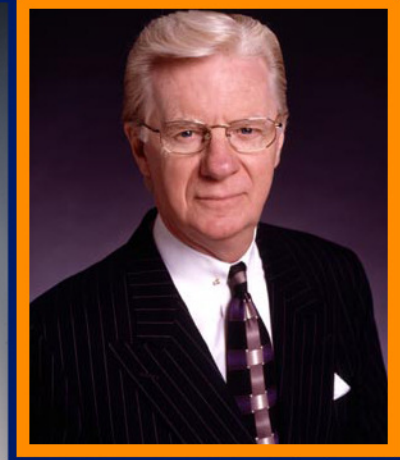




Attraction Acceleration Report™

**An Interview with Bob Proctor
on the Science of Getting Rich**



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This is Stephen Pierce and I want to thank you for taking the time to read the "Attraction Acceleration Report™", which is a very special interview with Bob Proctor on [The Science of Getting Rich](#). And unless you've been on another planet or your head's been buried in the sand, you have to know who Bob Proctor is, and that's who I've had the privilege of interviewing for this report.

If there's anybody that knows about [The Science of Getting Rich](#), it's Bob Proctor.

Bob, you've been in the personal development industry since the late 60s. How did you actually get started in this entire industry?

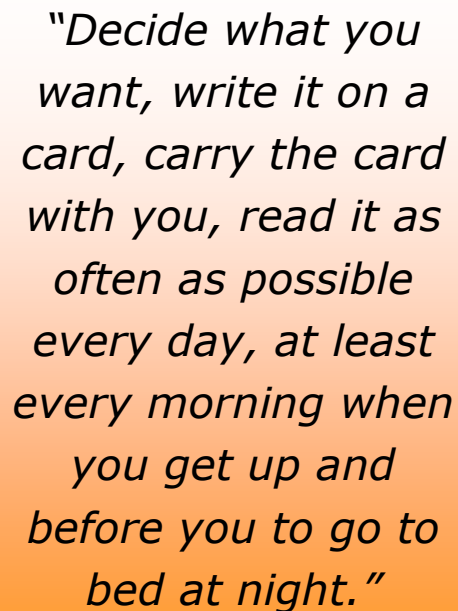
BOB: Well, first of all, Stephen, let me say it's a pleasure to be doing this interview with you. I started back in 1961. People will think I'm 150 years old. I was on the fire department in a suburb of Toronto, in East York, and I was given a copy of *Think and Grow Rich*. And I'm going to tell you, Stephen, my life turned right upside down.

I was earning \$4,000 a year at the time. I owed \$6,000, and I was not a happy camper. I mean, I had no formal education, I hadn't really gone to school, I had dead-end jobs, I'd been in and out of the Navy, and life just wasn't very good.

But this was life and I thought this was all there was. You know, you try and get by. And I was given *Think and Grow Rich*, and the man that gave it to me told me if I would do what he said, that my whole life would change. Well, of course I didn't believe that. But I had tried a lot of other things and I had thought; I'll give it a whirl.

Do you know, a year later I was earning \$175,000 a year and then I took it over to a million. It took me nine years to figure out what happened to me.

That's really what got me studying. I mean, the change was so dramatic. See, in *Think and Grow Rich*, Hill says, "*Decide what you want, write it on a card, carry the card with you, read it as often as possible every day, at least every morning when you get up and before you to go to bed at night.*"



"Decide what you want, write it on a card, carry the card with you, read it as often as possible every day, at least every morning when you get up and before you to go to bed at night."

So, I started to do that. And I wrote on the card that I wanted to have in my possession by New Year's Day of 1970, \$25,000. I gave myself a decade to do it. I didn't believe it would happen.

But years later, looking back, prior to the card I was thinking of debt all the time. If you're thinking of debt, that's what you're going to attract.

And as I started to read this card, it got me thinking of earning money. Now, you'd probably say, "Well, weren't you thinking of that before?" No, I wasn't. I was thinking debt. That's the polar opposite.

And because I started to think about it, I started to hear people talk about it. And when I heard them talking about it, that would cause me to think more about it.

And, see, my thinking changed and my life changed.

STEPHEN: That's interesting that you talk about how the thing that impacted your life is that book, *Think and Grow Rich*. And the reason I say that it's interesting is because you're coming out with a brand new program called [The Science of Getting Rich](#) which you expect to impact people's lives in the same way if not greater than *Think and Grow Rich* has impacted your life.



