

paul hartunian
charles burke



The Secret Weapons of Success

'Your life is nothing more than a series of the decisions that you have made... When you believe in fear, you limit your life. There is no fear.'

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The Secrets Weapons of Success

Charles: We're talking with Paul Hartunian today. Paul has multiple reputations around the Internet.

First, he's a widely recognized expert on collectibles.

Second, Paul knows more about getting HUGE volumes of free publicity than just about anybody else on earth.

And third, he has written the book on romance and dating. Literally. It's entitled "*How to Find the Love of Your Life in 90 Days or Less*," and it's available at Amazon.com. Keep a pencil and paper handy. Paul will be giving you some useful information later that you'll want to keep.

Paul, thanks for being with us today.

Paul: It is my pleasure, Charles, thank you.

Charles: For readers who are not familiar with your name, could you give a bit of background about yourself and your career?

Paul: Sure. As you've mentioned, I've become well-known in several different areas, and this is a theme that you and I may strike on a number of times in our discussion, moving from one area to another, and not necessarily focusing on just one.

I am fairly well known in the area of dating and relationships. I wrote "*How to Be Outrageously Successful With the Opposite Sex*," "*How to Find the Love of Your Life in 90 Days or Less*" and lots of other special reports.

I probably am best known for being the first guy to really sell the world famous Brooklyn Bridge. That's not only what made my name but made my life, and we'll talk more about that later.

Charles: Yeah, I love that story.

Paul: It's one of my favorites, too. Also, I'm known as an expert in publicity – getting publicity in newspapers, magazines, on radio, TV – for anything you could possibly want.

“The media is willing to make you as famous and wealthy as you'd like if you will just help them in the way they want to be helped.”

The thing about publicity is, I can't think of a more valuable technique that I could teach anyone and that includes things like cooking or swimming or anything else you can imagine.

If you know how to control the media, you can control your life. The media is willing to make you as famous and wealthy as you'd like if you will just help them in the way they want to be helped. So knowing how to use publicity is the real key to success in anything you want to do. I can't imagine how you could do something and become successful without using publicity unless you take the really long road.

So those are some little highlights. I've done a lot of other things in my life, lots of little adventures along the way, but those are the real highlights that probably would be most recognizable to people listening to this recording or reading this ebook.

Charles: You've been interviewed about these things a lot, but today – I know we'll touch on these because these are main highlights in your life, but today I'd kind of like to talk about something a little different for a change.

One of the main themes in what I do is maximizing success by improving predictability. Predictability in life, in things that happen to you.

Most people call that "luck," so although I don't really believe in luck, I just go with that word because when I say it, people know what I mean.

Do you have any kind of working definition for success or luck or fortune that you use in your daily life?

Paul: I'm glad you mentioned that about luck because I agree; I don't believe in luck. The word does slip out of my mouth. I don't really mean luck. And I think it's dangerous if you do believe in luck, because if you say, "I am here because I am lucky, I am wealthy because I am lucky, I accomplished this because I'm lucky," you've now taken control away from you and put it into something else, and I don't know what that something else is. So if you can't control this, how are you going to control what happens in your life?

If it was luck that put you there, well, then the reverse – bad luck, which I also don't believe in – can take it away instantly. I just don't believe in that, and I think it's very dangerous when people are looking for luck, hoping for luck, expecting it, talking about how they were lucky.

Even if they say something like, "I was lucky enough to win the lottery" – no you weren't. You went there and you bought a lottery ticket every Friday, you methodically considered some numbers. There was some method to that. Yeah, the chances of you winning that lottery were extremely remote, and you bucked those chances and you won, but I still don't think there was any luck to it. There was some method.

So I'm very concerned when people rely on luck.

There's a book – I forget the exact title – I think it's called "*How to Create Your Own Luck*." That's really tongue-in-cheek of course. How do you create luck? Luck is supposed to be random. So I think that's a very dangerous idea to hang your hat on.

Charles: Have you ever gone through what some people would call a "bad luck" period when it seemed like life was trying to thwart you, no matter which way you turned?

