Share

more\_ho

0:21

Rich Dad Poor Dad is a true story. It's about my two fathers. One was my real dad. Obviously, it was my best friend's father. One dad. My real dad was a PhD in education ultimately became a superintendent education in the state of Hawaii where I grew up. My best friend's father was my rich dad. He was a man who started with virtually nothing. And by the time he passed on, he was one of the wealthiest men in Hawaii. So when you look at the hula girls and the palm trees and the white sand beaches and the hotels, well, he owned the land underneath those big hotels and things like that. So he passed on a massive fortune to his children so rich dad poor dad as a true story about what two fathers One highly educated one very rich tell their sons my best friend and I about the subject of money. And in my book, Rich Dad, Poor Dad, which is technically accurate about financial intelligence and financial literacy. In other words, I made the subject of finance and business so simple, a kid could understand it. It was written that way, because I was only nine years old when my rich dad began to teach me and of the six lessons my rich dad taught me probably the most important one was to mind your own business and I think that's what we're here to talk about today, is the importance of owning your own business. Why you should mind your own business, because it was my poor dad, the school teacher, the PhD. He's always the one who said you should go to school get good grades, which I did, so you can get a safe secure job. In other words, the whole programming, conditioning, brainwashing, whatever you want to call it, is to program us to become employees to work and minding somebody else's business. So starting from the age of nine, my rich dad said you get to different points of view out there. Here's my PhD dad who says I should become an employee. And here's my rich dad said don't be an employee, become an employer. In other words, mind your own business. I think that's a way to talk to you there is a difference between the employee mentality for as a business owner mentality.



2:19

The way the wealthiest people get rich is via business. Like Thomas Edison founded a company called General Electric. Henry Ford founded a company called Ford Motor Company, we realize the richest man in the world today, his name is Bill Gates, and he built it off of nothing. He built it in the information age, and that's really what we're here to talk about. Because Never before has it been easier for an individual to become wealthy. You see, in the old days industrial age, it took massive amounts of money, massive amounts of land, and massive amounts of people but in the information age, never has it been easy, especially with the internet coming up. The problem is our school system is still programming us for what I call Industrial Age ideas versus Information Age ideas. I think really that's the difference and with the I don't know if you believe in job security, but I never did. I only had a job for four years of my entire life. Because my rich dad always taught me to build companies, build my businesses and hire people because a lot more secure that way.



3:17

But these 401 case, I really questioned them, some of them will be successful, a lot of them will not be successful. So if you're going to take financial security or in financial freedom into your own consciousness, I don't think you can leave it up to somebody else. And to do that you need to start minding your own business. The good news is it's never been easier to do that. The reason for that is, as I said, In my second book was called the Cashflow Quadrant. The Cashflow Quadrant was about the four different people found in the world of business. The E there's E S, the B and the AI E stands for employee S stands for self employed or small business owner. B stands for business or an i stands for investor, the E and the S although you can become very wealthy that way. That's probably the hardest way to get wealthy simply because it requires you to work hard.



4:05

A business owner is different. A business owner requires a system and I think that's one of the hardest things from most people to kind of cottoned on to Bill Gates didn't get rich selling software. Bill Gates got rich building a system.



4:21

I today have an oil company, a real estate company, etc, etc. But I build systems. I have other people working for me so the point I'm making here, which we're going to talk about there is a vast difference you can cover in Rich Dad Poor Dad between somebody who has been conditioned to think like an employee versus somebody who has been conditioned to think like a business owner. I think the hardest part for people to make the big shift is the difference between what we've been conditioned to think and what we need to think if we want to achieve the quadrant was which way from where does your cash flow come from? Does it come as a W two and employee does it come because you know self employed persons or persons like my account and I attorney as a self employed and they measure their revenue in the hours I charge you $100 per hour or a salesperson will say my commission is 6%. The problem is it's them still physically working.



