

James Taylor

Hi, it's James Taylor, founder of [SpeakersU](https://speakersu.com). Today's episode was first aired as part of International Speakers Summit the world's largest online event for professional speakers. And if you'd like to access the full video version, as well as in depth sessions with over 150 top speakers, then I've got a very special offer for you. Just go to InternationalSpeakersSummit.com, where you'll be able to register for a free pass for the summit. Yep, that's right 150 of the world's top speakers sharing their insights, strategies and tactics on how to launch grow and build a successful speaking business. So just go to InternationalSpeakersSummit.com but not before you listen to today's episode.

Hi, James Taylor and I am absolutely honored today to be joined by Jack Canfield. You probably know Jack Canfield as the CO creator and co author of The New York Times number one best selling Chicken Soup for the Soul book series, which currently has 225 titles in the series are more than 500 million copies and printed 47 languages. He is also the founder and president of the Canfield Training Institute which trains people and how to accelerate the achievement of their personal, professional and financial goals. Jack is a dynamic speaker and was inducted into the National Speakers Association speaker Hall of Fame. Over the past 50 years he has trained over a million people across 47 countries at his live seminars. He's appeared on more than 1000 radio and television shows including Oprah Montel Larry King Live as today's show, the two hour long PBS specials devoted exclusively to his work. Jack is also one of the teachers featured in the hit movie The secret. Brian Tracy calls Jack Canfield, one of the most insightful speakers and teachers in the world today. Well, Anthony Robbins says that the results you achieved because of Jack's teachings will be extraordinary. It's my great pleasure to welcome Jack Canfield. So welcome, Jack.

Jack Canfield

My pleasure. Thank you.

James Taylor

Thank you for inviting me to James. I appreciate it. So share with everyone what's going on in your world just now. What are the projects that have your focus at the moment

Jack Canfield

The main thing we're working on right now we have two online programs we've developed one is called train the trainer online. And the other is a breakthrough to success online. That'll be available in about a month training trainers been out for about two years, we've trained over 2000 people in 91 countries to teach experientially as opposed to just talking head. In other words, you're not just standing up on a stage, but you're breaking people into small groups and having them do breakthrough exercises that really transform their awareness. So they have aha experiences rather than just taking notes. And that's, that's my most exciting project. We set a

goal by 2030 to have 1 million people teaching this work, the success principles work, in schools, in corporations from the stage and public seminars online, etc. So that's our goal. And we know that by 2030, we'll have eight mil 8 billion people on the planet. If every trainer trains 1000 people for eight years, we'll reach a billion people. So that's our goal. That's our big, big project at the moment.

James Taylor

You piece I remember reading a few years ago, which adds a huge impact on me, it was called your hundred and one lifetime goals. And I was great with that, you know, and I will put a link here as well, they included keynoting at the NSA conference giving a talk to an audience of over 10,000 people getting paid \$10,000 for a single talk. And obviously, you've gone way, way past that, you know, over the years as well. So this new goal you're saying is that you train a million trainers. Why is that go so important to you personally?

Jack Canfield

Well, I'm 73 years old, we 73 in a month, and I just wanted to leave a legacy of transformation in the world. everywhere I've gone I've spoken in over 50 countries, is that doesn't matter if I'm in Bahrain, Qatar, Oman, Iran in the Middle East, or if in Africa, if I'm in Asia. When we do these seminars, people actually transform me and people literally do amazing things that become multimillionaires. They start magazines. They start businesses that are successful, they become, you know, world class magicians, whatever it is. I know the principles work and I see so many people suffering not having the life they want. And so the reality is when you apply these principles, life always works always say it's a system. And a system produces a predictable result every time. And so basically, it's it's, it's sad to me that so many kids go to school, they never learn how to set a goal. They learn how to visualize, they don't learn how to build a team, they don't know how to communicate effectively, they don't learn how to get in and out of relationships effectively. And so you know, nobody got divorced because they didn't memorize what your the war the roses took place. They get divorced because they don't know how to communicate, they don't know how to, you know, work together toward common goals in a relationship. They don't have to talk about their fears and their concerns and, and forgive each other. And there's so many things that are powerful tools, that when you use them create Uber success in life, and that's what I want to contribute to the world.