Paul: Sure. And that's one of the things I've grown to accept: that things will not flow down the river gently and easily everyday as you would hope it would. There'll be some bends and turns and things that you don't expect and things that you don't want, and that happens to me constantly. My assistant and I call it "God's Little Joke." I guess He gets bored every once in a while and says, "Okay, time to mess with Paul for a while."

Now, I have very strong religious beliefs, so if anybody takes offense to this, you've got to lighten up. That was meant in a very light way.

Bad luck, again, like good luck, I don't think exists. I think there are times you're being tested for whatever reason, and those are those rough days. It's just like the stock market. It goes up and up and up and down and up and down.

I'm also wondering if some of this isn't self-fulfilling prophecy.

For example, if you wake up in the morning and you wake up late, that may be the first bit of "bad luck." Then you're driving to work and you catch every red light, and there's the second piece of what you may feel is bad luck. You then may set yourself up to look for the negative things that are happening. And as the good things are happening that day you're ignoring them because you're so focused on the bad things. "This is going to be a bad day."

Charles: It's "another one of those days."

Paul: Yeah, it's another one of those days. Yeah, right. It's another one of those days when your heart is beating, so let's keep focusing where you should be and if some little dings come in along the way, let's correct them, ignore them, whatever should be done.

"The big thing that has made my life more predictable is becoming totally resolved that it is completely unpredictable"

Charles: What do you feel is the major factor in your learning to make life more predictable?

Paul: The big thing that has made my life more predictable is becoming totally resolved that it is completely unpredictable. Again, that sounds like it's a little contradiction, but it's not.

It's so rewarding and comforting and good to know that I don't know what's going to happen in the next minute or two or three or four. I can prepare myself as best I can for what I think is going to happen and for any options that could happen but I know it's unpredictable.

When people start to lull themselves into this security of "Well, things are very predictable now"... that gets to be dangerous. Even in business, I cringe when people start predicting sales and they say, "Well, I can predict sales based on past sales." Okay. If you remember the stock market, it says, "Past results do not predict future results." So if you're going to bet on this, understand that it's a bet. It may be an educated bet, but it's still an unpredictable, insecure, unstable bet. You think you know but you're not certain.

If you wake up saying, "I think I know what's going to happen today, but who knows? Some great things could happen I didn't expect and some rough things," your life will be a whole lot easier.

Charles: When you start talking about "there are going to be some unpredictable things, there are going to be some rough spots," some people start panicking. What can they do?

Paul: That's very common. People don't act because a lot of things are in front of them.

I've gone to lots of seminars, and you probably have as well, where there was so much information you were on information overload. The vast majority of people then froze; they wound up doing nothing. All this information, and all these experts were right there willing to help the seminar participants do what they want to do, accomplish what they want to accomplish. They may have been given lots of great products to sell. They may have been given thirty or forty products with sales letters to sell, for example. They may have been given sixteen options for dinner, and they were given so many options in that one day that they froze.

The answer is – and it's a very simple answer and a very simple way to get out of this – is simply to pick one thing and focus and to give up the idea that there's one correct thing.

You go to a seminar, and as part of the seminar, you're given fifteen products to sell. They're your products and you keep all the money and you have sales letters and everything else. Many people will freeze, not knowing which one to promote first. Or they'll try to promote all fifteen. What they don't realize and don't accept is, you can pick any one of those. They're all right. They're all fine. And the key to that success is, pick one. Focus your attention on that one and then move forward.

Once you have that going, pick number two. Don't try to pick three, four and five all at once. Don't do all fifteen.

The same thing happens when disaster strikes. Let's make it really extreme. I mean disaster. You have a health problem, and bankruptcy, and your car breaks down, and you're fired, and all things happen at once. I mean life really has taken bad turns for

you. Most people, again, will panic. They'll see themselves in this deep ditch, they won't know how to get out, and they'll continue to slide down emotionally, psychologically, physically, on and on and on, instead of focusing on the one thing.