5:16

A business owner and an investor a business owner wants a system to work for them. And an investor wants their money to work for them. So we go to school, we become doctors and most doctors become self employed. The trouble is they have to work really hard. The reason you know you're self employed is if you stop working, your income also stops and that's the problem. The reason I can stop working is because my system continues to work for me the point I'm making here is mentally, technically otherwise, there's different technical skills you need to learn like a doctor needs to know different technical skills and a plumber. Well, it'd be a business owner you need different technical skills, but most importantly emotional. You see the thing here that most people don't understand is I drill for oil. It's one of my companies and real estate. And as we just talk oil and Portugal major fine, everybody goes home. You must be rich now. Well, no. As a business owner, I'm not rich right now. If you know what I my rich dad used to say to me success is expensive. In other words, I struck oil I have to go raise another $10 million. My employees get paid, they get paid money. But I'm building an asset I am building a system and the system is what makes me really rich. I have not taken a penny on all that oil well. Even though I've struck I have to raise 10 more million dollars to go drill more oil wells and so the problem most people don't understand this idea of delayed gratification. We've been trained to expect a paycheck every two weeks or if I do an hour's worth of work for you. I want to get paid within 30 days or whatever it is. A business owner needs to think differently. They think longer term. They're they're thinking of becoming extremely wealthy. My rich dad used to say there's three positions people operate from number one is they work just to feel secure to survive. And you can tell it by their words. The most important thing is listen to a person's words. They say I need to put food on the table and put a roof over my head. That's a survival mentality thinking. So if they if they get that covered, then they move to the next level which is called comfort. Oh, I think I'll buy a bigger house or I'll buy a lake house or a new car. And where most people never make this because they never get beyond the comfort level. You know, they may have 50,000 $100,000 income 250,000 I think that's but that's just average middle class level above confort is being rich.



7:34

And if you can get rich by working hard, have a good life. The trouble is you still have to work hard to make it to be rich. And that's what I'm talking about is you should have a system IE as what Ford did when he built Ford Motor Car and Edison did when he built General Electric in case they when he built Microsoft. That's how you get rich. Most people are very content being comfortable. And I think we've talked about upfront is the plan that you show and the plan that you talk to people about as a plan to become rich on so I say up front and you may not like what I say here is this if you just plan to be comfortable or you just plan to be in the survival mode. This business opportunity will not work for you. If you just want to be comfortable and this other plants, you know get a job. You know start a small business. The sad fact of the matter is our public has been conditioned to be poor. And the way you know that is my poor dad, the PhD the school teacher. He always said when my working days are over my income will go down. And 90% of the US population already makes the assumption that the day they retire, their income will go down when I retire my income will go down and they're planning for it. That's a poor person's plan. It's not It's not how much money you making today. But what are you planning to be in the future and most people buy their language. They're planning to be poor. It's really a personal decision.



9:00

Are you going to work all your life to be poor? Or are you going to change a few things and work to be rich? And if you're working to be rich, I highly endorse this plan. If you want to be poor, or just work hard all your life and work until the day you die which love people plan on. This is probably not the plan for you. As I was saying the reason I said success is expensive not with your plan but with my plan. I'll pay my employees money all day long. Because to me money is not that important. The asset is important to the business is important. Bill Gates didn't get rich with a paycheck. Bill Gates got to be the richest man in the world building a business and that business is his asset. That is priceless. So what most people have been conditioned to do is they sell their time for money, but that's not really that valuable, especially today. What really is important is the acid, be it a business. We have real estate be a stock or a bond that's important. So unfortunately most people have been conditioned to work for money and you know in Rich Dad Poor Dad Lesson number one is the rich do not work for money. The rich learn to have money work for them and one of the ways they learned to have it is to acquire assets. And that's the difference. So I work to build an oil company. I'm gonna pay my employees very well and they're very happy. I take no money because I know what's important. My rich dad told me What's important is the business. Now can the business fail? Absolutely. Yes, it is possible. It is possible. A business owner knows that he or she needs to look at it as a five to 10 year project. So if you're looking at this to get rich quick. That's ridiculous. This is not a get rich quick plan. This is a plan to build a business. So I don't plan to make any money on my oil well for maybe another two, three years, but when I do it'll probably be 50 to $60 million Now could I make nothing that's also possible. So the problem is emotionally most people want the security of that guaranteed paycheck. If you want to do that. That leaves you in the E quadrant and employee if that's what you want to do for the rest of your life. Knock yourself out. If you think you can become extremely wealthy from the E quadrant, have a good life. But that's not the way it really runs in the real world. The richest people in the world have built businesses. You look at those guys who built the small internet companies. They're in their 20s and they're billionaires today. And I have guys who are my age baby boomers. Who are looking forward to a $50,000 a year job, and they have their kids age. Already billionaires and the way they got to be billionaires was by building businesses, not selling a few products, not looking for a safe, secure job. They build businesses. That's the way it is. That's the way it always will be. That's how the rich really got rich.



