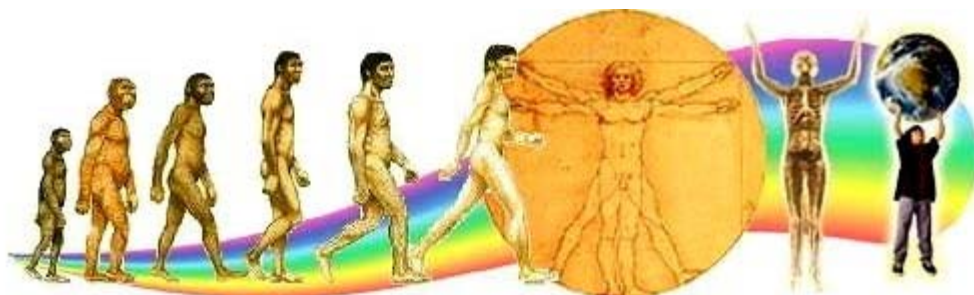


BOB DOYLE

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The human being needs to awaken to the soul that inhabits each body and is our true self and source of inner knowing. Awaken through a process of self-discovery, leading to one's own, self-directed spirituality. We need to become mindfully conscious instead of ruled by the dictates of instincts, past habits and fixed beliefs. We need to throw away dogma, open our minds and reconsider. Instead of fear about our survival and competitive angst, we will then be motivated by compassionate understanding and creative love.

For those that do move forward, the next epoch - that is almost upon us as we move into 2012 - will be a celebration of human cooperation and shared love. It's our best hope for the future - and it's in our hands.

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HEATHER: Hi, everyone, and welcome to the call. This is Heather Picken of FatLossForWomen.com., and myself, along with fellow co-founder, Chaney Weiner, wanna welcome you to the Ultimate Fat Burning, Motivational and Life Changing tele-seminar series.

My guest today is Bob Doyle. He is the creator and facilitator of the Wealth Beyond Reason Program which is an on-line curriculum in the Law of Attraction.

For the past five years, Bob's primary goal has been to make the Law of Attraction principles understanding and accessible to people from all backgrounds and belief systems with an emphasis on de-mystifying this often misunderstood subject. You might have also seen Bob featured as one of the teachers in the recent film, The Secret, which also focuses on the Law of Attraction. With the focus on helping a person discover their sense of purpose and passion, Bob teaches people how to align themselves with the lives they truly want to live and attract the resources they need, financial and otherwise, to live their lives by their own design, free of the limiting beliefs or negative thought patterns that generally keep people stuck. You can visit his website on www.wealthbeyondreason.com

Hi, Bob, and thank you so much for being my guest today.

BOB: Thank you, Heather, it's my pleasure.

HEATHER: Now, Bob, the first question I want to talk about is, you know, most people I'm sure that are listening to this call have seen the movie, The Secret, and I wanna talk about the Law of Attraction that is talked about in the movie. Can you explain that to us?

HEATHER: Well, I can certainly start to do that. One of the challenges with explaining the Law of Attraction in general which is I guess one of the challenges that's come up from most of the people in The Secret, is that a lot of people oversimplify what it is. They'll say something

like, like attracts like or what you focus you get more of and things like that, and while that is a way that the Law of Attraction can occur it's really just kind of a sub set of the law and it's not really what the law is.

The Law of Attraction really describes how energy works, how it interacts in general with itself. The universe, of course, is one big ocean of energy and everything in it is energy. Everything that we perceive is being physical and tangible, and also those things that are not tangible like our thoughts and our beliefs and all of these things are energy and they all have specific vibrations to them because that is the nature of energy is that it's vibrating at various frequencies. In terms of being a human being and utilizing the Law of Attraction, for I guess living our lives by design which is what we're really all, I think, interested in doing. That's part of the human experience to be able to have imagination to create a vision for ourselves and then live into that, that's the ultimate gift of the human experience in the Law of Attraction and knowing how it actually works is a way to do that. So the Law of Attraction is about getting yourself into vibrational alignment, if you will. In other words, changing your own energy so that it is in resonance with the things that you want to bring into your experience.

So, learning about the Law of Attraction is learning about how to change your frequency, I guess to match that of those things that you want so that you will literally attract them. Again, this is a really - - this is a very scientific principle although it's such a new science, it's still very tricky to put into words because we're talking about such intangibles and we're in the realm of quantum physics which is just crazy to think about, how complicated that can get and how just even a thought can have such a huge impact on how energy is behaving around you and works with you. But luckily the Law of Attraction itself is fairly simple and how to implement it the tricky part is that we have a lot of other energy systems that are running in our body that are not necessarily in alignment with those things that

we're wanting to attract whether it's money or a lean body or whatever and until we deal with that, it can be slow going.

HEATHER: Now, why do you think so many people misunderstand the Law of Attraction and what can they do to make it work for them?