James Taylor

So if we go back a little bit when you first started on this journey of a as a speaker, and also running seminars as well, who those those early meant who those people that you can have looked up to? And you went, Oh, that's kind of guys kind of where, where I'd like to go with with my life. My work.

Jack Canfield

Well, the first speaker that blew me away was a man named Jesse Jackson, who was a civil rights leader in United States. He worked with Martin Luther King. And I ended up going to his church for a few years in Chicago when I was going to graduate school there. And he could just mesmerizing room I thought I want to grow up and be able to do that, you know. So then when I got into the professional speaking career myself, people like Zig Ziglar, and Brian Tracy people, the old, you know, the old icons of the speaking world, I would go to the National Speakers Association meeting, watch them speak and just go, I want to be able to take the stage with 10,000 20,000 people and be able to achieve the same results.

James Taylor

And then you you really interesting as as someone who says such a thought leader. Not only do you have the speaking side you have the seminars you have the books that you write as well and the coaching, but you do them all an incredibly high level and on a huge scale as well. I'm wondering when when you, how do you think of yourself? Do you think of yourself as an author first and the speaker? Or do you just kind of you just kind of get really passionate about one thing and then move on to the other? Or where do these things fit together for you?

Jack Canfield

Well, I think of myself as a transformational change agent, my job My goal is to transform the world to make it better. So as one of my co author in a Chicken Soup for the Soul books, Martin Luther Martin, gosh, I can't even he was a mark, Victor Hansen said, he said, You're an information utility, meaning you have many delivery systems for your message. So whether it's speaking, writing, doing blogs, podcasts like this teleseminars whatever it is, you have to think of yourself as you've got a body of information of content that you want to get out there. And whether you're doing it in newsletters or coaching groups or whatever. The more skill sets you can develop, the more you can get that information and that transformational experiences in the hands of people. So I've spoken to 20,000 dentists, I spoken to 8000 Herbalife distributors from Three days in India, you know, it's like it doesn't matter. Because what happens for me whether it's on a page or whether it's one on one on an airplane ride or whether it's talking to you right now that goes out to thousands of people, it's the same message. So one has to just learn how to use each medium as appropriately and as effectively as possible.

James Taylor

So you have the different mediums but in terms of different audiences, you've also been incredibly successful you know, that that we some people are very good at dealing with the building a strong reputation following in the kind of b2c amongst individual people that buy their books, seminars, other people are very good at in the b2b side and being great keynote speakers, you have managed to, to bring in both of these worlds. That's a very hard thing to do. So any of anyone that's watching or listening or speakers, authors, trainers just now watching

this at the moment, are there any tips that you would give them in being able to bridge that and and be able to speak to both of those very different audiences?

Jack Canfield

It depends on what you're teaching. I'm teaching University principles of human development that applies to a CEO in a boardroom or a salesman in a, you know, multilevel marketing company or someone who is a teacher in a school, or a housewife who wants to, you know, get back into the business world. If you're if you're teaching strategic planning, then you're going to be working in the b2b world, because that's where they care about that. If you're teaching sales, motivation, then you're going to be working with salespeople. But if you're teaching principles of success that apply to athletes apply to losing weight, apply to selling more apply to being a great leader, then you have a more universal message. So I always say work with principles are more powerful than strategies because principles apply in every area of your life. strategies are useful. You want to have strategies that articulate and manifest those principles. But the more core, think of it as a triangle like this. If you're working up here with core principles, they radiate down to hold the whole pyramid. But if you're down here, working with only one dimension, it only radiates to that much in the made, you have a much smaller niche market. However, you know, smaller niche market like CEO CEOs are willing to pay lots of money. I mean, we do luxury retreats in places like Florence and Bali and Hawaii and Santa Barbara and, and so forth where, you know, people pay \$15,000 to come work with me for four days. I have coaching clients who pay me 25,000 a day just to be with me for a day. So but that's a rarefied group of people. But at the same time, I can go out and do a program for 10,000 people who all pay, you know, \$60 to be there for the day and raise half a million dollars. So really depends on what your message is, and how core it is to the essence of you know, human success.