11:42

In my world, the industrial age world when I strike oil, I gotta raise more money with you guys. You may invest a little bit more into products into educational things like this, but as not the intensity of capital that mine requires. My real estate business is so capital intensive. You have no idea that I make some money. I've got to go make more money. I've got to buy bigger projects. That's the way everything is set up. So most people don't understand there's a pretty Industrial Age businesses and Information Age business. The plan you're showing is an information age business is the wave of the future. Is the thing to do today. And unfortunately, our school system and many of our parents are still thinking industrial age, you should get a safe, secure job, make sure you have a good pension, but those days are gone. Most companies they want to educate you to sell for them, but you're really training people via your books and you're encouraging you're really encouraging people to think like business owners and there is a very big difference is you know, delayed gratification when I say I don't take a paycheck from my company five to 10 years. That's called delayed gratification, but you've got to be mature emotionally. And that's what you develop in people. So it's your education. Your development program, I think is brilliant. The problem with most people is they go to work and they hang out with other employees. That's the biggest problem I see because they come from a certain set of emotional core values, which is job security. You can also employ you because that's what I'm looking for. Job security and good benefits. So if you show them a business plan, it doesn't fit their belief system, their core values are different. For me personally, I hate to say this, but I hang out only with business owners and only rich people because it's easier. We talk about this we know we all speak the same. You know all of us speak English. But the rich and business speak a different language. We use different vocabularies out there.



13:35

So, as an individual thinking about going and we're already in this business, I think the first thing that needs to change is who you hang out with, because it's changed for me. I'll tell you something, nothing changes faster than your friends when you get rich because when you get rich I want to borrow money. And yet there's kind of separate you I hate to say this, but it's true family and friends. So the problem is school is you're taught to excel on your own you get good grades by you know, participating by yourself. Whereas the rule of business is teamwork. I always say that I may lead my business. I'm the business leader, but I'm the dumbest guy on the team. Because I have to surround myself with people who are smarter and more successful than me I want people to pull me up, not pull me down. So as I say in my book Cashflow Quadrant is book to a rich dad poor dad is who are the six people you hang around with, because those six people are your future. Are they from the E quadrant, the self employed quadrant, the business owner quadrant or the investor quadrant. There is a lot of truth to the idea that birds of a feather flock together. So this is not just about making a few dollars. This is not about just logging on online. This is a fundamental core value change that I support and people if you don't want to make that change, this is not your business. I'll say that up front is about shifting from the E and the S side. Employee and self employed small business mentality to the big business thinking B stands for big S stands for small also it is about changing. We all have I have mentors I have coaches my rich dad was my mentor as well as my coach. He was my emotional support. So the thing with I say to people is this a lot of people hire health trainers you know you're the gym, a fitness trainer and they pump you up they they push you through the makeup they make you work harder than you would on your room. That's what a health coach does. Well what your your system your plan has set up here is like having a bunch of coaches now because you're going to surround yourself on a regular basis. People that are going to support you push you ask you or you know bring out the best in USA to bring out the person that is the business owner. For me to make it I had to surround myself with other business owners, people who had lost money, people who had made money people were very wealthy. I don't hang around with people who are risk averse, you know, they just want to play it safe. People they're willing willing to settle for 50 to $100,000 I never was and neither my friends.