BOB: Well, I think that the main misunderstanding comes from the fact that the explanation of it has been so oversimplified. You know, people say like attracts like, then they'll come up with a lot of - - they can come up with a lot of examples of whether like does not attract like, like magnets and the opposite ends of - - the opposite polarities actually attract, or if you see a couple who they're total opposites in terms of personality, but they work together, they would seem to be opposites. So how does that work or the whole what your focus on you get more of. Well, if a person is focused on money, for example, because they don't have it. What they're focused on is the lack of money but they think they're focusing on money and yet they're not getting it because they're actually more in alignment with not having the money.

So it gets very confusing 'cause they think they're doing the right things based on the very simple explanation that a lot of people are giving out as to how the Law of Attraction works, but they're not getting their results.. It's because they don't know the piece about the other energy that's going on inside of them: all the limiting beliefs and the negative emotions of things that they picked up during their entire lifetime which are playing a profound role in what is coming in and out of their lives. So to be able to utilize the Law of Attraction, a couple of things have to occur. First of all, you really need to know what it is that you want your life to look like, and so many times people are basing their vision for themselves on somebody else's vision for them: their parents, or teachers, or society. In general they think they ought to be going down this track they've almost convinced themselves that this is a life they want, but yet it's not really what they're about. So until you really

get clear about you want for yourself and why you want that, it can be tricky to utilize the Law of Attraction 'cause your vibrations really are gonna basically be all over the place; you're gonna be saying, I want this but on some level it doesn't really matter to you. So you're not really in resonance with having it. So that's the first thing is getting clear on what you want. And then, of course, dealing with that resistance, what I was saying, the limited beliefs because those things, like I said, they're real energy just like everything else and they act like a real force field, a literal force field against those things that you're trying to attract. So knowing what - - be very clear on what your vision is for yourself and why, and then knowing how to eliminate the resistance as you go is how to make it work for you.

HEATHER: Now, Bob, let's talk more about the resistance and the Law of Attraction. Let's say if someone wants to lose weight but there's something that's not allowing them to lose that weight. How can they deal with that, how can they make the Law work for them?

BOB: You know, it's interesting, because weight is such a - - forgive the pun because it's such a huge issue. If the first thing you see in the morning is something that you don't like, it affects every part of your day, it permeates everything you do. There is all sorts of issues of I don't deserve it or I failed at this, that or the other or I'm not beautiful enough or whatever it is, and all of those things, they play into that resistance as well, and they affect your vibrations, so if you don't feel worthy of receiving the things that are to be your good, then that's going to put up that force field and you can't actually see it.

Now, you know, we all - - there's all sorts of reasons why people put on too much weight. It can be defense mechanisms, it can be depression, it can be so many different things, but, basically, it's somehow they've - - especially if they're at an unhealthy place with their weight, they've just really gotten out of alignment with their sense of purpose and passion. They're not living the life

that they truly wanna live because if they were, they would naturally take better care of themselves, they would naturally be doing the things that would sustain them in their vision. Most people, if they have a long-term vision for themselves, they're gonna require at least a healthy body. It doesn't have to be, you know, super lean, super fit, but just healthy. I think that's really the main goal for people, and to be able to sustain them through this journey that is the life that they want and if they don't have that, if their body is slowing down, it's starting to break down because of the extra weight or just being unhealthy in general, then they can't really live that vision.

So, again, when I was in the fitness world, when I was really immersed in the fitness world, I used to interview people all the time who were going through physique transformations and the thing that I found - - and this was a big eye opener for me and it actually changed the whole direction of my life when I realized that losing weight and all that was much less about the nutrition and the exercise and all of that as it was the person first tapping in to who they really were and what was important to them. To understand how being fit or lean or healthy or whatever fit in with their long-term vision.

So that's what I would tell that's a long answer to your question which is the first step for a person who is struggling with weight loss is to first decide truly, and this is any personal trainer will tell you this, to decide why you want to lose the weight, and I would say to really dig a lot deeper than the oh, so my clothes would fit better, so I'll have more self confidence, or any of that stuff, and figure out what your life really is about; what are your passions, what is your sense of purpose, and what would you look like and feel like if you were living that, because that's when you can get into this emotional state that matches what you really wanna be and it's your emotional state that then adjusts your vibration, changes your vibrations so that you can then at an energetic level attract the things that you need to live into that vision and

whether it's a different metabolism or new thoughts about eating. I mean it's amazing when a person clicks into their vision. This was certainly the case for me. All the things that seemed so hard like sticking to a diet or exercising regularly suddenly become much less difficult because now, and it's even deeper than just this intellectual's understanding of why you need to do it. Something shifts within you, your energy changes when you lock on to who you're supposed to be and what your life is about, and your brain doesn't operate the same way, your logic doesn't operate the same way and the things that seemed so hard and so overwhelming suddenly don't.