James Taylor

And when it comes to the crowds that you've developed as a as a speaker, as a keynote speaker, when you were kind of first learn, you mentioned this early inspiration for you, the executives of this world as well. What are some of the things that you saw and you kind of took from them and added your own take and your own spin on it that you you can still use Today as a speaker when you're up there on stages,

Jack Canfield

well, there's a difference between content and stage craft. So stage craft is you know, you got to study study good rock singers, they use the whole stage, they move around, they make connections with people, they reach out to people, Zig Ziglar used to get down on one knee and point to the person in the first row, you know, and, and I've learned from Garth Brooks, when you're talking to a large group, Garth Brooks, a country singer, he would go up and sit in the last seat in the nosebleed section of an arena and the stage is that how do I reach this guy? If you ever see guard to a concert, you'll see him at some point go like that. And he's pointing right to that seat. So the people in the far in that arena go while he's talking right to marry senior right?

To me. Humor is really critical if you want to be a great keynote speaker. Having really powerful, empathic, emotionally moving stories is really critical learning how to tell that story with detail, so that people can really get involved in knowing how to move that story into a point. So people remember the point of the story, otherwise you're just an entertainer, and I want to be an educator where I educate in entertained at the same time learning how as I mentioned, to integrate interactive process the simple thing and a lot of people have seen it just you know, what's one of the things that keeps us from being successful is we don't we're afraid to get out of our comfort zone. I have everyone go like this, fold your hands which thumbs on top. Great. Now move your thumb and move your finger. So the other times on top How's that feel uncomfortable? What is your body want to do wants to go back to that? Well, right there, ladies and gentlemen, is why most people never achieve their goals. They're not willing to be uncomfortable. Everything you want is outside your comfort zone. So when you can start to integrate those kind of little experiences all the way through breaking people into pairs for maybe a three minute exercise your back. So I do what I call a keynote experience, not just a keynote speech, and it's very, very profound and very effective.

James Taylor

So you see the keynote experience as how would that how would we see that? How do we experienced that that being different from someone that just kind of comes up and and does their keynote delivers their keynote

Jack Canfield

well Come up and you can be very inspired, you know, by Tony Robbins, who's jumping all over the stage is very bombastic, or you know, any of the speakers are out there that have that style. But at the end, you go, Wow, that guy's amazing. What you really want the audience to do is walk away going, I'm amazing, meaning you the audience, not me, the speaker. And so for example, I'll get people into pairs, we'll talk about the power of the your, your mind, and you have to be positive, and you have to give up certain languaging of victimhood. And one of those words just can't. So we always say don't say can't anymore. Don't say try, well, that's nice. It goes in one year and comes out the other lands on your shoulder, a lot of people think is dandruff. I say it's information that leaked out of your head from the speech you heard two days ago because it never really velcroed in there. The truth is, though, I get people and I haven't gotten into pairs, and I say go back and forth starting sentences with the words I can't. Things you can't do. I can't find time to answer my mail. I can't find time to exercise. I can't get up the courage to ask my boss for a raise. Then after they do that for a minute going back and forth like that, I'll say now what I want you to do is to say to us senses saying I won't, I won't find time to exercise, I won't take time to, you know, do my emails, I won't spend time with my grandchildren, whatever it is. And then I say, did you notice a difference? And they say, yeah, and the second time I felt more true, it felt real, it felt authentic, I felt more powerful. So now they have an experience of letting go of candy as opposed to just someone telling them they should. And so you know, people tell you, you should eat better stop smoking, exercise more. How many people actually do that? Not many. But if you go to the gym and you work out and you

experience the dynamic feeling you feel when you come out of that gym and you sleep better that night. Now, you know, it's better for you so we can provide those experiences in the audience like that little what I call mini exercises. And that's what we trained in our train the trainer program, is all the things we've just been talking about.