Just randomly pick one: "Okay, I'm bankrupt, I have a health problem, I lost my job, and my car broke down."

Which is the most important right now? Well let's see, can we focus on the health problem and do something right now?

Sure. Let's focus on that. Let's forget about the others for now.

Let's look at the car. Does it just need a battery? Well good. Let's focus on the car right now. Forget about the bankruptcy, forget about the job. Let's get the battery, get the car up and running. Good. One problem is gone. Move on to problem number two.

One of the gifts that everyone has is laser-sharp focus. Unfortunately, the vast majority of people deny that. They'll cover it up; they will say that they can't focus, and that's just not true. They're just not using that gift. Once you use that, life becomes very clear and very manageable.

Charles: My granddaddy used to say, "Son, you can't do everything first."

Paul: Isn't that a great thought.

Charles: The thing that strikes me whenever I read any of your material is how easily you seem to come up with unique ideas. You almost seem to live outside the box. How do you recognize when a new idea is a really good one?

Paul: In the very beginning (the beginning meaning my teenage years, maybe even slightly earlier), I didn't know the difference, and I made huge mistakes. But like anything else, the more mistakes I made, the more I learned.

The word "mistake," again, is a word that I'm not really thrilled with. I go along with Thomas Edison's definition. He never even used the word "mistake." He just said, "That's another thing that I've learned not to do, another way not to make a light."

I've learned another product that doesn't sell well, or another way to write a sales letter that doesn't sell this product. So I would gain some experience there.

I'm also a strong believer in the avalanche effect that, once you pass a certain point in your life - and I don't mean that chronologically or a certain age - but a certain level of experience and getting your bruises and getting your rewards, all of a sudden there's this avalanche of success that comes. And success seems to come in literally an avalanche. It comes one after another.

For example, you may make a name for yourself. Once your name is recognized, your ideas become so much more quickly accepted by people as good, as worthy, as marketable, as acceptable, as ideas that they want to take on...

Charles: You've got Mo on your team. Mo-mentum.

Paul: That's it. Once you get that momentum, it stays with you for a long time, until you decide to end that momentum.

“...there's a time to stop testing. There's a time to have the courage. There's a time to move forward. There's a time to say, 'Based on my experience, this is going to work.'”

Charles: Do you have a procedure for testing your ideas? Or do you just somehow know, hey, this one's a good one.

Paul: There are two sides to that coin, two edges to that sword. I also “fell victim to” the standard business procedures, and a lot of what I'm going to talk about is about business, but it also pertains one hundred percent to your life and I'll compare it as often as I can. So we'll talk about business.

In business you're always taught to test – “test, test, test, test” – and I agree. You should test. You should not bet the whole bankroll on a feeling something may work.

But also, there's a time to stop testing. There's a time to have the courage. There's a time to move forward. There's a time to say, “Based on my experience, this is going to work.” A great example would be the stock market.

After September eleventh, the airline stocks – you knew – had to go low, and this was an opportunity to invest in them. If you had the fear, or if you said, “I have to test,” you lost a great opportunity.

As the stock market rises and falls over the years, over the decades, there are opportunities there. If you don't take the opportunity, you're going to miss making that money. If you don't take the opportunity to travel, you're going to miss this opportunity. If you have to test everything every step along the way, you're going to miss opportunities.

So should you test? Yes, you should test. Up until the evidence there is strong enough, and then you should move ahead.

Once you're testing every single step of the way, you subject yourself to some paralysis along the way. And again, for people beginning in anything, test. Test a lot. Keep testing. That builds up your confidence, and it shows you that you're taking the right steps. But if you're repeating the same thing over and over, believe your results and start moving forward.

Charles: You have a course on how to generate publicity (<http://www.MillionDollarPublicity.com>). And you've written a book on love and dating and romance. It seems to me that all through your products, what you're really doing is teaching people how to think new thoughts. How to see their own life in new ways.

Paul: And that's exactly right. The reason I wrote those books was that I was curious about those areas. I saw that singles were having lots and lots of trouble meeting each other and it didn't seem that it should be that difficult. So I went out and talked to people. Hundreds of people. Asking them what they were doing right and what they were doing wrong, and asking them about great ideas they came up with. Or great ideas they even heard about.

