856404, hi this is Paul.

Ralph Graves: Hey Paul, how are you doing? My name is Ralph Graves, I'm calling from New Jersey. How are you?

Paul Martinelli: I'm doing great my friend, how are you?

Ralph Graves: I'm doing good man. I just wanna tell you that this call was very encouraging and helpful, and listening to some of the things you say, I've been pastoring maybe about nine years and we're a church [inaudible 01:08:10] and so I kind of chuckled when you talked about having a mastermind and nobody shows up and you gotta stay encouraged, having a Bible study first year into it and nobody shows up but you and your son. You gotta stay encouraged.

Ralph Graves: You know. And I wish that we had something like this. I'm so glad that I've been allowed to join the team. It's been rewarding not only with the ministry but also with coaching and the other things, speaking and training that we're doing here. It's been great man, I just wanted to just chime in and thank you guys for having the John Maxwell team and for doing what you're doing, I really appreciate that.

Paul Martinelli: Right on, thank you very much, I appreciate you my friend.

Ralph Graves: Alright man.

Paul Martinelli: Great. Okay, be well. That's great. Yeah there's lots of those moments when it seems like nobody is there, but that's what builds character, doesn't it? We've got area code 281301. Hi, this is Paul.

Speaker 8: Good afternoon Paul. I just want to thank you once again, like everybody else, kind of a follow up with everyone else, just thanking you for an excellent job. And Christian and [inaudible 01:09:27] I've been listening to you guys, I'll be there on the February training and I can't wait to meet you guys in person. I feel like I know you guys already but I just can't wait to get there in person.

Paul Martinelli: Right on.

Speaker 8: But the question that I had, and you really touched on something with the book, Psycho Cybernetics, Maxwell Maltz.

Paul Martinelli: Yeah.

Speaker 8: And that book, I've been doing sales and training and that type of thing for quite a long time, and I always think there's going to be those days when you just don't feel like getting up and doing it. But the reason that book just really inspired me and it's really helped me to get past a lot of things, a lot of fears and stuff that I had within myself. It's helped me with self development. And I just wanted to hear some things that you maybe had gotten from just going through that book and maybe if you can share some of your victories just by going through that book.

Paul Martinelli: Sure, so just let me lay a little bit of a foundation for people who haven't read it. The name of the book is Psycho Cybernetics. Psyche is Greek word for mind, cybernetics is the science and control in electronic instruments. So if you think of your thermostat of your house, there's a difference between the thermostat and the thermometer. The thermometer indicates what the temperature is, the thermostat sets the temperature.

Paul Martinelli: So I live in Palm Beach, Florida. I live on the ocean, so right now I've got my temperature set at 72 degrees in my house. If I open up my slider door, warm air comes in and the thermometer begins to show the deviation in the change of the temperature. And it's that deviation from the set goal that sends a message through the cybernetic mechanism, which then begins to send a message to the wiring system of my house. It turns on a fan or a blower, the blower begins to release [inaudible 01:11:34] air conditioning coolant and it begins to blow into the house.

Paul Martinelli: The house returns to its set goal. Each of us have a cybernetic mechanism programmed to us. It's our belief system, what we believe we're capable of. Now you in fact may want more in your life, you probably do want more in your life. And yet if your self belief, if your cybernetic mechanism is programmed ... I was programmed to believe that the only way you can be successful is if you went to school and got a good education. I was told that you'll never amount to anything without a formal education. Now that's not a good program to be programmed with if you're a high school drop out.

Paul Martinelli: And so what happened was, I started in my business to reach a certain level of success, and all of a sudden, my success began to outperform my self belief. And what happens is a message is sent through the electrical system of our bodies, in this case it's our central nervous system. It registers as a foreign vibration. We're in uncharted territory, we're beyond our current belief. Immediately, that mechanism tries to bring us back into control, and it does that through fear, doubt, and confusion, F, D, C. Fear, doubt and confusion registers. And we feel it, it's a physiological change. It's very real.

Paul Martinelli: We get nervous, we get anxious, and what happens is, is we begin to self sabotage, and you'll see people do this all the time. You'll see people where everything seems to be great and somehow they blow it. Every single time they get there, they blow it. Of course they do until they change their belief. So for me, I think the greatest takeaway from the book was first the observational picture of what I just explained where I could see my programming. And I think my biggest takeaway was that I began to look at where was my thermostat set on my potential. What was my temperature set at, as it relates to money? What was my temperature set at in terms of my skillset?