And I want to talk about that for a minute, because for many people, that sounds a little too good to be true.

So explain what [The Science of Getting Rich](#) is really all about?

BOB: Well, before I answer that question, Stephen, let me explain how

I got into it. I had the *Think and Grow Rich* book I was studying. Then I got a copy of Earl Nightingale's condensed narration of the book, *Think and Grow Rich*, and I started to study that.

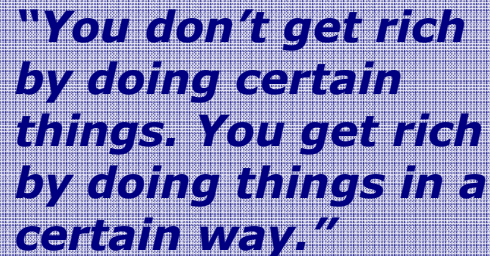
Now, without going through a long story, I ended up moving to Chicago and working with Earl Nightingale and Lloyd Conant. And in 1968 I was sitting in Lloyd Conant's kitchen having dinner with him and I asked him, "How did you start this company?" Because he didn't start a company, he started an

industry. They really started the recorded personal growth industry as we know it today.

And he started telling me about this little green book and how it changed his life, how he studied it all weekend. And then on Monday, he started to do what the book suggested.

Well, I wasn't interested in how he started the company anymore. And then I wanted to know, "What's the little green book?" And then he gave me a copy, and it was Wallace Wattles' book [The Science of Getting Rich](#).

So, I started to study it. Now, you could read the book and you'd think, "Well, that's kind of nice." I started to study it in 1968, Stephen, and I've never stopped. And I've added things to it, because he said, "You don't get rich by doing certain things. You get rich by doing things in a certain way."



"You don't get rich by doing certain things. You get rich by doing things in a certain way."

See, you'll find two people doing the same thing. One's winning, one's not. Well, how do you account for that? Well, that's what we teach in [The Science of Getting Rich](#).

And so, I began to study this like a scientist. And after 30, 40 years studying it, and based on the fact that the movie [The Secret](#) was inspired by that book, I decided I was going to teach it.

So, we took creative license to add the laws to it, add the intellectual factors to it, and if you read the ordinary book and then get in the seminar, you'd never know it was the same thing, because we put so much in it.

And I maintain, with this program, we could take a person out of prison, we could take a person off welfare, or we could take a person in school, or a person out of an executive office and we could teach them the laws of the universe, so that they understand how [Law of Attraction](#) works. And it wouldn't matter how many critics rap it, they would understand it and they would make it work.

It's like I was telling Cynthia McFadden from Nightline the other night, I said, "You know, the Wright Brothers didn't care that some scientists said you can't fly." They said, "I know I can, I just did."

Well, that's the way I am with this information. I don't care if they're from Columbia or where they're from. You know, they had the physicist from Columbia University say, "No, no, no, no, no."

I have been working with this. I have demonstrated it all over the globe. We've worked in Kota Kinabalu in Malaysia, to Kentucky, to Canada, to the U.S., to the Nordic countries. We work all over the world with this. But I've been teaching this now for 38 years.

And when **The Secret** came out, what The Secret did, it brought it together in such an organized, dynamic way that it's waking the world up. And we're teaching this now all over the world.

And so, **The Science of Getting Rich** program is the most complete program that you'll ever find, Stephen, on money, how it's earned, what it's for, how to use it.

See, I think earning money is the simplest thing in the world once you learn how to do it. It's like driving a car. It's simple if you know how to do it, or riding a bike...

But if you don't know how, and 96% of the population have never learned how, school doesn't teach us how, then you say, "*You know, it sounds like it's too good to be true.*" But it isn't. It's real.

STEPHEN: Well, let's talk a little bit about money. What would you say to a lot of purists who believe, "Money is the root of all evil."

BOB: I would agree with them, if the person that has it is evil. Money will make you more of what you already are. If you're not a nice person, money's going to make you a despicable individual. If you're a good person, money's going to make you a better person.

Money magnifies, Stephen, it just magnifies what you already are. See, the love of money, you know, letting money control you, is what the root of evil is. But if you control money it's the greatest medium for good that you're ever going to find.

Money is only used for two things. One, it's to make you comfortable, and the more comfortable you are the more creative you will become. And the other purpose is it enables you to extend the service you provide far beyond your own presence.

If you have more money you can do more good. Like I always say, "*I always need more money,*" and I earn millions of dollars, because I spend millions of dollars. I'm doing more good.