I accumulated all these ideas and I put them into the book.

With publicity, the same thing happened. I tried to get publicity, starting at the age of fifteen. I read the books on publicity that were in the library and the bookstores and I did exactly what they said. And I met with dismal failure. Failure after failure after failure. Literally, for four years I met with nothing but failure when I was trying to get publicity.

I was fifteen years old at the time. And I eventually turned nineteen after all these failures and then it dawned on me: it can't be me all this time. There's got to be something wrong with these people writing these books about publicity. And sure enough, there was. These people were not proving at all what they were printing in their books. They were telling me how to get publicity, but they didn't show me that what they were saying really worked.

And it didn't.

That's why I went out and started to experiment on my own.

I teach at a university in town, and I do the same thing with my students. I ask them questions that just boggle their minds for a moment. And then I say, "Okay, now that your mind has been boggled, come up with an answer."

For example, one of my favorite questions is, in about three minutes they have to come up with a cure for AIDS. Now, this sounds ridiculous. AIDS has been around since the 1970s, there is no cure, and I say, "Okay, good. Now that you've said that, now come up with a cure for AIDS."

They come up with some of the most remarkable ideas. These, by the way, are undergraduate students going into the medical field, so they aren't physicians. These are not people who have been through medical school. But I've got to shake up their thinking right away.

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I say, “Okay, you know how this happens. You know how cancer happens. You know how this happens. Now just get in the middle there and stop this from happening. What do you think would happen? How do you think you would do that?”

Then their minds start to expand. Their ideas start to blossom, and they come up with some remarkable, remarkable ideas.

Charles: Oh, this sounds like a wonderful exercise. How can people use this in their own life?

Paul: They can do exactly what we’re doing in my classes at the university. One of the phrases we always use in the university is, if we hear something on the news – I’ll tell you something that’s in the news all the time: the idea that cell phones cause brain cancer. Well, that can’t be true and we don’t have to do any scientific research, we don’t have to look at papers or run studies or anything like that.

Here’s the phrase that we use: If cell phones cause brain cancer, I would expect to see... what? I would expect to see everyone with brain cancer because almost everyone uses cell phones. Or I would expect to see some huge increase... and I don’t see that.

So let’s say we heard a story that said apples cause the flu. Well, if apples cause the flu, we would expect to see everyone with the flu because everyone eats apples. But we don’t, and that’s what we have to keep thinking: if this is supposed to be true, I would expect to see this, but if I don’t see this, well then maybe the original idea isn’t true.

Look at what you’re doing. Is it working? We’ve all heard the saying: “when you do the same thing over and over and expect new results, that’s the definition of insanity.” And I agree with that. You’re doing the same thing, getting the same lousy results, and you keep doing it.

Try anything else.

Anything. It doesn’t matter. Just try something because you’ve already proven that what you’re doing doesn’t work or has such a small chance of working that you shouldn’t be wasting your time on it anymore.

Charles: It’s obvious that you can see possibilities everywhere. Let’s say a person – just a typical person – invests in your PR course. How long would it take the typical person to really open their eyes and start being able to see and use some of the possibilities that you see everywhere?

Paul: I’m going to dance around that typical person definition because I’m not sure that I’d be able to define that person.

Thousands of people around the world have used this course and I’ve had what I thought were typical people quickly – very quickly – within days, get these phenomenal results.

I've also had people who would be telling me how they're great thinkers, they're great actors, and moving on and on. And they never take the manual off the shelf. What happened here? They were talking about how they were going to get this enormous publicity.

Does the system work? Does my publicity system work? Well of course it does. We have so many thousands of people who have proven that. So that's not the question any more. The question is: will you put it to work? And that's it.

So who is the typical person? Is it the person who has run out of options and they say, "This publicity kit is my last shot. I've got to make this work."

Well there you go. They're not a typical person any more are they? Because that's what they're saying, "I've got to make this work. I have no other choice."