Paul Martinelli: And see, I began to realize that my thermostat, when it came to money, potentials, skill set, all of these things was set very low. That in of itself wasn't the most disturbing part. The most disturbing part was that I didn't even remember setting it or having it set. And it's kind of like we come packed in a box and the directions to get out of the box are glued to the outside of the box. If somebody doesn't stop and share with this information, how would you ever know? It's the definition of lack of awareness. When you're not aware, you not only don't know, you don't even know that you don't know. What's worse, you might be convinced that you do know and you don't know.

Paul Martinelli: And so I think for me, the biggest takeaway was that I was able to begin to look at my life and begin to identify where I was programmed, how I was programmed, and then begin to set my own, quite frankly my own thermostat. Make sense?

Speaker 8: Yes sir. And thank you so much for sharing. And like I said, can't wait until February to meet you guys in person. Take care.

Paul Martinelli: Right on. Thank you so much and thanks for jumping on all the calls and supporting the team, and we look forward to meeting you also. Area code 301655. Hi, this is Paul.

Cindrel: Hi Paul, this is Cindrel Parker out of Washington, Maryland. Thank you so much for your message this evening. I'm new to the program and my question is, I am on a payment plan [crosstalk 01:15:47] resources to make themselves known. I don't [crosstalk 01:15:51] on fate because everything about the program spoke to the desires of my heart.

Cindrel: And I believe that I have been made very uncomfortable in my life but I am kind of protective from stress factors because every time I see those factors, I'm able to step aside with that activity of awareness. And so everything you said tonight was right on point for me.

Paul Martinelli: Right.

Cindrel: My question is, with registration opening up tomorrow and being on that payment plan, is there anything that's going to inhibit me from registering? I already booked my airline, I got that money together, I booked my airline.

Paul Martinelli: Right on.

Cindrel: So I have that part done but I want to make sure that I'm going to be able to get my name in.

Paul Martinelli: Sure.

Cindrel: I want to know that all of the resources will be made available to me to have everything covered by the time I get there.

Paul Martinelli: I believe that too. No, there's nothing that will prevent you. When you go to register tomorrow, the specific link that is linked to your payment plan, it'll show up. You'll be able to register without any problem. And the only requirement is that you got to be paid in full before the live event. And [crosstalk 01:17:18] if you're on the payment plan, that's not an issue, no problem.

Cindrel: Great, excellent.

Paul Martinelli: Okay? Right on [crosstalk 01:17:24].

Cindrel: Move all those obstacles out the way. Thank you.

Paul Martinelli: I love it. Right on.

Cindrel: Can't wait to meet you, thank you.

Paul Martinelli: Can't wait to meet you too, thank you very much. Area code 972278. Hey, this is Paul. Who is this? Is this Herald? [crosstalk 01:17:44].

Herald: 972, I thought you said 978. I'm sorry.

Paul Martinelli: No problem man, how are you.

Herald: I'm good sir, how are you doing today? [crosstalk 01:17:52] your meeting tonight is just incredible. I'm making notes as I go, go back and review this tape

'cause there is so much detail in here that I want to do and want to learn and just didn't get it the first time.

Herald: But the question I have for you Paul is, when we do go to the February meeting, there is so much material that we're working on now, every course, [inaudible 01:18:15] 21 laws, everything that we've got to do. Do we have to have or should we have all of this material finalized and finished before we get there?

Paul Martinelli: No. Very few people, if any, would have been able to go through all the resources on the online university. The three day program is a stand alone part of the program. So don't worry about that.

Herald: Okay, so we're still really in a self service mode even by the time we get there. And as I've heard many of you say, take your time and just get it, it doesn't matter when you get it, just get it.

Paul Martinelli: That's right. Take your time, get it, and yeah just get yourself to the live event.

Herald: Okay, well that's a no brainer, I'm ready to roll from there [crosstalk 01:19:09]. I cannot wait. I pray to God that I'll have the opportunity to shake your hand.

Paul Martinelli: Oh you bet you will, absolutely. Well thank you.

Herald: And [inaudible 01:19:18] especially John, I've been dreaming of this for about 20 years truthfully, and just wanting to meet the man I've been reading books with, and I am so excited.

Paul Martinelli: Well right on, take care and I appreciate you.

Herald: You bet.

Paul Martinelli: Thank you very much. Alright. So now we're going to area code 856725. Hey this is Paul, welcome to the call.

Speaker 11: Hey Paul, this is Eric Brown from New Jersey.

Paul Martinelli: Hey Eric [crosstalk 01:19:48] how you doing buddy?