15:59

We build businesses and what you guys have you provide a system of coaches people that will support you push you educate you, encourage you to be the best is about the personal development that your education system is so well established here in this brilliant system. I was a pilot for the Marine Corps. And it was very good training because you had to learn to overcome your fear especially as a helicopter pilot because when people started shooting, you couldn't run you have to fly straight into them. But the training was really good. Yeah, training to be a pilot doesn't mean I can fly for United Airlines. But it doesn't mean I can own United Airlines. So Are most of our training is trained to work for the company rather than to own the company. And the mentality and the core values are very, very different. And that's what you guys are teaching here. If you're entering this business and you want to do it on your own, I think that's still an old paradigm the macho image, things like this with a self employed image. It's also called do it yourselfers. A lot of times people say I'm gonna quit my job and start my own business. They don't really start their own business. They create a job that they own they become self employed. That's the hardest quadrant to operate a covering Cashflow Quadrant which are the easiest quadrants. At the start. Sometimes the B quadrant looks the hardest at the start. But in the long run is the easiest. But most people just want money. They want the paycheck. And I think that's the hardest shift for people to understand. It's called delayed gratification when I was a little boy for those that heard the story. It's in my book Cashflow Quadrant, Rich Dad said that there was told me a story about this little village and above the village was this lake. And the problem was all the people in the village had to go up every day with little buckets and hauled amount of water back down to the village. So the village elders got together and said look, we need to get water here so people can do other work. So they put the put it out to tender and put it out to bid who was going to bring water to the village from this lake about a mile away. And so they put it out there and two guys won the bid. So the first guys that I got one of the contracts but also have competition from this other guy. So he immediately goes out and buys two buckets and he gets up at five o'clock in the morning and runs up to the lake, scoops up some water runs down, pours it into the central holding tank in the middle of the village and he's running back and forth but the demand for water keeps going up so he can't find really that many good employees. So he hires his two sons and his daughters and all this and that praise the whole family is up there hauling buckets hauling buckets of water back and forth. It's about what happened to my competition. I haven't seen he or she around here for a long time and so six months later they just hauling buckets are they immediate cash and the getting rich but the problem is to get more water that keep hiring more people and working harder Day and Night Day and Night prison that 24 hour bucket hauling service going and all this and when one of the sons went away to college was he no no don't don't forget you got to come home and take care of the family business and both sons Yeah, Dad. Sure. You know, I want to work hard for the rest of my life. I don't want to be in the porter hauling business. Meanwhile, the guy who also won the bid, he went off. He created a plan and he hired investors and hired an architect and what they designed instead of a bucket hauling system was he designed a pipeline and the pipeline ran from the lake a mile away into the village. So suddenly, this guy has been hauling buckets realizes he has some very serious competition so he tries to hire more people to compete. The trouble is his expenses exactly the same keep going up. Meanwhile, the guy who builds a pipeline, his expenses go down. So you can deliver more water at a better price and make more money at the same time. But he has the most important thing which is most important free time. And once he realized this is not the only village in the world.