James Taylor

So part of that train the trainer program as well I know is because you want to reach as many people globally as possible. You mentioned you know that those stats in terms of the new people that are going to be coming online for the first time, but new people are just gonna be born in over the next few years. Well, we're at a really amazing inflection point. And I'm wondering when you're speaking to all these different audiences in very different parts of the world? How do you ensure that you're that you're adapting to different kind of cultural plate, you know, considerations of those places? What are you trying to do in terms of knowing that when you land there, and you even before you get onto the stage, when you can override, that you're in the best possible shape in terms of understanding what the audience wants, what the event planner wants, and how to give the best possible, you know, talk itself?

Jack Canfield

Well, three things. Number one, we do something called a PDQ. It's a pre programmed questionnaire, which we give to the program person who's hired me. And there's a series of questions about you know, what, what, why did you hire me? Well, you know, you've read my book, you've heard me speak. Is there a certain message you want me to deliver to your audience? What's the outcome you want people to have? Are there any things I should stay away from, like, Don't mention politics, don't mention religion. You know, half our staff was fired last year. So don't bring that up or do bring that up, you know, whatever. And then I have anywhere from a half hour to an hour long phone call with them in advance. When we talk about cultural norms. You have to be careful with cultural norms. Culture is just a set of agreements that people have. So, in the Middle East, you know, you don't hug women because they're Muslim, you're not supposed to let you mean you're not married to. At the same time, there are things like our people don't hug. Well, you know, I've been to places where they say don't hug and I get them hugging, or people don't laugh at jokes I get them laughing at jokes are people don't like to get involved in spirit in exercises. Well, if you're really creative, you can move people very slowly into exercises. In Russia, you tell a joke. You know, or you say something funny or you say let's do something, you say Raise your hands up like that, and they go like this. And I'll say well raise the other one up a little higher. Can that one go higher than that? How many of you have a broken arm, raise your hand. If your arms broken and you can't raise your arm, raise your arm really, you know, just play with people and people love to be played with and so it's a matter of like, respecting, but also not letting it constrict you because a lot of norms, you know, clitter rectum, ease of women in Africa, I don't think that's a great norm. And so we have to, like, you know, push against that, but with respect,

James Taylor

and you mentioned that third thing as well, she had the pre program questionnaire, you have the pre event phone calls, making sure everyone's on the same page, just checking to those things was the third thing was before you gotta say, what's the key thing that has to happen for you to feel that you're in the best place to deliver, you know, a great event?

Jack Canfield

Well, number one, I don't drink the night before I speak. And number two, I try to get the really good night's sleep at least eight hours. I'm well prepared with my slides in advance. And I customize them for every talk I do. I meditate in the morning I eat really well I'm you know, I don't need a lot of negative food like sugar and white flour, stuff like that. And then I meditate right before I go on stage. I close my eyes. And I visualize the room filled with light taking all the negativity out of the room. I think Visualize getting a standing ovation I asked. I asked, I call God something called higher power source energy, whatever. I say, please help me only say and do that, which is for the highest good of all concerned, let me help people transform and reach their goals. And thank you for this opportunity to make a difference, you know, something like that the words will change, but so I'm ready to go. Yeah, I'm excited and pumped up and,

James Taylor

and you're and you're off, you're off and away. And I'm interested as maybe talks about an occasion where you did all this. Everything was going, you kind of prepared you when the space but something happened, it just, you know, didn't end up like necessarily you'd hoped you'd intended. And more importantly, what are the lessons that you took from that experience?