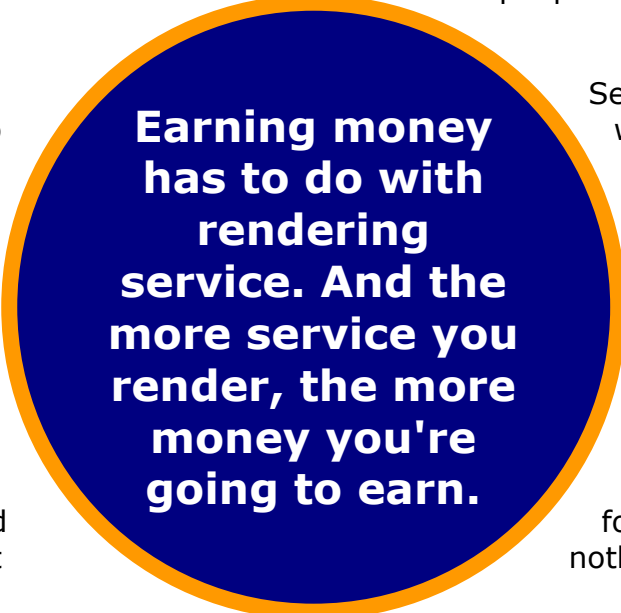
I wanted to build programs worldwide to wake people up. That's my purpose here, and that's what I'm doing. And that's what the money's used for.

So, it's an interesting subject to study and that's what this program does. But it also shows you how to earn it. And we've got a machine built into this to help people earn it, not just study it, but actually earn it.

STEPHEN: Now, staying on the lines of money, there are people that feel all of us folk that are becoming incredibly successful, making millions of dollars and getting rich, are somehow smarter than the average person, or just plain lucky.

Can you explain the real difference between the high income earners and the masses that just watch the other people accumulate wealth?

BOB: Absolutely. has nothing to do Some of the in the world, brilliant, are could graduate in economics and you'll find who's illiterate, they nor write and multimillionaires. a reward received rendered. It's got superior intellect.



**Earning money
has to do with
rendering
service. And the
more service you
render, the more
money you're
going to earn.**

See, earning money with being smart. smartest people absolutely broke. You with a Master's and be broke, somebody else functionally can neither read they're Earning money is for service nothing to do with a

See, we're raised the wrong way. We're raised to deify the intellect, and the intellect doesn't cut it. That's why you're finding real smart people who aren't very happy. Now, some of them are, but some of them are not. Earning money has to do with rendering service. And the more service you render, the more money you're going to earn.

You're going to find there are two areas in our mind. One's the conscious mind, one's the subconscious. Well, the conscious mind is what the education system is concerned with. That's where they feed information to you, and if you retain it and repeat it, then you get the grades or you get the mortarboard and the sheepskin and you've got the degree.

But that doesn't control your behavior. And your behavior is controlled by a paradigm, or the conditioning, in the subconscious mind. Now, that paradigm is both genetic and environmental.

You see, what happened to me in 1961, I shifted my paradigm. I didn't know what I had done, but that's what I did, and my whole life changed.

I had a man come up to me at the Waldorf Astoria in New York many years ago when I was doing a seminar. It was a 3-day seminar, and at the end of it he said, "You know, Bob, I really want to thank you." He said, "This is the first time I've ever understood how I did what I did."

And I said, "Well, what did you do?"

And he said, "I won the Gold Medal in the decathlon on the Olympics." His name was Milt Campbell.

And he said, "I never really understood it."

And I said, "I can understand why you didn't. Many of the top performers in some of the biggest companies in the world cannot understand why they're top performers."

**You see, it's
not what we
do; it's how
we do it.**

Sales managers, if they could find out why their sales stars are stars, they'd bag it, or can it, and give it to everybody.

You see, it's not what we do; it's how we do it. Two people could come and give you something, Stephen. One is rewarded because they've given it to you, and the other's not. See, one's trading, the other's giving. Giving is letting go of it completely, abandon with no thought of

return. Givers gain. The other person's trading. They're giving to you with the hope that you're going to give something back to them that's as valuable or more valuable.

Well, you can become very wealthy, just strictly on a competitive plain, and not be very happy. But the multimillionaires who are well-balanced and most fulfilled, they understand these laws, or they're following the laws either consciously or unconsciously.

We teach the laws so that you consciously and deliberately understand how to do this, and then you've got something that's transferable. It has to do with paradigms. It has to do with the right programming.