19:41

If I can go one pipeline, I can build more. And you go out and you built he built pipelines throughout the world and he got wealthier and wealthier. Meanwhile, the guy who was hauling buckets just worked harder. He had more employee problems, higher cost more competition and didn't know what to do. So that's the story. What happens to people in the E and the S quadrant employee in the self employed quadrant they actually haul buckets back and forth with the B and I look for a systems. They want systems that produce better products, better price, greater efficiency, and that's how a business owner thinks the key to success I would say is laziness because if you build that pipeline, and then you have free time. So what do you do with your free time I build another pipeline? Well, some people say that's greedy. Well, that's up to you. But to me, that's smart. Because my my time actually increases my wealth actually increases by building pipelines. Whereas my friends in the Marine Corps, they say well, you're silly, you know, why take the risk and a nice safe government pension. Which is not a bad plan. If that's all you want to do is be comfortable, but I want to be rich. Today. Those guys are comfortable. And today I have pipelines when I worked for four years for another company. I saw my boss who said to me says when I quit my job, I only had four years as you're not going to make it well. I saw him the other day. In San Francisco airport. I saw him he's still making 120,000 a year.



21:05

And he asked me says What happened to you and your friend My friend who quit the company at the same time as the well he just sold his company for 17 million. My soul mine for several million also were financially free and that's the difference. My boss is still hauling buckets, and we build pipelines and the choice is up to you and what's not better or worse. It doesn't matter where you are at this stage of your life. That's the only difference. There was 1978 or 77 I took the step. I was gonna start my own business. I left the security of the job world and all my friends that was the hardest part was because all of them wanted me to stay where they were at. They kept saying you're not going to make it it's too risky. What are you doing that for you have a good career and it was your friends and that's why writing Cashflow Quadrant who are the six people you spend time with Are they are they pushing you up? Are they pulling you back? And including your spouse and your children? Are they pushing you up or Are they pulling you back? Because ultimately it comes down to your friends because in the world I'm talking about and we're talking about on this tape the world of the business owner. There are no guarantees it's a world of how good are you? What how much of a leader are you is there's something inside of you that's calling right now that saying there's something better inside of me. And am I going to surround myself with people who wouldn't want to bring the best out of me or people who want me to be average? And if you want to surround yourself with people who want to bring out the best in you. That's why I support people who want to go for it. People want to go for their dreams with no guarantees. The problem is there's no guarantees. There's only How good are you and if you don't think you're good enough, this is not for you. But if you suspect insanity, there's somebody great somebody's willing to come out. This is the program. The reason I like what you guys are doing is because you need to think globally. Most people just think regionally and how big is my town? And that's what I really like about the single anywhere in the world. The beauty of your system is that when I create a business system, I have to have a lot of experts and I spend fortunes on attorneys accounts, airfare I'm traveling constantly to keep my businesses afloat but keep them pumping this business. What it requires you to do is to be a leader and what a leader does a leader has vision and a leader inspires you want to be the average guy this is not the business. In the Marine Corps. I had to learn to inspire young men to risk everything they had their lives for the freedom of our country. And I just speak to them about that. I said are you willing to lay down your life so the rest of our country can live? And that's where I learned when I see your plan. You're asking people so there's no guarantees, but do you think that there's a future for you? Are you gonna do it for your family? That's what a leader does is inspires individuals to go into the future and see a possibility of a world bigger and better than it is today. Hawaiians used to have this story about the Oh Hiki Oh, he stands for black crab the black crabs around the rock. So you catch a bunch of black crabs you put them a little tin can a gallon can they'll rattle around rattle around rattle around they make all this noise the clinking of the feet against the can then one crab will find fine so when wasting my time rallying around this can they'll look up and they'll see the light up above. And this crab will jump and do something to get out of the mess and finally, crab will reach the edge of the can come up to the surface and look above and say hey, guess what? There's freedom out here. There's this beautiful world out here and Alliance it and all the other crabs what they do is grab them they pull them down. And this is what a leader has to do is not be pulled down. It really it has to be able to pull people up. And that's what your system the business opportunity is is to inspire people to come up not be pulled down. It's a free country you can live your life any way you want in the quadrant there's employee self employed business owner and investor years ago which asked what the price was the price was my freedom because when I looked at my my rich dad said you have a choice is that if you listen to your poor dad, the school teacher, you'll become an employee.