Jack Canfield

Well, one of the things I said my worst speaking experience was at a high school in Southern California, was a very wealthy neighborhood. The parents all drop their kids off. There was supposed to be a lot of teachers there there weren't. So it was kind of unsupervised thought. And children running around this big gymnasium. And the person that preceded me was a comedian radio announcer who got the kids all riled up. And then they said, Here's jack Canfield. My message that night was fairly serious. It was about drug drug, drug prevention, and self esteem. And so I had a hard time getting that group settled down what I learned from that. And I wouldn't have the same problem today is you have to start where they are, which was all pumped up and jumping up and down, and actually have them do it even more, so that you're getting them to go the direction you want to go. And then slowly begin to move them into activities that are a little more salt, you know, a little more peaceful, a little more peaceful little appeal, but it's kind of like kind of Aikido which is a Japanese martial art. If I swing at you, in karate, we block that swing. in Aikido, we take that swing and simply redirect it, but it was don't block it. We blend with it and redirect it. And so what happens is I didn't understand at that point, my crush younger I was in my 30s that I needed to take that energy instead of saying Calm

down, calm down, say, okay, really excited to be here. Let's all stand up on the kind of three, let's say yay Crimson or whatever. They're cool, cool, color wise, and then slowly move them in a direction where now I'm leading them, as opposed to opposing them.

James Taylor

So yeah, you say you you can using that energy that's in the room and kind of taking it and diverting and putting it back in a positive place. Can you just talk about in this amazing journey you've had as an author, as a trainer as a speaker, maybe a seminal moment or an aha lightbulb moment in your life when you went, Oh, okay. This is the direction I want to be going with my work. This is this is a maybe a new distinction that you made for yourself. That was really critical.

Jack Canfield

I think that when I started putting experiences into the, into the, into the seminars and into the speaking and into the world, I really noticed that people once they had an experience, they were much more likely to do what I asked them to do and it was a feedback. I would get later the valuations are much more powerful, much more profound. The other thing was humor. I was pretty serious when I started. And I had a friend who used a lot of overheads that were cartoons. So I started doing that. I mean, I learned how to tell jokes. I didn't know how to do that very well them. I think you need to have a lot of humor throughout your, your talk. So I have a lot of cartoons on my overheads, my slides now that that really work that that as I lead into a new topic, I might have three or four cartoons. Like I have this guy and I totally ridiculous plaid suit with like five different colors of plaid on and the guy at the desk is saying, we're looking for a really aggressive intonation salesperson like the for instance to when it sold you that suit. And everybody laughs You know, because it's funny. And that leads into a section on asking for what you want, and how to be a better asker or as those cards cartoon of a woman who says I'm going to order the breads And let's chicken breast but I want you to bring me lasagna and garlic bread by mistake, you know. And so, again, people laugh and then they're ready to let something new come in and Velcro into the system. So he's a lot of humor. And I've developed a lot of like little skits and things I do. And when I first did that, and saw the audience laughing and just being more, getting better evaluations, I really realized that was critical. We, we say at the National Speakers Association, you don't have to use humor in your talks, unless you'd really like to get paid well

James Taylor

as a great line as well. Um, you mentioned earlier that the train the trainer program, this is this is your way to be able to really kind of somebody I suppose it sounds to me is Part Part legacy ball. So just ensuring that everything you've learned in this this life, you're able to kind of pass on to next generations in the next generations, as well. So can you talk a little bit about the

trainer trainer program, how At work, who's who's the right kind of individual that would be good to come on on a program like this?

Jack Canfield

Well, it's, it's amazing for people that are new speakers, people that are coaches that want to expand out of their coaching practice into speaking, speaking as a great lead gen for for coaching, because you're getting a lot of people out there. And then you can say, oh, by the way, I do coaching. It's a great program for anyone that's currently speaking, because it's going to give them a lot more powerful tools, both in terms of how they speak, how they tell stories, how they relate those stories to their their important topic points. It'll give them an understanding of a model of how to move people from where they are to where they want to be very powerfully. And also, it'll teach people I don't know the number, but I'm going to say in the 50s or 60s, have actually discrete exercises that you can integrate into your work that help people have the aha moment that allow you to put on really powerful trainings and in a one, two or three day training, everyone's prepared to do that level of training when they leave. Whether you can be a teacher, if you're a manager of a company, if you're someone that's managing a downline and a multi level marketing company, instead of just motivating people, you can actually transform them. Motivation is like a shower Zig Ziglar used to say this motivation is like a shower. You know, you have showers were off, you know, you go two or three days on a shower, your wife or somebody saying you need a shower. But once you're once you're transformed, then you don't need the you don't need motivation anymore, because your transformer inspired from the inside out. I was on a TV show once with Deepak Chopra. And the host said, Do you find jack Canfield books motivational? And he goes, No, I do not find them motivational and I thought, Oh my God, he's gonna diss me on national television. And he said on the contrary, I find them inspirational. And he said, when you're motivated, you need someone to keep doing it to you. It's like a light that goes out every night that needs to be released in the morning when you're inspired. From inside, then that light is always shining. You don't need external motivation anymore. No one needs to motivate Tony Robbins. No one needs to motivate me. No one needs to motivate Brian Tracy, or Lisa Nichols. And we go down that list. The Dalai Lama does not need a motivational speaker, because they're inspired by the essence of who they are. They cannot teach what they have to teach.