But on the other hand, if you take someone who's successful, and they say, "Oh, this probably will make me more successful when I put it to use."

Well, there's no great chance of success there because there's no passion, no involvement, no dedication, no focus, so it stays on the shelf.

Charles: Where do you get most of your ideas for new products or services?

Paul: One thing I can recommend to everyone that I have done probably for most of my life, and Charles, you may do it, too. I have what is commonly known as a Master Mind Group. They're called a lot of other things. They're called Positive Support Groups, they're called Alliance Groups. They all mean the same thing.

I have several of these going. One is by phone. I meet by phone with two other people who I have great respect for. We bring up our challenges, things that we want to do, things that we want to accomplish, questions that we have and we hope that the other two people on the call can help us out.

I also have a group that meets in person, a local group, and we talk about what we're trying to do, and we support each other. It's not just a rah-rah, let's-all-hold-hands-and-sing-Kumbayah type of thing. This is a group that you bring in your – I'm really reluctant – I don't want the word "problem" to slip out of my mouth because it's not problems. We don't bring problems there. We bring challenges, stumbling blocks.

For example, a little stumbling block I'm having is, I'm trying to find a CD-ROM with lots of funny pictures of dogs. A thousand, two thousand pictures of dogs. And I've kind of run up against a brick wall. So that's what I'm bringing up at the next meeting of my Master Mind Group: "Does anyone know where I can get this; can anybody think of an idea, a lead for me where I might be able to track this down? Right now I've kind of run out of thoughts."

And someone may say, "Well, yeah. Why don't you just go here." And bang – there it is.

My other Master Mind Group helped me just yesterday. I needed an idea of where I can find writers on the Internet. It's very simple, but temporarily I just had this brain freeze and I couldn't think of a place to go to find writers where I could go to promote one of my websites. Sure enough, one of the people in the Master Mind Group said, "Oh sure, you just search here and here and here."

Within two minutes I had a long list of writers' groups and discussion boards.

So a Master Mind Group is so successful. It does not have to be in person. It can be by phone, it can be by email, it could be by snail mail. It makes no difference. But when you have people helping you to think out of the box, it's so much easier to move out of that box because what to you is standard, to them may be way out of the box. And what to them is standard, I may see as way out of the box. I might say, "Wow, I never thought in that direction," and they've redirected me instantly.

Charles: Do you still find yourself getting into a slump period or a slow spell?

Paul: Yes. The difference is – and this happens repeatedly, and I expect it to happen repeatedly for the rest of my life. Am I anticipating it? Is this a self-fulfilling prophecy? No, I don't believe so. I believe that I'm staying focused on where I'm going, on the positive direction, moving ahead, staying successful, accomplishing things. But I understand that I will hit some red traffic lights along this road and I'm being prepared for them

The difference now, though – where I am now and when I was eighteen – is, if I hit a bump in the road at eighteen, I probably would have dramatized it. I probably DID dramatize it and I would see some little bump in the road as a disaster and I would work that up. And as I'm working it up, I'm changing my focus, I'm spending more time on this, frankly, very little bump in the road instead of resolving it and moving ahead.

Do I want more bumps in the road? Of course not. Nobody does. Even though all the positive thinkers and everything else say "Oh you should welcome challenges, and you should welcome adversity."

I just don't.

I really don't like it. When it comes, it annoys me and I want to get rid of it as quickly as possible and there's a motivation, too, because I become annoyed, but I don't let it stop me and I don't let it hold me back. And most importantly, I don't let it take my eyes off the point of focus, whatever that point is, down the road.

I can't divert my eyes from that because once I do, I'll lose my position; I'll lose my track; I'll lose time and I'll lose the direction that I'm going. I'll lose that momentum that we were talking about before.

Charles: A lot of people seem to take a bump in the road personally. This word “dramatize” that you used, that’s a good word. Could you say a little bit more about that?