25:09

Now the paycheck may be safe but the price for your freedom is too high a price. He says instead be the person that creates jobs that inspires wealth. And that requires you to be a business owner. Because that's the way you need to think think like a team player not as a rugged individual. So it is a fundamental change. In the way you think the hardest part for me was to hold to the integrity of my thoughts and to my beliefs. Because a world wants you they program you to become an employee to make somebody else rich. That's not my program. My job was to make myself and other people rich to the thing for myself to stand on my own. The good news is, is that more and more people are now finally aware that a safe secure job may not be as safe and secure as it looks. Most people are aware that their 401 K's may not provide you know the good news that we're gonna live longer after age 65 The bad news you may have to work until the day you die or hope that Medicare is there when you need the money to go into, you know old age homes and all this. This is a plan that you can start right now the beauty of your plan is it's not limited by anything. It's only limited by how hard you push how many people you talk to how many people you're actually a leader to how many people do you inspire out there to share the vision to share the plan. That's all it's limited to. And the process like I said, Give it five give it 10 years, but it's not so much how much money you make. I always say who you become in the process, who you become. Are you happy where you are now or do you know there's something more inside of you? That's really the part that I speak to your system is the best system I've ever seen for training people to move from the E and the S quadrant to the B quadrant. That's what I support. My rich dad also says you don't get rich at work. You get rich at home. In other words, this is homework. You give your kids homework. Well, this was homework for you. This is when you get rich. It's what you do at home over the kitchen table with your family, your spouse, your kids, your family, whatever it is. You get rich at home, not at work. That's the problem. The biggest thing my rich dad taught me is that that's where you get rich is differences in what you do in your spare time. My question today is what do you want? But the issue I'm saying is are you willing to start minding your own business or are you gonna spend the rest of your life minding somebody else's business? And if you want to be really rich, if the risk of being a little uncomfortable at times, then you may want to start minding your own business and thinking like a business owner, not like what the world has trained most people to become.



27:38

What I recommend to people is keep your daytime job, but what most people do when they need more money is they get a second job they get a part time job that's really ridiculous, especially if you understand what I understand about the business world. So what most people do with the employee mentality is they keep their job then they get a part time job and that's same problem persists. What I recommend is keep your full time daytime job and start a part time business that makes a lot of sense to me. My rich dad also said there's only two things in investing there's time and money and most people are really afraid of losing money.



28:11

They're so afraid of losing money. They don't invest time or money into anything else. Rich Dad said this. He says that you can always make the money back. You can lose money and you can always make it back. In fact you can make it up in spades as pours and after that, but you can never make time back. Time is a commodity. There's always going always moving so you can make the money back but you can never make the time back. And so for some of you right now, listen to this tape. The issue really is more time and how you invest that time wisely.



28:41

My rich dad was my mentor. He remains to be my mentor. Today I still surround myself with mentors people who are much smarter much more successful than I am. I really don't waste my time with people who are less successful than me because it's a waste of my time. As I say most of the world wants you to be average. And if you want to be average, this is not the plan. If you want to be very successful and become all you can be. That's what I support. I think the hardest part of the plan is what will come up for most people's a thing called disappointment.