Speaker 11: Good, how you doing? [crosstalk 01:19:51]. So many of these calls, I get a lot more information on the question and answer spot. And hearing you talking about the book Psycho Cybernetics, I grew up with that book in my house. My mom and dad used to read it [crosstalk 01:20:08]. Now I'm ready to go back to the house and dig the book out of their library.

Speaker 11: But you know, it did help me out by extending my thermometer [inaudible 01:20:20] but until I came to John Maxwell, I kind of just used to set my thermometer to money and that was it. And I got into the group with you and

everybody else, what it's helped me is to get a team around me so, because before I was making a lot of money and my personal life was a mess, I was just so deep into what I was doing with my company. And now it's a lot more fun, it's a lot more fun training, we have a mastermind group for my company every week and I just train all my employees.

Speaker 11: And they're starting to grow. It's amazing. It took about six weeks into it, then they started to make changes in the way we talk to the clients or customer, it's amazing.

Paul Martinelli: What kind of business [crosstalk 01:21:14].

Speaker 11: I have a trucking company, it's my main business [crosstalk 01:21:16] I have a few other ones. Trying to start a television show and some other things but the trucking company is my bread and butter [crosstalk 01:21:24].

Paul Martinelli: Right on.

Speaker 11: Yeah. So thank you again and now I'm going to look up that Psycho Cybernetics tomorrow [crosstalk 01:21:35].

Paul Martinelli: Right on, thanks a lot Eric, be well.

Speaker 11: Yeah. Thanks Paul.

Paul Martinelli: Bye-bye, you're welcome. Area code 571. Hey, this is Paul. Hi, this is Paul [crosstalk 01:21:48]. Hi.

Sharon: Oh hi, this is Sharon [inaudible 01:21:55] from [inaudible 01:21:57]. How are you?

Paul Martinelli: I'm doing well, how are you?

Sharon: I'm glad. I'm glad to be on the call. These calls have just been so invaluable. I just wanted to share with you that I really appreciate the information that you have for tonight. It's perfect timing because just this past weekend, I did fall into a little rut yesterday, going through a lot of the material. And I came across a presentation that was given by a young lady. And I sat and I got so, I guess ... fearful about I wasn't good enough [crosstalk 01:22:35] all the things that you captured tonight.

Sharon: So thank you so much for just having me to be on the call and to listen. So now I have words of encouragement that I can move forwards, so thank you [crosstalk 01:22:50]. And it was right on time. So I'm so glad I got on.

Paul Martinelli: I'm so glad you did too.

Sharon: Thank you. Looking forward to seeing you in February.

Paul Martinelli: Likewise, thank you. Yeah you know, that's just, that's part of our journey, isn't it? We take inventories of our inadequacies rather than our potential. Potential is something that we can't see inside of ourselves. Potential is something that we see outside of ourselves. We see potential in other people, we see potential maybe in education, we see potential maybe in a job.

Paul Martinelli: Some people join the John Maxwell team because they think there's potential in the brand or within our program. And the truth is, there's no potential here and there's potential in the brand of Maxwell. There's no potential in an education and there's no potential in a job. The potential is right inside you, that's where God put it. Now, there's great opportunity in an education and there's great opportunity in a good job and there's great opportunity within this program for you to become aware of your potential so that you can export it.

Paul Martinelli: But the potential is in you. You're going to have to develop it, you're going to have to grow. But as you go through this program and when you come to the live training, you see people who are in the mentorship program and they take the stage and they present during the speaker training program and you're going to look at them and you're going to think, wow, I could never get that good. And I assure you, I saw them when they started and they weren't that good when they started. But with good mentorship and a dream and the right belief, you'll get there too.

Paul Martinelli: I just want to thank everybody for being on the call. Registration is going to open in the next 24 hours, remember. There's going to be lots of questions and you're going to have lots of questions and you're going to see people post all kinds of questions about training. Here's what I'm going to ask us to do, if you'll help us, just tell them to relax. Tell them that right now, the only thing they need to do is register. We know all of the questions and so just focus on going through your 90 day roadmap to success, focus about getting your mastermind group started. Focus on going to the resources. In January, we're going to, trust us, we're going to do all kinds of calls and we're going to give you all the information you're going to need, just step by step. If we start to answer all the questions, it's just going to generate more questions.

Paul Martinelli: So just trust us. The first step is just go ahead and register, book your hotel room, get your flight. Worry about getting to Orlando and getting through the 90 road map to success. After the Christmas break and after new years, we'll come in and we'll talk about all the things that you need to do for training. A lot less to prepare the new thing. The training is a stand alone, three day event, completely stand alone from everything on the online university.

Paul Martinelli: Alright, I'm going to open up the line so we can say goodbye.