It's like the software in our mind. If we could look at ourselves as a computer, this is the software, and it really makes things happen.

STEPHEN: Now, you're talking about laws, the laws that you teach people to understand and to be able to live within. I know that [The Science of Getting Rich](#) talks specifically about the [Law of Attraction](#), and that's been on the forefront of the consciousness of the entire world because of [The Secret](#).

In Amazon, [The Secret](#) DVD is #1, the book is #1. And you look at the *New York Times* bestsellers list and the *Wall Street Journal* bestsellers list, you see it at the top. You look in iTunes and the audio book is at the top of the list. You look in audible and the audio is at the top of the list. [The Secret](#) has swept up an entire world.

Now, the [Law of Attraction](#) has been around for a long time, and we're talking about that right now, but it wasn't until the release of [The Secret](#) that it rushed into the consciousness of this entire world.

Now I know you've been teaching the [Law of Attraction](#) in seminars for the past 30 years. So, if anybody really understands this Law and is able to help people to understand it and use it, it's you. So, tell us a little bit about the [Law of Attraction](#) and how it actually works.

BOB: I will. Let me first explain why I believe this has gone into the phenomena that it has and it is #1 everywhere.

I believe, Stephen, that you and I are a soul. I believe in God and I believe the laws are God's *motos operandi*. It's why everything happens the way it does. Nothing in this universe happens by accident.

You are a soul. You don't have one, you are one. And the soul is perfect. That's why there's perfection within every one of us, and that perfection is seeking expression with and through us. That's why there's something in us that wants us to do better.

**You are a soul.
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If we run, we want to run faster. If we jump, we want to jump higher. If we sell, we want to sell more. That is spirit wanting to express itself, because spirit's always looks for expansion and fuller expression.

I believe [The Secret](#). I believe Rhonda Byrne had the genius of putting this together the way she did, and it resonates with the soul. That's why people have to listen to it again and again. The soul is screaming to be fed. It wants to express itself in a greater way. Well, this resonates with the soul.

Now, to understand the [Law of Attraction](#), you must understand the laws of the universe. The [Law of Attraction's](#) a secondary law; it's not a primary law. The primary law is the *Law of Vibration*. The *Law of Vibration* decrees that everything vibrates, nothing rests.

Do you know that a body in a coffin is moving? It's not still, it's not dead. First of all, there is only two sources of reference to go to, to find out about

ourselves. One is science and the other's theology. Both of these areas teach us nothing is created or destroyed. That just postulates the theory of life.

So, the soul has moved out of the body that's lying in the coffin. But if you pick the body up and look under a proper microscope, you'll see the body moving. And if it weren't moving, how would it ever change to dust?

The *Law of Vibration* decrees that everything moves. We live in an ocean of motion. Well, your body is a molecular structure. Your body is a massive energy at a high speed of vibration. Your body is casting off millions of cells every second. Your brain is an electronic switching station. Now, you are not a brain, but you have a brain. And you, the soul, have the ability to activate brain cells, the positive or negative pole in any cell. And when you do, the brain is an electronic switching station. It alters the vibration you're in.

Everything that comes into your life or into my life comes through the Law of Attraction. So, the more we understand this, the better off we're going to be.

The vibration you're in is going to cause you to act the way you act, but it's also going to determine what you attract to you.

If you're in a negative vibration, Stephen, you're going to attract negative people to you, and you're going to attract bad situations and uncomfortable circumstance.

But if you're in a positive, a very highly evolved positive vibration, you're going to attract positive things. See, I know I'm a positive guy. I know you must be, too, or we wouldn't be here doing this interview.

We have been attracted to one another. Everything that comes into your life or into my life comes through the Law of Attraction. So, the more we understand this, the better off we're going to be.

And as you get into The Science of Getting Rich, in the second lesson in it, there are 15 lessons and 2 summarizing lessons, the second lesson teaches the laws, and the laws are perfect. You've got the *Law of Relativity*, the *Law of Vibration*, *Law of Polarity*, *Law of Rhythm*, *Law of Cause and Effect*, which Emerson said was the Law of laws and the law of gender.

Now, these laws we get into, we get into in some depth, and you start to understand them. And because you understand them, then you start to understand how to use them.

So, it's absolutely fascinating. Like, when I first started to get into this, I thought I'd discovered something that nobody knew. But then, I started to understand that, no, other people do know it, and I was attracted to them and they were attracted to me.