29:10

Because I know for me personally in my evolution becoming from an I've been poor as you read about in Cashflow Quadrant my wife and I were homeless for a little while three weeks and all your friends why did you get a job? Why don't you get a job play it safe and that's when you find out where you are. Because you find out who you are in the moments of greatest disappointment. In those moments of great disappointment your friends reject you I think it's don't go the way you want your plans on the way the way you want. Or you defeated or you inspired and when the greatest lessons my rich dad taught me and which is what your system teaches people in your moments of greatest disappointment you find out who you are. Are you more motivated, more inspired to go on while you're defeated by the disappointment because this appointment will let you go either way. And the greatest thing I found out is when somebody said no to me when people said you're crazy. You'll never make it. I had to use those moments as inspiration, not as defeat. And I think that's really the most important thing that you teach people that have moments of great disappointment, where things don't go the way you plan you find out who you really are. The difference between the EDS the B and the AI is called Emotional intelligence is the new subject that came out around the early 80s by a man named Gardner. And he talked about how it's actually emotional intelligence as more important than intellectual intelligence. For instance, when somebody says I'm looking for job security, what's really getting them as fear and when somebody is self employed, the reason is they don't trust somebody else they have to do it on their own. You know their song is nobody does it better or Frank Sinatra sign did it my way. The problem with doing it that way you have to work. You have to manage the employees you have to do all that system. You are the system and so for somebody to make the transition from the E employee and self employed to the beside it's really a emotional shift in what you talk about as a fear as a peer pressure with you as family pressure because it was a family business and all this. So thing I talk about emotional intelligence is how do you overcome your fear the story that I tell people is that one day in Vietnam was flying the helicopter gunship off the aircraft carrier. I was about 1500 feet and a crew of five myself and crew chief copilot and two gunners, and at about 1500 feet. We're fighting for a city called clang tree where we knew the 72 we knew we're gonna lose the war in Vietnam. And suddenly the guests the NG gauge flickered on my aircraft in the moment. And I remember in flight school when they said when that ng gauge flickered, it meant that you were about to crash. And suddenly I looked at that thing, and immediately thereafter the engine America quit. Now, helicopter flying with six machine guns 36 rockets and a crew of five and 1500 feet. It flies like a rock and goes down. The tower said that up until the moment of the engine quitting I sounded like John Wayne to the moment after the engine quit. I sounded like a soprano I made.



32:07

I'm gonna die.



32:08

Know the point I make here is this. What they train you to do in the Marine Corps as a pilot when your engine quits.



32:16

What you're supposed to do is push the nose forward. But what happens is your emotions say pulled back because you want to climb you want more altitude you want to feel secure again. So what kills most pilots is that split second decision right in there. I can make that decision. I'm going to pull back, we're going to push forward. Now as soon as an engine quits, the aircraft starts to sink. The last thing you want to do is push that nose for it was the very last thing you want to do. And what we were trained to do was immediately push on Rock Hall, rock the nose as fast as possible. Push it down, not pull it back reason a pilot push us forward because that's how you pick up speed. Again, you pick up momentum. If you pull back unfortunately lose momentum and you fall faster is the strangest thing and what happens to most people in life. When fear hits them. They don't push forward, they pull back. So some of you sitting listen to this tape right now and the fear is coming up. Well, my friend is going to say what happens if I don't make it there's no guarantees and what most people do is that which is emotional intelligence is instead of pushing forward, they pull back but to survive in this world. The reality is in sometimes you need to push for it not all the time. But in this situation flying that aircraft engine quit immediately. I wanted to pull back everything emotionally said pull back screaming I want to live but to live my mind says you must rock that nose for it. And so what the pilots call is looking at the eyes of death at 1500 feet at the push that nose forward. All I saw was the South China Sea coming up at me at high speed. I had to maintain my cool. Keep talking to the tower. Say Mayday. Mayday, mayday. I had to keep pushing that nose forward. Keep pushing that nose forward holding forward. Today as a business owner my success lies when everybody else says pull back and even myself says pull I say to myself or back. I know sometimes I need to push forward and go against the very thing that seems like the most fearful seems like the most certain sometimes death.



34:23

But that's what emotional intelligence is is using your mind to overcome your fears. And I think the most important thing that your plan offers us that personal as well as emotional support, getting together studying the same thing listening to the tapes, having people who are pushing forward instead of pulling back. The unfortunate thing for most people in the world, especially if their ease and hassles is most of their friends when you talk to them. They'll initially want to pull back. But sometimes in your life you need to make that decision. You'll say this time I'm going to push forward and that makes all the difference.