“One of the things that amazed me the most about the patients that I treated is how willing they were to have something wrong with them and how they really wanted that”

Paul: I’ve worked in the medical field for probably twenty, twenty-five years. I worked as a paramedic for fifteen years, actually treating people – over 10,000 people – critical people – and people who thought they were critical.

One of the things that amazed me the most about the patients that I treated is how willing they were to have something wrong with them and how they really wanted that. Not only willing to have it wrong but almost disappointed if they didn’t have something wrong.

If they went to the hospital or if I were able to treat them in their home and everything was resolved, yeah, they were grateful. I’m not saying they wanted to die. By no means am I saying that. But if there’s a little problem to dramatize, they were very happy to do that.

People would always be saying they were rushed to the hospital. “I broke my finger and I was rushed to the hospital.”

No you weren’t. You weren’t rushed. Did you see us go through any red lights? Did you hear the siren? Did people run in and were the doctors all around you? No, no, you weren’t rushed.

That is one of the keys to a successful life. Put the drama aside. Unfortunately, a lot of people have trouble with that. Why? Because they’re surrounded by drama; they want to be part of that drama. They see it on TV all the time. They become addicted to the drama on TV, the soap operas and the movies. They see it in the newspapers and the magazines all the time. The stories are so dramatic.

“One of my favorite quotes is from Aristotle, who said, “Wherever I go, there I am”

If we think about health scares and then we look back at the true history of that health scare, we see it really was almost nothing. At the moment we got so absorbed in the drama and the adrenaline was flowing, there’s a physiological reason for all this.

When the adrenaline flows and all the chemicals are flowing, it gives you this rush. Your heart is beating, your blood pressure moves up, and everything is exciting. So if you get that rush going, it becomes addictive. It’s like a drug.

So you look for more drama. You look for more excitement, and you look for more of that rush. And when the drama’s not there, you’re sitting alone with yourself.

One of my favorite quotes is from Aristotle, who said, “Wherever I go, there I am.”

Most people can’t live with that, which is really too bad.

You are there. You’re the only one who’s there. You are always going to be there.

So the drama is just a little escape. It’s exciting. It’s fun.

When we were in our teens, and we met a man or a woman who was really attractive and we were attracted to them, we worked that all up. And that was fun. That was a lot of fun.

But unfortunately a lot of people carry that over into their individual lives and they don’t know when to stop the drama and to keep the focus and get the excitement out of real fun, not out of fear and anxiety and panic and all kinds of problems going on around you.

Charles: You mentioned Aristotle. What books or teachers have helped you grow?

Paul: There are a number of people. If we talk about marketing, I can give you the ten people in order who have helped me out the most. Those ten people are Dan Kennedy. One through ten – Dan Kennedy.

I know Dan on a business level and I know him on a personal level. He’s one of the most wonderful people that I’ve met. Kind, warm, generous.

On the business side, he is an absolutely brilliant marketer. His newsletter is number one on my list. And by the way, I get no commission on any sales of Dan Kennedy materials, so I’m not promoting him for that reason. He’s got quality material, he’s a quality person. I really love him.

In the rest of my life, there are a number of things that I can very highly recommend. One person who has helped me out a lot is a gentleman by the name of Dr. Wayne Dyer. He’s written a lot of books in what is called the “self-help” field. Again, I’m not so crazy about the term self-help, but that’s what people recognize. He has made a lot of audios and videos. I like to think of it more as “self-fulfillment.” His recordings are a staple in my life. When I travel, I listen to them repeatedly.

This probably is a good time to interject one thought. I don’t want anyone to think that I have a perfect life. You’re not interviewing me because you said, “Wow, I’ve found this guy with a perfect life. Here we are in the mountains of Tibet and I found Paul Hartunian.”

No. Not at all.

I don’t have a perfect life. I’m struggling with the same things that everyone else is struggling with. Trying to stay positive, trying to stay focused, trying to stay

motivated, on the track, have a full life, have a fun life, contribute to life. And I've got to work at that just as much as everyone else does.