I've had some of the most phenomenal teachers in the world. Now, the mentors, most of my mentors are gone now. There is one still alive, but he's old and he's retired. Now, I'm 73, but I've got more energy than most people 23. I've got no intentions of slowing down. First of all, I don't think we have to slow down. We're massive energy.

What we have to do is calm down. We want to live in a very calm, confident state and let this powerful energy flow freely through us in a positive vibration, and then we start to attract positive things to us.

So, when a person gets into this program, that's what they start learning.

STEPHEN: Wow Bob! Now, let's talk a little bit about gratitude, because I know that in your program, [The Science of Getting Rich](#), you speak about gratitude. In fact, there's an entire chapter in the program that's allocated to it. So, elaborate on gratitude for us.

BOB: Well, first of all, gratitude, I believe is faith in action. The seventh lesson in here is all on gratitude. Gratitude hooks you up to your source of supply. We want to be grateful for everything we have, grateful for the fact we can breathe. I'm grateful just for the beautiful energy and life around me and the creation that I'm surrounded in. I'm grateful for everything that happens to me.

When I eat, I pray and I give thanks, and I'm always grateful for the abundance that's in my life and coming into my life.

See, gratitude is an attitude, and attitude is our thoughts, our feelings and actions. Attitude affects the whole person, the triune being, the three levels of our personality.

Gratitude is an attitude that hooks us up to our source of supply. And the more grateful you are, the closer you become to your maker, to the architect of the universe, to the spiritual core of your being. It's a phenomenal lesson.

See, gratitude is an attitude, and attitude is our thoughts, our feelings and actions. Attitude affects the whole person, the triune being, the three levels of our personality.

And when we start to understand it and truly become grateful for everything, we're going to find that we have actually accelerated the source of supply and the greater abundance comes into our life. And everybody's got something to be grateful for.

You know, I used to speak in maximum security prisons. I haven't been speaking in one for a long time, but I used to. I used to speak to, and I still do, to welfare groups and children, and I said: "*Listen, it appears like you haven't got anything, but relative to many people in the world, you're living like Solomon in all of his splendor and glory.*"

So, let's start with what we can be thankful for and get our mind into that vibration, and then watch the good that starts to come, because one thought leads to another thought. We get in a train of causation and it's a flow of thoughts. And when you get your brain hooked onto a positive vibration like gratitude, you're going to find the energy that flows through you is incredible Stephen.

STEPHEN: Let me ask you this Bob, what's one tip that you can give that will help people to control their focus? I understand what you're saying about the Law of Attraction and the *Law of Vibration* and understanding

Most people are not going after what they want. Even some of the most serious goal seekers and goal setters, they're going after what they think they can get.

gratitude, but some people feel so overwhelmed with all the negative that's going on in their life or their environment or their circumstances that they find it very difficult to be focused so that they can have the Law of Attraction work in a positive way in their life and express gratitude as you're saying it. So, what's one thing that people can do to focus?

BOB: First of all, what people want to do is start to understand that they are not the plaything for what's going on around them, and what goes on around them has got nothing to do with what's going on inside of them, unless they let it.

And let's understand that we have been programmed to live to our senses, to go by what we see, hear, smell, taste, touch. And by doing that, the outside world is controlling us. But we have higher faculties.

You know, in *Think and Grow Rich*, Napoleon Hill said, "*An educated person is not necessarily a person with an abundance of general or specialized knowledge. An educated person is a person who has so developed the faculties of their mind, that they can develop anything or acquire anything that they want, or it's equivalent, without violating the rights of others.*"

What we want to do is start to understand these faculties. That's in this program. It's in the fifth chapter. That's that you have perception, the will, reason, imagination, intuition and memory. These are higher faculties.

So, through imagination we want to build a picture of what we want. This is the goal, Stephen. This is where the goal comes in.

Most people are not going after what they want. Even some of the most serious goal seekers and goal setters, they're going after what they think they can get. They say, *"Now, if Stephen would do this for me, and if this happens, and if that happens, and if that money comes in, and if I could get this, and if I could understand that, then I could do this."*

So, they're setting a goal to do what they think they can do based upon the plan that they have reasoned out.

That isn't how Hillary got to the top of the mountain. That isn't how Edison built the light. That isn't how the Wright Brothers got the plane off the ground. They fantasized. They built an image in their mind. They had absolutely no idea how it was going to happen.