HEATHER: So, Bob, what would you say for people say they have that goal or whatever goal that they, you know, whether it be losing weight or making more money, they have that concept that you have to suffer in order to achieve that goal. What is your take on that?

BOB: Sure. Well, that's a very common belief, you know, people have learned that from parents and over generations, depending on your background that you have to suffer, you have to work too hard - - all of those beliefs, but that's all they are. There's no truth, there's no inherent truth in that. You and I know this and you can look out in the world and see that for some people these types of things are effortless, so there's no real truth that you must suffer to gain success, but it is something that you've learned and if you've learned it and you believe it, it has an impact on you emotionally and thus vibrationally, so it affects what you're able to attract basically.

So if you believe that you must suffer, then that is what you will do, because you will attract all the different circumstances and situations, people, all of that that will perpetuate this suffering. You may get to where you're going, but it's gonna be a long arduous road and really the payoff won't be that great either because you've been living in this suffering emotion and you think that that's how it's supposed to work. So what you would have to do is learn to deal with

that belief system. You would have to use some sort of - - we call them release techniques - - I know we're gonna talk about at least one of them which is what you use to lower the resistance to neutralize that energy system that's causing those problems. You can actually go in and deal with those beliefs that are not serving you. So that if you can get rid of the belief that you must suffer to get what you want, if that can just melt away, and you suddenly have no emotional charge around it, that's one of those force fields then that gets lowered and you can see the world of possibility through a completely different lens and you no longer have to feel like you have to suffer to get where you wanna go.

Now, until you do that, that seems inconceivable to some people because it's a lot of times for our beliefs, when people have a belief it's not - - they don't even consider it a belief. It's just this is just how it is, this transcends beliefs. Do you see what I'm saying? If they change that, if they can get past that and suddenly see the much bigger picture and the truly infinite nature of the universe, then they don't have to be married to these limiting beliefs anymore. Again, until you experience it, it's hard to even imagine that you could let go of something that you've been carrying around your whole life, but once you experience that, then you'll start to see really unlimited possibility.

HEATHER:

Now, Bob, would you say the same thing about having to work harder. Like I know a lot of particularly women I find, they say, well, you know, it's really hard for me to lose weight and you know it's always been hard for me, I really gotta train hard. What is your take on this and how would you explain to someone who feels this way to really get over that and can change that?

BOB:

Well, it's just like anything else. I mean that belief that you must train hard, and then of course, there's all these different, you know, what does hard really mean? Does it mean - - like for some people to say training hard, it just means you're in there, you're taking a lot of action. It's not really hard so much as it is,

it's just that that word means they're doing a lot of it, they're working with intensity and all of those things which are great for building muscle and losing fat, but there's not that negative connotation to it. The difference is there's people who say ah, it's hard work and it exhilarates them and they love it and it's no problem and then there's people who say hard work and it has a negative connotation meaning that I'll never be able to do it, it's too hard.

So, do you understand that distinction?

HEATHER:

Yes, I do, but, you know what, I do have a question about that. Should you pay attention to the language that you use because I know for myself if I catch myself saying oh, this is gonna be hard, I immediately change that because my old belief system is, well, it's hard, you know, that mentality, that it is gonna be hard. So I mean what's your take on that or it works for you, it's okay.

BOB:

Right. Well, you see, that's the thing. The words themselves don't have the power. It's the impact that they have on your emotional state that has the power, okay, so there's nothing magical about the word "hard" or like a lot of people will say don't use the word I want this or whatever when you're working with the Law of Attraction because want suggests that you don't have it and all of that, and I could totally get that because for a lot of people that is what it means to them. When they hear the word "want", they are very tuned into the fact that they don't have and just like hard work, they hear hard work and they're very tuned into oh, I'm gonna hate this. Well, that's not the case across the board. The thing that you need to be tuned into is not so much the words you're using, but how they're making you feel because that is what's effecting - - again, at an energetic level - - how your energy is vibrating and then what you can attract in the terms of results.

I've had and I'm sure if anyone's ever dealt with a person in a personal training environment, you're gonna have people who come into your

program and you know they're doing the right thing; they're eating the right way, they're training with intensity, you're walking them through the process. You know that the action, the right action, is being taken and yet their weight will not budge. Now, of course, there could be other little things in there, but for the most part what I have found and a lot of this was in retrospect after I learned about the Law of Attraction which was, you know, a while after I stopped doing personal training, but I could look at these people and realize how they carry themselves, what they believed about themselves, they were not ready to be a lean person. They were ready to go in there and say I tried, but they were not ready to be that person that they were in there to become and your body will not cooperate with you. There are things that transcend the science, that transcend the calories, the caloric deficit. You can override all of that with your beliefs, your emotions and all of that. So you can be doing the right things and your body still won't budge and I will say this too because I know this, I've seen this many times, I've worked with people who've seen it even more times than I have, that people can make incredibly profound changes in their body by just changing their beliefs about themselves, just changing their vision for themselves and doing hardly anything in terms of different behavior with diet and exercise and things like that.