James Taylor

So you teach you cover this within the train the trainer program, just all those skills, all the strategies as well. You have many things you have kind of two parts to that the program, you have the there's an online version, and then there's the live version as well. And so both of them I think it's like a 10 month program is a very it's quite an intensive program, then.

Jack Canfield

Yeah, the the online program can be done at your own pace. Some people finish it in a couple of months. Some people take a year to do it, because it's all available 24 seven for the rest of

your life. You can look at the videos. If you're about to do an exercise. You get a script for the exercise, you get PowerPoint or keynote slides either one, we have both of them in there. And you have the demo of me teaching it so you can see again how it's done. And that's forever. And so then then you then there's a test and you have to submit a video of you teaching. The live program includes the online video program, plus two weeks of live training, where in the morning, on the first week, I am teaching these exercises in a much more powerful way, because you're experiencing it, not just watching it. And secondly, in the afternoon, then you practice those in small groups and then come back and I'll have two or three to come on stage. And also practice in front of the whole group. So you're you're practicing with feedback from me and my senior trainers. And then on the second week, the whole week is basically some more instruction, teaching people how to process people who are stuck, people who are having emotional breakthroughs or breakdowns. People we teach EFT tapping, which is really a critical breakthrough process for people to let go of fears and limiting beliefs and then in the afternoon, Again, we have people presenting in small groups and getting feedback. So it's just really powerful one on one feedback so that you're and when you get the feedback, you actually re practice it immediately incorporating that feedback because the research shows the best way for any learning is to incorporate the feedback immediately when you learn it so that it logs in to the system

James Taylor

but we're gonna have we're gonna have a link here as well so for people that want they're interested in coming on the program is live online as well. It looks it looks amazing, and I was chatting to one of your team members before about it, it looks incredible and I think I actually have we have one of your your Martin lash Skolnick, who I believe has been through some of your programs as well who just kind of singing the praises of this as well. Let's start gonna finish and finish up here. I'm interested I'm asking this question of all our speakers. What is in your speaker bag what is in that bag that you take with you to all your your speaking engagements or seminars or keynotes that bag that you never leave home without?

Jack Canfield

Well, first of all by computer and I got it I also have my presentation on a memory stick. So if my computer screws up, I've got all the connections I would need to connect into anything dongles because I use apple. I've got you know, what is an HDMI or a you know, it doesn't really matter. I'm ready to go. I've got my own clicker with a backup clicker. I have backup batteries, which I put on the stage. I have my stopwatch as well as my iPhone for timing things. I have lozenges for if I should get a coffee or my throat goes out. I have little tiny Listerine sticks from my, what do you call it breath. I have a toothbrush. I have a calm I have an extra set of underwear and socks. In case my luggage doesn't get there. I can work clean underwear. I have a book that I want to read. I usually have a copy of my own book that I can hold up and give away as a prize. I always have enough money in the local currency. So when I get there, I can tip people and so forth. I have my passport. I have my driver's license. I have a Xerox of my passport, my driver's license in case that get stolen. What else do I have in there? I have an expense envelope so I