But they build the image in their mind, and then they focus on that image. And by focusing on that image, they move into a new vibration, and they start to attract thoughts to them that's going to get them there. And when somebody starts to laugh at them, they just think, *"God Bless them, they don't understand what you're doing."*

And you've got to develop mental strength. And you develop mental strength with the will. The will is the mental faculty that gives you the ability to hold one idea under the screen of your mind to the exclusion of all outside distractions.

I've got a couple of statues of Napoleon here in my home, and I've got great books on him written by his personal aide, who was with him from the time he was a boy. But, at any rate, Napoleon, one of his biographers called him 'organized victory.' Another one said Napoleon had immense capacity for sustained concentration. Napoleon said, *"Circumstance, hell, I make them."* He also said, *"I see only the objective, the obstacles must give way."*

Well, that's what we want to do. We want to develop that kind of mental strength. And that's what this program is designed to do. We show you how your will works. The will in the mind is something like a magnifying glass is with the sun, Stephen. It takes the energy of the sun, marshals it, and brings it to white hot bead, and we can start fires with it. And most of us as kids did that.

Well, the will takes the energy that flows through you and it brings it in like a focus on one thing. And when you focus, you move into a higher vibration, the **attraction is accelerated**, and everything starts to flow.

People don't do this because they don't understand how to do it. And their paradigm has got them letting things outside control them. We've got to take control.

STEPHEN: You said something that I think everybody reading this should take the time to evaluate. You said most people don't go after what they want they go after what they think they can get.

BOB: It's true. If you're not going after what you want, the first little bump in the road that comes along, Stephen, people have lost it.

You see, when you really want something and then you couple with that an understanding of your nature, of your spiritual being, and the laws that govern you, you will keep going, regardless of what's happened. Nothing will stop you.

See, one person with God is a majority. You're in tune with the architect of the universe, with the power that sustains everything. That's where your awesome power comes from. You don't do anything. Spirit does everything with and through you.

There are people afraid, you know, *"If I quit my job, I'll lose my income."* Their income doesn't come from their company. It comes through the company. The income comes according to their consciousness. And if it's not coming from one source, it'll come from another.

There's only one source of supply. It doesn't come from a company. It comes through the company. And if you want to change your income, it's not by doing this or doing that. It's by altering your conscious awareness. Alter the paradigm.

You see, I get pretty worked up about this because I've been teaching it for so long. And I think it's so pathetic that people that are in positions of authority are laughing at it. This is what will change the face of the earth.

There's only one problem in the world. We see all kinds of problems, wars and strife and everything, one problem. It's called ignorance.

Spirits arm the present. It's in every one of us. We have awesome potential. Steve Bow, with Metropolitan Life, years ago said that, *"God's gift to us is more talent and ability than we'll ever hope to use in our lifetime. Our gift to God is to develop as much of that talent and ability as we can in this lifetime."*

STEPHEN: Now, you're talking about ignorance. I have where you said that not many people don't have the awareness required to manifest wealth. What did you mean by that?

BOB: Well, how long have you been studying this kind of information, Stephen?

STEPHEN: Maybe five years now, definitely not as long as you.

BOB: Okay, but, you know, we have not sat down and talked. We haven't met personally, but I know something about you that came to me from somebody else. Brian Wong and Vishen over in Malaysia, and Mike Reining, were telling me about you. And you've got a very good reputation.

But if you go back 10 years and ask, "What was I earning then and what am I earning now?" I would imagine that there was a considerable difference, is that right?

STEPHEN: A very considerable difference. It's like night and day, two different worlds.

BOB: Okay. Now, why is there a considerable difference? You have altered your level of awareness. See people don't earn \$50,000 a year because they want \$50,000 a year. They earn \$50,000 a year because they're not aware of how to earn \$50,000 a month.

See people don't earn \$50,000 a year because they want \$50,000 a year. They earn \$50,000 a year because they're not aware of how to earn \$50,000 a month.

It's like I was telling Cynthia on Nightline. I said, "*People don't suffer from headaches because they want headaches. People suffer from headaches because they're not aware of how to eliminate the headache.*"

Awareness is everything. And as a person goes through this program, their awareness is heightened, and you start to become more aware of who you are, what you are, and what you're working with. If people could actually look at themselves in the light of truth and see the potential that they have, they would be astounded.

I operate a company that operates all over the world. I earned millions of dollars today. I had two months' high school formal education, I had no business experience, and I was sitting in a fire hole when I started to understand this. What is changed? My level of awareness of who and what I am.