Now, I'll say this though, that when a person changes their belief system about themselves to one that's more positive, they seem to naturally, like I alluded to before, they seem to naturally do things that are healthier for them. They will naturally go out and be a little bit more active, they'll naturally choose foods that their body, you know wants to keep them in that state, but it doesn't occur to them like work or hard, they just do it naturally.

HEATHER:

I like the fact that you focused on the feeling, I was always kind of curious. You know, should I take those certain words out of my vocabulary and also for people may be thinking in their

subconscious mind or their belief system that I wanna be a size whatever it is, a size eight; so maybe saying I want is more believable like having that good energy behind it instead of saying I am, and would you agree with that, like saying I wanna be a certain size is just as good as saying I am as long as you have that same energy behind it?

BOB: Well, that's a tricky example for me for whatever reason it's coming up as sort of... because if they're just trying to use different words, in other words, they don't wanna say "want" but they wanna say "I am" or vice-versa. My guess is that the same emotion is still gonna come up. Whether or not they use the words or not means they're either not gonna believe that, you now, the affirmation I am lean and fit may not sit with them and may bring up a ton of resistance or I would say to that same person if you said I want to become thin or whatever, will still have that same resistance. They're still gonna be in that state that I'm not that and so I'm either telling myself I am that and I don't really buy it or I wanna be that and I'm very clear that I'm not.

So in the case that I'm using anyway I think the person's in the same vibrational state, same emotional state and the key is to again lower that resistance somehow and then it doesn't matter what words you use.

HEATHER: Now, Bob, in keeping with the Law of Attraction how our thoughts can create our reality, most people feel that they are not in control of their lives and they feel, you know, people that are successful in losing weight or achieving great wealth are lucky. So what would you say to those people that really don't believe in that, you know, regardless, we've always heard you've gotta work on the inside to have that reality show up.

So what would you say to these people?

BOB: Well, first of all it's totally understandable that most people are completely skeptical and are in that place that you're talking about. Most of what we attract in our lives is by default. You can look around you and in an energetic level

you're in resonance with your entire environment. But you don't sit there every day and think about the coffee cup or the bookshelf or all that stuff or put it on a vision board or make lists or do anything to purposely try to get in vibrational resonance with things. That has all happened as a result of you just being a conscious being from the time that you were born and you're heavily influenced by the beliefs and the vibration again, if you will, of your environment and your parents, and all of those things go on to shape this experience of reality most of which is running on autopilot. So, if you're an adult, you've had twenty, thirty years of this coasting on autopilot, of course, things seem completely out of your control because no one's ever told you that you have any impact on your experience whatsoever, that you have any real influence. No one's talking about energy and how it interacts and what your thoughts do and how vibration works or any of that. We're just not taught that. And so it's completely understandable that people are skeptical and the thing is, that they have attracted by the very law that they don't believe in all of the proof they need to substantiate their position that this doesn't exist, 'cause look at this and this and this and this and look at I've attracted this. But this is part of my life and I didn't attract this, I would never have attracted that. So people, they're not comfortable with taking the responsibility.

So for those people it just takes a little - - first of all, if they're not willing to open up their mind to it or at least look at it, there's not much you can do about that; they're on their own path and it's not our job to steer people away from their path, they might have their own lessons to learn, they might come back to it later, whatever, but if they have the least bit of curiosity, but if they're the least bit open to say, well, why do you say this, why do you say this is true. Well then it's just about educating them more, showing them a little bit more about how the Law of Attraction works and letting them see instances in their lives that maybe they don't like and asking them about their emotional state around that time. You're just trying to tie their

experience in with their emotional state to show them some sort of empirical evidence about how one may have influenced the other or vice-versa.

So, it does take a while, it can take a while, but if you immediately talk to them about resistance and show them, give them techniques to lower that, then you can make some progress. But, again, you're not gonna drag them unwillingly through this. My role as an educator in the Law of Attraction is not to try to convince anybody or drag anybody, I don't consider myself an evangelist for the Law of Attraction or anything along those lines. I'm here to talk to people who are at the very least curious about it and wanna know more and mostly it's those people who are really lit up by it because I think The Secret really touches something inside of a person. I mean when a person responds to seeing The Secret, there's something is triggered inside them that something along the lines of you know, I always suspected something like this was true or I know this already. It wakes up something that is innate and natural within all of us and that is because attraction is our natural state, we are here to live into our desires and to live the lives we wish to live, and we have that ability. And so when someone wakes us up to that, we either get very excited about it like a lot of people or we fight it tooth and nail because it's so contrary to our experience but yet our experience is the result of the very thing that they're arguing against.

