



Business Brain Trust – Bill Harris

Here is a manuscript of when Jay Abraham met Bill Harris

BILL HARRIS: I think The Secret is OK as far as it goes, but it does have a lot of things left out. And I think for some people, The Secret is even kind of a cruel joke, because there are a lot of people out there (I don't know if any of them are in this audience, but I hope not) who really do... they're really looking for magic way that they're going to be successful... something that doesn't involve all the hard work that you talked about, Jay, or Brad talks about it, or some of the other people that have been teaching success in marketing all these years.

And when someone gives them the impression that all you have to do is “put it out to the universe,” and big truck full of gold coins will dump its load in your driveway... There are people out there that want to believe something like that, and I know that because I get letters from them all the time, who tell me, “Oh, I've been putting it out to the universe, and I wrote it on a piece of paper, and put it on my altar, and lit a candle... And nothing is happening. How long does it take?”

Now, probably none of those people are in your audience, but I'll tell you what I... I do think the part they're talking about is crucially important. It is true that how you focus your mind, and what you focus your mind on is incredibly important. And a number of things happen when you focus on something.

And these same things happen if you focus your mind on something you don't want, or something you're afraid of, something you're worried about, or something you want





to avoid. And most people are focusing their mind either totally or almost totally unconsciously. They are not really aware, moment by moment, about what they're doing with their mind, and then they wonder why they are creating some things in their life that are what they don't want. And it's because they're focusing a certain amount of the time on what they don't want.

But at any rate, when you focus on something, your mind, being a goal-seeking mechanism, does a number of things for you. The first thing it does is it begins to give you ideas about how you could create, or attract, or get whatever you've been focusing on.

It also alerts you to opportunities and resources, so that as you're going around, suddenly, because you've been focusing on something that you want, you begin to notice resources you could use. You begin to notice opportunities. You begin to notice a person that you run into that has a piece of the puzzle, where if you weren't focusing on it, it would just be another person who crossed your path.

It also motivates you to take action when you focus on something. And finally, the last thing that it does, is that it helps you, if you need to, to develop qualities that you might need in order to get what you want, such as initiative, or courage, or imagination, persistence... things like that.

So all of those things happen when you focus your mind, and people who intentionally focus their mind and are aware of what their mind is doing so that you catch it if they find it focusing on something that's going to send them in the wrong direction --- those people have a pretty easy time of becoming successful. And you can spot these people pretty easily without being able to look inside their mind. You can just see the results they're creating, and you know that they are focusing their mind on something.





And then, the second step is that you have to take some action. You can't just sit there on your butt. You have to do something, and how you focus your mind seems to give you the tools that allow you to know what to do, and to have the motivation to do it.

And then, of course, whenever you act, you have to evaluate what happens when you act, and then reassess, and then take another action. A lot of people take action, and they don't immediately get what they want, and they just quit. And those that are successful don't quit. They just take whatever happens as information. In other words, they take a successful person would say, "There's really no such thing as failure. There's just the information that I gain as I take action."

Now, there's a shortcut here, too, which is if you find someone who has already successfully done what you want to do and model your actions at the beginning after them, then you save a lot of trial and error. If you don't know anything about what you're going to do, you can always just take the best action you can think of and continue to evaluate what happens. But certainly, a shortcut is to find someone who's already done it, and certainly that is the value of your material, Jay, because you have already done this.