See, Napoleon Hill said, *"There's a difference between wishing for something and being ready to receive it. No one is ready for something until they believe that they can acquire it. The state of mind must be belief and not mere hope or wish."*

Now, he said, *"The state of mind must be belief."* Well, most people don't believe in themselves. In my analysis of what I had done, it took me nine years to figure it out. I changed my belief in what I was capable of doing.

Our belief system is based upon our evaluation of something. And frequently, when we reevaluate something, our belief about it will change.

Well, I started to reevaluate who I was. Do you know that the blood in your body circulates through hundreds of miles of passageways, Stephen? Every 33 seconds it carries all the food in and all the garbage out in one sweeping change. You tell me that's not impressive. That's going on in you right now. It's circulating. Circulating is the law of the universe.

Do you know that your brain is one of the most phenomenal electrical instruments in the entire universe? There has never been anything that has been made by man that will even come close to the electronic instrument that you've got locked up in your skull.

If you just stop and think of the electrical currents that go flying through your body for the simple purpose of signing your name on a piece of paper, you'd be stunned.

We don't know hardly anything about ourselves. We go all the way through school and learn nothing about ourselves. We learn nothing about earning money. We learn nothing about making decisions.



That's what **The Science of Getting Rich** program is all about. It's about you. It's about the laws of the universe. It's about how to live the way God meant you to live, how to really bring the best out of yourself.

You got me going here Stephen.

STEPHEN: This is life transforming Bob. So let's keep it going. Now, speaking of earning money, you've earned a lot of money, I mean, a whole lot of money.

And you have some tips about earning money that you found to be useful and successful. In fact, you mention three income-earning strategies in your

Science of Getting Rich program. Can you tell us a little bit more about those?

BOB: Okay, there are three and it's rather interesting: M1, M2 and M3. M1 is the worst income earning strategy in the world and is used by 96% of our population, and for a very good reason. School teaches us to do it, and then we're probably surrounded as infants by people that do it.

That's where you trade time for money. Now, you see, that strategy has an inherent problem. It's called saturation. You run out of time. Everybody gets the same amount of time; they get all there is. So, it's what we do with it that makes the difference.

If a person puts any money away or is able to invest anything working on the M1 strategy, it's at the expense of a life. They're trying to squirrel a little bit away out of the one income they've got. So, they have to compromise on the car they drive, the vacations they take, the clothes they buy. And they're forever making excuses.

Now, because these people don't have much money, they go around saying money won't make you happy. That's like saying you can't drive around town in a refrigerator. Money was never meant to make you happy. Just like a refrigerator's meant to preserve food, it's not meant to drive around town in. Well, money is not meant to make you happy. It's meant to make you comfortable. It's meant to enable you to extend your service.

So, you see, the M1 strategy is not a good one, and yet, almost everybody follows it.

The M2 strategy is a good strategy if you're capable of doing it and there are only 3% who follow it, and that's where you invest money to earn money. And most people that do that, they've squirreled a little bit away out of their M1 strategy, and they try to invest it. Because they're not very well-schooled in that area, they lose it, and then, they're upset with the person that they invested it with. They didn't understand that they attracted this situation themselves.

Now, there are some that do it very wisely and do it very well. If you don't really understand how to invest money, you should get advice from professionals. That's the same with everything, from flying planes to learning how to drive a car.

Now, M3 is without question the best strategy in the world. That is the strategy that, if we're going to teach our children, we should teach them. M3 is where you multiply your time by setting up multiple sources of income. And, you know, you can set up as many sources of income as you want. I have hundreds of sources of income. I earn money while I'm awake and when I'm asleep.

You see, working happens to be the worst way to earn money. Now, most people look at you kind of strange. We should work for satisfaction, not to earn money. We should spend our days doing what we love.

Earning money is providing service. When I'm sleeping on the opposite side of the world, I'm providing service through recorded materials, etc. Well, M3 is where you multiply your time by setting up multiple sources of income.

I have an affirmation that I use all the time: *"I am so happy and grateful that money comes to me in increasing quantities through multiple sources on a continuous basis."*

Most people are getting their money, Stephen, through the keyhole. They should open the doors and the windows and accept it from all sides. And when we start to understand this M3 strategy, and that's the basis of **The Science of Getting Rich**, we're going to encourage people to set up multiple sources of income. In fact, we've got one built into this program that is a bit of a mind-boggler, a person could earn a lot of money by following it.