HEATHER: Now, Bob, can you explain more about the role of energy and vibrational resonance someone gives off and how it really affects every aspect of their lives?

BOB: Well, again - -

HEATHER: whether they want to achieve their body or whatever?

BOB: Again, if we just go back to the basic concept that everything is energy and thus there is nothing that's not energy, okay, so we are all connected, everything in the universe is connected

and so when we change our vibration, it does have this influence all over the rest of the universe. So regardless of how small or how insignificant our thoughts are, they are having some sort of effect. Now we may negate them right away or they may not have enough power or we may change them so we don't really see any real impact on that, but it does have power, but if we sustain a vibration, that's when we start to be able to realize things tangibly in our lives like weight loss or anything else. And, again, there's no difference between weight loss, money - - anything like that. It's all just energy. Energy is still a response to vibrations, so what we have to do is just get into the vibrational resonance with the things that we want and that doesn't mean that the frequency is exactly the same. Resonance is a tricky word to explain but I sometimes use music. If you hear a piece of music that - - when people like music it's normally because it affects them on some sort of emotional level which is a great reason to use music as an example, and of course music is all frequency, it's all about sound waves and energy traveling in various frequencies. When we hear a particular type of music that we enjoy, we're resonating with that music on an energetic level. It is affecting us sometimes physically, certainly emotionally and spiritually often very huge and it is changing our energetic makeup. We're resonating with it. And then another way to describe resonance is, if you use two tuning forks, in The Secret they have that picture of a tuning fork behind me, they never really did explain why, but it was because of this example. If you take two tuning forks that are basically created from the same pitch and you strike one and then you move it in proximity of the other one, the other one will vibrate without having being struck. It's resonating with the vibrations coming out of that one and that it's literally drawing the vibration out of that tuning fork and making it work.

And that's pretty much how we're attracting things, too. We're putting out a vibration and the match is being drawn to us, whether it's a lean body or a car or whatever. Now, that's not to say that these things just happen overnight.

You know, we go to bed visualizing being lean and we wake up lean. What generally happens with the way the universe generally delivers things to us is we get these, like I said, our energy shifts, we suddenly feel differently about things, we find ourselves making different decisions about food or exercise or whatever in that case, or we come up with inspired ideas or we have coincidental meeting with somebody or we get a phone call out of the blue. These are all ways that things show up in our lives. Our job then is to take inspired action, to act on those things, not just sit around and wait for the universe to do everything because we are part of the universe, we are working in concert with the universe. So when we get these ideas and when we get these coincidences popping up in our lives, it is our job to act into them so that we can move the co-creation, if you will, forward.

HEATHER:

Now, Bob, how long - - now say if someone has their goal in mind, they're putting the Law of Attraction to work for them and they're manifesting, they're working on manifesting the body that they want, how long does it take a thought, you know, oh I wanna be a size eight or whatever it is, to manifest and why do you think some things take longer and other things take shorter?

BOB:

Well, it's always gonna go back to the amount of resistance you have. Some people can do a program, an exercise program for twelve weeks and get phenomenal results and somebody with almost the same body type can do the same program and get lackluster results or no results. It's all going to depend on this person's level of resistance. What are they going to allow themselves to accomplish? How in resonance, how in alignment are they with this vision of themselves.

A lot of times people...the people who I talked to in those many interviews I did, across the board, the people who had the fastest results and the most marked results and the most positive experience during it were the people who did a lot of visualization, who did the whole cut out the magazine and put your head on it and all of that

stuff so they could see themselves. So that on a daily basis they were living in that vision of themselves being lean, having great results, feeling really good, enjoying the process and they get into that feeling. If every day you wake up dreading the workout and going, oh, but it's going to be worth it, that's a whole different vibration and you're not in the state of enjoying the process, and if you don't enjoy the process, by the way, even if you beat yourself into submission and you get these results, you're not gonna continue it. So, part of your vision of this whole fitness thing is that it's gotta be an enjoyable thing for you. It's not just - - there were times when I was in this that I was all over the map; I went through many different stages of growth during my fitness run there, but for a lot of people it's all about those actor pictures 'cause they're in a contest, they wanna prove something, I did this, look at my before and after, and they do all this stuff, but there was really no joy in it, it was just about those after pictures, so they visualize those after pictures and they got the after pictures and now it's like, gosh, now I'm so over this, I'm gonna go eat whatever I want, I'm taking two weeks off; it's just that whole you bounce back the other way.