can record my expenses I have a pad of paper I have an iPad as well as my computer and then you went you went you mentioned one of the things in there is is a book so if someone is watching or listening to this just now will be the one recommendation for a book and and you can't recommend it on your own books cuz we're gonna have links there as well but won't be that recommendation of a book that you you may be found really powerful yourself or you just think maybe should more people should read. Well thinking Grow Rich by Napoleon Hill for sure. The one thing by Gary Keller so wonderful book about if you could just change one thing in your business your life, what would it be that would change everything. The compound effect by Darren Hardy, the idea that if you just change what if you just add a little bit of something to your day every day, there was if you did 20 extra push ups every day, at the end of the year you have done 6000 push ups, the end of 10 years you've done 60,000 push ups if you are basically Player just hit 20 extra bats, you know, in the batting cage, at the end of the year, you would have hit 6000 extra hits, which would increase your batting average. So just little things like I like, I like books that don't try to teach you 59 things at once, but teach you a couple of key points that if you apply them over the next month, radically change your life. So those are a couple examples of things. If you want to go deep, there's a book called The genie in your genes. To forget forgetting the author, right, I'll Dawson church. That's a really good deep book about how our DNA works and how our memory works and how our whole belief systems work. He teaches EFT Emotional Freedom Technique. He's a brilliant, brilliant guy.

James Taylor

We're gonna have all these links here as well. Final question for you, jack. Let's imagine you woke up tomorrow morning and you had to start from scratch. So you have all the skills that you've acquired over the years. But you know, no one, no one knows you. You have to restart. What would you do? How would you restart?

Jack Canfield

I would do two things. Number one, I'd write a Book immediately because you have to have a book as a credential. You know, if you want to be an international speaker, you got to have a book people will never know you exist. Number two, I would do free seminars for as many corporations and organizations as possible, and gather testimonials and endorsement letters, and also referrals. So that people would know I exist. And you know that that's the thing. I think a lot of speakers don't realize my career started by doing a lot of either free or 25 or hundred dollar speeches. Now I get \$60,000 when I go overseas 35 in the US and Canada. And the reality is people don't know about you unless they can see you. I would also videotape all that. I would put that on the internet so people could see me doing what I do. And I could refer people there. I would instantly build a very vibrant website. And I would start doing video blogs. One of my students mikkola latunski from the Ukraine went from having 60 people in his seminars to 1000 people into seminars, simply by putting out a three minute video blog. Every Day, wherever he is, today, I'm standing here and I'm doing this and you ought to do this. And by the way, I'll be in Kiev, doing a workshop on this day, let your friends know. And he did that every

single day for the last, I don't know, five years. And now he's the number one Russian speaking speaker in the world. Amazing.

James Taylor

Just as you before we finished it, I'm going to have all the links to the training training programs people can get on there. I did notice one goal that you haven't accomplished yet on that list. 101. And it was to, I think, was learned to play six song or six or 12 songs on guitar. So do you have any any plans on getting that said, and I speak here as a, as a fellow musician Originally, we run we run music retreats all around the world. And I'm wondering, do you have that? Is that one of your goals for 2017 that you plan on working on?

Jack Canfield

Yes, in fact, I have three guitars in my office. You can see over there at the moment and a bunch of song books from a guy named James Taylor.

James Taylor

My name I'm going to be seeing and next month actually

Jack Canfield

very good though. I saw him in live concert. Last year, it was amazing. But yeah, I am learning songs. I'm mostly learning some children's songs. I have a four year old grandson. So I'm learning to entertain him. But I also I used to I used guitar to backup some chants I would do in my trainings that I learned from when I was in a yoga class that help people meditate more deeply. But basically now I want to learn songs. I can be more entertaining. Yes, I do have that on my goal. Absolutely.

James Taylor

Well, jack, thank you so much for coming on the summer. It's been an absolute pleasure speaking to you huge fan of your work and I think what you're doing with the train the trainer, and training that that next million, I think is incredible, incredible stuff. So thank you so much for coming on. My pleasure,

Jack Canfield

James. Thanks for inviting me.

James Taylor

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