So, there are the three strategies. M3 is the strategy everybody wants to adopt and use.

STEPHEN: All right. Now, the third income earning strategy, you mentioned, relates to the MSIs and you were just touching on what I really consider to be perhaps the most incredible opportunity with the release of **The Science of Getting Rich** program. I've looked it over. What it is you're offering. And you know what, I've been around for a long time, we've made millions of dollars on the Internet. We've engineered programs.



The way this program has been put together, I mean, it is an unbelievable package.

BOB: Oh, Stephen, I've organized it and worked with Jack Canfield and Michael Beckwith and put it all together. But, you know, I work with this person, I work with that designer, I work with this purchaser,

that packager, this engineer. I received mine and it is mind-boggling. It is absolutely beautiful. It is one of the most phenomenal packages I've ever seen, and I've been in the business 38 years. People will be very impressed.

And built in with this is a money machine, it's a moneymaking machine. Now, it's based on an affiliate program. A person can become an affiliate for nothing. But, of course, they won't have anything to show or to work with, so they wouldn't understand it. But, you know, by law, if you have an affiliate program, a person can sign up for nothing.

However, if they really want to make it happen, they get the program and built into the program is an online marketing machine that is one of the best I've ever seen.

This is a phenomenal package. Now, many people that buy this don't want to sell it. They're not looking at MSIs, they've probably got all kinds of them going or they just don't want to, but they truly want to study the program. That's fine.

As they get studying the program they may find, as they get into the part on MSIs, 'maybe I should try this.' Well they have at their disposal a marketing machine set up with websites, direct mail; it's just one of the most phenomenal things I have ever seen.

Now you, being an online guy, you've got to know this is one of the best. And so, if somebody purchases this from you, it's a \$2,000 package and it's probably worth \$50,000 or \$100,000. But you earn a profit of \$500. If they sell it to somebody, you would earn \$250. So, it's a two level affiliate, \$500 and \$250. It's probably **one of the richest affiliate programs in the market.**

STEPHEN: I personally believe that everything that's going on with **The Science of Getting Rich**, is a message that's important. It's a message that's important, because it doesn't just give a person freedom of time, as it relates to the kind of money they can make, but it gives people a freedom of mind. There are plenty of people that have had freedom of time because of the wealth they've created and they committed suicide because they didn't have freedom of mind.

If you reading this right now, if you only buy one thing this year, invest in **The Science of Getting Rich** program.

I think this is one of the programs that's well-engineered, well-designed, and offers people that opportunity to get freedom in both areas. Freedom of time, and freedom of mind. And I do agree with you. It's perhaps the best-designed program I've ever seen. And as far as the **The Science of Getting Rich affiliate program** I have to sincerely say I haven't seen anything like it.

Before we wrap this up Bob, do you have any other comments, parting words or anything else that you want to share

BOB: You know, Stephen, I could speak in superlatives all day long and I would fall short in just saying what a great program this is. Everything you've said about it is true, and then some. It is absolutely phenomenal.

And like you said, you start studying it, you're going to want to share it. You know, I don't care if you get a new suit, a new dress, a new car, you don't really enjoy it fully until you share it with someone and you show it to them. Or you could be sitting watching a sunset on your own. You don't enjoy it as much as if there's someone there and you can say, *"Isn't that beautiful?"*

We enjoy things when we share, when we put it out there. And you're going to want to share this with people. And as you do, you get more out of it. This is absolutely incredible.

And it's like you say; if you only buy one thing this year, invest in one thing, for your own well-being, make this it.

I always tell people, *"Don't think for a second you can't afford it. You can afford anything that you*

make up your mind to do." Make up your mind you're going to do it and the way will be shown. I always say if you have to borrow the money from your grandmother, do that and get it, because that's where I used to borrow money when I didn't have any, from my grandmother. But it's a phenomenal program, Stephen.

I have thoroughly enjoyed this conversation, that's mostly on my end sharing this, but I enjoyed sharing this with you and with your audience, and I'm going to look forward to meeting you. I've heard so many good things about you. Vishen just keeps raving about Stephen.

So, I look forward to getting together with you.

STEPHEN: I look forward to getting together with you too Bob. You continue to inspire me. I appreciate the gift you bring to this world and have an attitude of gratitude that we can work together to spread this powerful, meaningful message.



For you, reading this right now, **The Science of Getting Rich** program is a 'must have.' It's not what it's going to cost you to own it. It's what is it going to cost you to not own it.



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