So defining that space inside fitness that is a fit for who you are. You don't wanna go over the top because you won't sustain it and you certainly don't want to live under what your vision is because then, of course, you don't ever get to that place that you're happy with. So that's why again we go back to what is it that you truly want out of this fitness endeavor or whatever and how will you feel when you get there and if that feeling is exactly what you want and you can associate it with a particular body and it doesn't have to be five percent body fat or eleven percent body fat or any particular - - you just wanna feel good. You can maintain that, and you'll enjoy the experience much more.

HEATHER:

Now, I don't know if you find this to be true, but at least I know in my field when you talk about the mental part and you really have to put that Law of Attraction working for you, many people

don't wanna put that time and energy into that. Have you found that: like if you ask them, oh did you visualize today or did you mediate? Oh, no, I forget, I was too busy. I don't think they really realize the importance. Have you found that to be true?

BOB: Well, sure for some people. But a lot of times that's just resistance, too. I mean they say they want something but they've got all this but you'll never get it, you know, you don't deserve it, you don't believe all this stuff anyway and so your mind just sort of works against you and the resistance pops up and you just get bored or you just don't take action, you just don't do it.

So, if a person comes to me like that, then the first thing I would just ask them again, why are you doing this, what is it that you truly want, how inspired are you by this vision of yours and if I really get the sense that it's something that they truly want but they are consistently sabotaging themselves by doing something, then that's where we work on that resistance. We try and get down to what is causing that thought, that sabotage to consistently comes up, let's see if we can get rid of that so it will stop happening and you can move forward.

BOB: Now, this really ties into my next question about talking about things coming up as far as negative emotions. How do you deal with that when, say, someone, whether it be they wanna create more money for themselves or they're trying to lose weight. Should they just ignore the feelings or should they try to understand, oh, this is why I'm feeling this way. Should they push it aside? What would you tell them they should really concentrate on to make it work for them?

BOB: Well, just trying to look the other way will definitely not work because you're not doing anything with the real energy that is those belief systems or those emotions or whatever. You can try to distract yourself temporarily but it's not really having any sort of impact on your overall vibrations. You've got to negate that energy system that are those negative beliefs. And so

that's when again you work with those releasing techniques to deal with those things so they can come down, 'cause it's not enough just to try to positively think them away and you certainly don't wanna just push them down because then they just get bigger and bigger and they're having a profound effect on your vibrations and what you can attract.

HEATHER: So can you describe what we talked or we're gonna talk about this about EFT, emotional freedom technique and how someone can use this process?

BOB: Sure. Emotional freedom technique is one of the many releasing techniques that are out there and there are several really, really good ones and really I've found that it's just an individual taste, you just find one that works for you well. EFT is my favorite because I could get an intellectual understanding of how it worked. Basically it's based on how energy is running through your body, it's based on Chinese medicine; it's described as acupuncture without the needles. Instead of poking needles in your skin in various points along these energy meridians basically, you're tapping on various points on your body, and it looks kind of silly and it's really, really weird to get used to especially if you consider yourself to be an intellectual person who thinks that tapping on your body is strange and odd and I resisted it for a good year, but once you understand the process and give it a try, you don't have to know the origin, where did this come from, why am I so upset, what's the root cause; you don't have to trace your life. The only thing you have to know with EFT is how you feel. So when you have that limiting belief come up or that negative emotion come up, in that moment you can do this process which involves basically telling yourself a few things to keep you tuned into that negative emotion while you're going through these points, the tapping on your face and various parts of your body to, that actually balance out the disruption in the energy system so the energy begins to flow correctly with regards to that particular emotion or that vibrational state. And how that occurs is that you lose the charge around the stuff that's coming up and so in other words,

if you really felt about, I just don't deserve this, I don't deserve this, my mother always told me I'd never lose weight or that I'd always be fat or whatever, and if you can really tune into that emotion and do this process of tapping, it may take a couple of minutes or whatever but then you feel that charge lower so that you can think about your mother saying that and you don't get that emotional charge, and if you keep doing that until there's no emotional charge, very often that particular issue will never stop you again.

Sometimes our issues have various aspects so they can be triggered in other ways, but you can continually do this process on them as they pop up that way, and what you're doing by doing that is lowering that force field, you're literally neutralizing that resistance that is acting like a force field to the things you're trying to attract so that if your issue of deserving to be lean because your mother said that you don't deserve it or it would never happen, if that had been stopping you before because there's a high charge there and a lot of resistance, well if you negate that resistance, that particular issue will not stop you anymore.

HEATHER:

Now, Bob, would you use this type of technique, let's say, if someone, they're just for some reason they can't get into that flow of creating the money or getting the body that they want, or let's say they're having little success, they're making a little bit of money, they're losing weight and all of a sudden they just start breaking down, they start crying. What other types of techniques would you recommend for them to be doing or other things?

