



Business Brain Trust – John Assaraf

Here is a manuscript of when Jay Abraham met John Assaraf

JAY ABRAHAM: Let's talk about the science behind everything you believe. And I don't want to go into each category. If you can sort of aggregate it... Because I was most impressed in the beginning with the fact that you supported every element you extolled... every stratagem, tactic and methodology that you introduced... all the technologies, with very rock-solid science. And I'd like you to give a little bit of the basis for that, and just some free-form comment.

JOHN ASSARAF: Sure. I'd like to start by suggesting that I'm just a curious individual, and I've been seeking my whole life just to live a comfortable, loving, caring life, like to contribute, and make things easier for myself and others if I can. And if I'm humbled enough to be able to do that, then I've lived a purposeful life.

And I was fortunate enough --- 27 years ago I went to a seminar, and the individual was Bob Proctor, who was talking about the law of attraction, and the laws of the universe, and that they were so precise, you can put a man up on the moon and time it within a fraction of a second...

And I was fascinated by what he was talking about, and I was fascinated by the concept of how powerful our brains is. And I started to implement the retraining of my subconscious mind, which I was told at the time was the most powerful tool in the





universe, but we didn't really have any scientific evidence for it. I was told that there are natural laws that govern every part of our creation, everything in the world is governed by natural laws that are irrefutable.

And so I wanted to understand what are those natural laws, and could I align my life's philosophy with these natural laws while I retrained my brain to have a better understanding of what was possible? Would it be possible for me to have a lot more confidence? Would it be possible for me to have more certainty? Would it be possible for me to once and for all, feel like I'm not smart enough, or not good enough, because that's how I felt as a kid.

And I started going through all these processes, and I transformed my life, and I did go on to learn how to build companies with some wonderful mentors, and there again, there was a process that we followed, you know?

And so I was really fortunate, and very curious, and I guess I didn't question a lot of what was taught to me early on. I just wanted to apply it, because I wanted great results. And so I became a voracious student of quantum physics, and of neuroscience, and of business --- building business, and how you integrate those three. Because I don't think you can separate the individual from the business.

And one of my key questions always is how is it possible, that (and this is from me, talking) How is it possible that I can listen to these CDs... I can go to these seminars... I can buy these books and these manuals --- and I don't apply them? I don't know, does anybody in the audience ever feel that way? Just say, "For who?"





JAY: [LAUGHS]

JOHN: Yeah, so I was just fascinated with, is there a way to change? Is there a way to change from the inside out, and that's really where I did a lot of my research, Jay, and then by applying what I learned, I built a couple of pretty good companies, and I still own two companies. One of them, I don't run anymore, and then I have my real estate company. But that's really the story of how I got started.

JAY: OK, and you've done lots, and lots, and lots of very, very valid research, and ---