BOB:

Well, if that kind of thing happens, really what you're doing is you're just bringing out more resistance, you're bringing up a new area of resistance. Now maybe it's a fear of success like you've gotten a certain point and people start freaking out. I see that happen a lot. So you would just do that same process, you do the same releasing process on that new thing that's come up. It's not like you need a whole new technique. If you've got a release technique that you like,

you can keep using that or you can use others. Again, it's just a personal thing, but it's not like oh, for this type of issue you're gonna want this technique or for this type of issue you're gonna want this. It's gonna be a personal thing to you. For me, I use EFT or there's one called the Sedona Method which I am using actually a lot more now than I used to and there's plenty of information on both those techniques on the web freely available that you can try, but any time you get stuck with a negative emotion like the tears come up or you start seeing things collapse, you can just - - it's just more resistant and you can release on it and then you can move forward.

HEATHER: So do you think it's okay, like if you have that issue, let's say, of oh, my gosh, how am I gonna pay my rent this month and you start crying, is it okay to release that feeling and then do that technique or whatever technique that would help you?

BOB: Yes, there's my one word answer.

HEATHER: Yeah that's great. Because you hear a lot of too, well just don't think about that and just go on with it, but it's good to hear that it's okay to release that emotion and then - -

BOB: You have to. Like I said before, if you don't bring it up and out, it's just gonna be in. So there is nothing noble about keeping that negative emotion inside and it's not smart to do it. Now, you don't want to wallow in it because a lot of times people hear about EFT and they have an objection like, why would you want to bring up that negative emotion, aren't you then just attracting more of it? My answer to that is you're attracting it anyway, it's there whether it's in or out, whether you're experiencing or not, it's there, it is attracting. The idea here is to bring it out, tune into it and get rid of it so it's not in anymore. So it's not about wallowing in negative emotion or focusing on it; it's about bringing it up so that you can neutralize it so it's gone.

HEATHER: So you think addressing it right away will make it

go away quicker than someone just suppressing their feelings and never really dealing with it?

BOB: Well, sure, I think so, because the longer you suppress something the more it touches all different areas of your life and that means that there will be more triggers that bring it up. If you carry around pain for your whole life, you're gonna bring it into all these different experiences and you'll go to this concert or you'll see this movie and all the while you're carrying this pain and every time you hear that music or see that movie, it's gonna bring it back up. So, that's just more triggers, that's just kind of an abstract example, but it can work that way, and so, yes, sure, the sooner the better with releasing, always always.

HEATHER: Now, when we talk about setting goals, we know that we need to develop a focused attention, like if you're trying to lose weight, what would you tell a person that feels that they have so many distractions like I know for women, if they're mothers or whatnot, they might say well, you know, I really can't work out or eat right because of my kids and this and that. What would you tell those people?

BOB: Well, what I used to tell people was to go the Body Changer site where I interviewed all of these women with a zillion kids and did it anyway. The point is is that there's no truth to the fact that if you're a mother of four or five or six or whatever, that you can't make time. Now, you haven't learned how to do that yet, you don't have that habit, you haven't put yourself first enough. A lot of parents in general but it seems like mothers especially put themselves way ahead of - - I mean put everything else head of themselves, my kids are more important, my husband's more important, the housework's more important, the laundry is more important - - all of that stuff's more important than taking the time for themselves. Not seeing that if they take care of themselves first, then the way they deal with everything else becomes much, much better. They are less stressed out mothers, they're less likely to get angry, they're probably more creative in

how they can handle things, they'll discover more time. They've gotta bring their best self to everything they do and to say well, I don't have time, that means they're always gonna be compromising their best self. They're basically ripping off their families, their friends, their employer, the house - - everything that they wanna - - they're trying so hard to put first into, to contribute to the most, they're cheating because they have so much more to give but they have to put themselves first and it is not a bad, selfish thing at all. All of us need to put ourselves first so that we can bring our best self to the rest of the people in our lives so we can contribute the most value, because that's all we wanna do. When we're putting everybody else first, we're saying well, I wanna contribute the most value to them, so I'm putting them first, I'm putting them first, but you're only bringing maybe fifty percent of you to them. So you're not really contributing the most value at all. So you've gotta be okay with you first, you really, truly gotta love yourself, you gotta understand the value that you are and live into that fully. That's what you owe everybody.

HEATHER:

I definitely agree with that. What is your take on like you're putting yourself first - - what about outside influences like friends or even family that are negative, whether it be achieving wealth or the body. You often find people will try to sabotage you or you have that feeling. What is your take on that? I mean should you remove yourself from the situation especially when it comes to family. I mean they're so close to you.

BOB:

Right. Well, yeah. Now, here's the thing. It gets tricky with people in general because you've attracted all of your friends and stuff, the people that you're around quite naturally based on who you've been up to that point, if you decide to suddenly change the rules of the game, you change your vibration you may not, you're no longer in the same type of resonance that you were before and it can ruffle feathers and so on, but you gotta remember also that the negative influences of the outside world, whether it's friends or family will only impact you to the extent that you

allow it to emotionally. So, again, friends and family - - family especially - - they really know how to push our buttons, and they're not always doing it on purpose, sometimes they are, but the idea that that's where you get the most emotional trigger, you know, somebody'll just give you a look and you've seen that look for thirty years, you know exactly what it means and it makes your stomach hurt and you get defensive and it makes you feel bad and all of that stuff.. resistance. You can negate that charge that you have that you get from that look or that comment that they always give you, to the point where they can do it and you're completely unaffected and that means that you will be able to move forward. If you allow yourself to get sucked into the very knee jerk emotional response that you've always had with these people, then you basically - - you stop yourself and you're certainly not furthering them and we go back to the value that you can give, I've always - - and even though it's not always easy - - you've got to live into who you're supposed to be, let the other people - - they're gonna be stuck in their own negative stuff. A lot of times people are threatened and I've certainly seen this in the physique transformation world, when one member of the family will start down this path and they're losing weight and they're feeling good, well, the other people aren't on board with that, they're feeling threatened now and they're gonna do whatever they have to do to sabotage you whether they do it maliciously or not, they're going to do something because now they're very uncomfortable with themselves. Well, that is not your problem. I mean it just really isn't. That's their stuff and if you're going to grow, you owe it to yourself to grow into who you're supposed to be. The people around you can either choose to grow into who - - they could be inspired by you and then hopefully take on something similar to themselves or maybe people will move in and out of your life which is completely appropriate if you're gonna grow.

So it's not always the most satisfying answer because sometimes things do change in terms of relationships, people do move in and out of our lives and a lot of times we, as a society, have

made that a bad thing: oh, what did I do, I should have just compromised, I should have just done whatever, but we're not here to do that. There's certainly a certain amount of compromise especially in any kind of family relationship, but not to the extent that you compromise who you are and what you're really up to. You might compromise your time, how you do certain things, how you be who you are to make it work within a family structure or work structure or whatever, but to say I'm just not gonna be who I know I'm supposed to be to please them is absolutely wrong and it doesn't serve them either. Everybody stops growing at that point.

HEATHER: I definitely agree with that particularly with the family that it's always been my biggest challenge so I'm definitely putting that to work for me.

My last question is, can you tell us more about your Wealth Beyond Reason Program and how people can find out more about that?

BOB: Sure. Well, the [Wealth Beyond Reason Program](#) is as you mentioned in the introduction, it's basically an on-line curriculum in the Law of Attraction. We get into, we start the whole process by talking about what it is, the science behind it, what it's not, the misconceptions kind of like what we talked about; and I try to do it in a really grounded way, not new agey at all or too metaphysical or whatever, because I really created the program to talk to people like me who were more skeptical in nature, more analytical and really wanted to understand why this stuff works, not just that it sounded like a good idea. That was not enough for me. So reading a bunch of the new agey books was not enough because even though the principle sounded great and I could get it on some level I needed more than that, I needed to have some science, I needed - - I had a few more lights that needed to come on. So once that happened for me and I put all this stuff together in the program, that's really the foundation of this program is to stay practical, stay as mainstream as possible so that anybody from any background can get it.

So once we establish that foundation of what the Law of Attraction is, ninety percent of our work is now dealing with resistance because that's really the only thing that's keeping whatever it is that you're trying to attract away from you. So we do that by a lot of different follow-up seminars, sort of topic oriented follow up seminars like finding your great value, finding your passion, dealing with relationships, issues of giving and gratitude - - all of these things which have a profound impact on your vibration overall, interviews with other people who are experts in this field maybe have a different slant on it because I certainly don't claim that my explanation is gonna change the world for everybody. So I'm always trying to meet new people who bring in exciting and interesting and useable approach to integrating these principles. Lots of tele-seminars where we do this releasing process, EFT, and some other things to so that people can on a daily basis work on this.

So it's an evolving and growing program; we're always adding new content to it, but again it's really about having as many resources on the Law of Attraction as possible in a way that people can actually implement them, not just understand it on an intellectual level and you gave the URL before but at WealthBeyondReason.com. You can sample a lot of the material, too. If you were to go there, you can request basically access to sort of a free area where you'll get to know a little bit more about me, you'll hear me teach more, kind of talk about these principles, so you'll get an understanding of how I do what I do to see whether or not it resonates with you or not.

So there's lots of opportunity to learn more about this without actually jumping into the program.

HEATHER: Well, we're just about out of time, Bob, and I really wanna thank you for being my guest. This has been such an incredible interview.

BOB: Thank you very much. I enjoyed it.

HEATHER: And everyone that's listening, you can check out

Bob's website at www.WealthBeyondReason.com. Once again I want to thank everyone for listening to the call. This is Heather Picken for FatLossForWoman.com, and we wanna wish you all the very best.