One of the ways that I do that is, for example, by listening to Wayne Dyer's recordings. I think Wayne Dyer is very clear, very focused. You can relate to what he says very easily. He gets rid of the drama in your life. Quickly. He tells you, explains the drama in your life, and you can get rid of that very quickly.

So I highly recommend anything by Wayne Dyer. All his books and recordings are so inexpensive. You can get them at any bookstore for ten, twelve, fifteen dollars. Very inexpensive.

“Negative thoughts are luxuries, just like being over-dramatic is a luxury that you can't afford”

There are some other recordings I can highly recommend and these are, again, right at the top of the list, right up there with Wayne Dyer tapes. I like audios, so if I happen to say recordings, it also means book. I prefer audios to reading a book.

The name of the book, the name of the tapes is: *“You Can't Afford the Luxury of a Negative Thought”* by Peter McWilliams. Absolutely fantastic.

Those are words to live by: *“You Can't Afford the Luxury of a Negative Thought.”*

Negative thoughts are luxuries, just like being over-dramatic is a luxury that you can't afford.

My favorite book, number one on the list, my very favorite book is a tiny little pocket book – it's a pocket size book – I guess it's about eighty pages or so. My nephew gave this to me when he was about nine years old. It's called, *“Are You as Happy as Your Dog?”* and it's by Alan Cohen.

What Alan does in this book – I don't know Alan personally, I wish I did – in fact, there's a new goal here: call Alan Cohen and introduce myself. What a terrific book this is. I must have read this literally sixty, seventy, eighty times easily. What he's done in this book is, he's got a dog that he calls Munchie, and he will look at his dog's life – what his dog does in its day-to-day life.

He'll say, “When Munchie sees somebody new, he runs up, gives them a big smile and licks their face. Why don't we do that?” He compares our lives to his dog's life. His dog is living a very full, happy life. What a terrific little book and this book is in any bookstore, about seven dollars.

One other book I can very highly recommend, again, one of my favorites. This has been one of my favorite books probably for twenty-five or thirty years. I have my original copy that is falling apart, taped, boy it's in sad shape – it's right in front of me

– and it’s called “*How I Found Freedom in an Unfree World*” by Harry Browne. What a terrific book.

Out of all those, Harry Browne’s book may be a book that people start to read and they’re not ready for it yet. Don’t toss the book aside. Just put it back on the shelf; try it again in a few months. At some point you’ll read Harry’s book and you’ll be ready for what he’s saying. Terrific book.

So those are some resources that I use all the time, and again, I want to stress, I immerse myself in these. I’m listening to motivational recordings all the time. I’m surrounding myself with motivational people. I’m staying focused. And if I don’t do that, I know that I’ll slip.

**“Your life is nothing more than
a series of the decisions that you have made”**

Charles: So you don’t just sit around and wait for success to strike.

Paul: That’s not usually what strikes. No, not at all. I can’t think of the quote now, but it’s something about sitting on a railroad track – boy, you’re going to be hit by that train if you sit there long enough.

No, no. I know that if I sit and do nothing, I’m going to slide. I do not believe that people are born positive, born good, born for success. I believe people are born neutral, and that they’re given a lot of choices to make. Your life is nothing more than a series of the decisions that you’ve made.

In fact, that is so important in my life that I want to repeat that. I say that to my students all the time. You’ve got to understand that your life is nothing more, nothing less than the total of the decisions that you have made. Everything in your life is a decision. Everything.

Now, some people may say, “I didn’t decide to be in that car accident and to be paralyzed from the waist down.” Correct. You didn’t decide that. But now you have a decision on how to deal with that. Are you going to become suicidal? Or are you going to rise above and become an advocate for people who are disabled? Are you going to invent something that’s going to help people who are paralyzed? Are you going to become a motivational speaker?

Or are you now going to sit on the corner with a tin can, saying “Woe is me”?

Your life is nothing more than a series of the decisions that you have made.

Charles: That brings up another one of my Granddaddy’s quotes. He said, “Don’t waste time arguing with the past.”

Paul: These are terrific.

Charles: Do you have somebody that you actually consider a mentor? Or have had in the past?

Paul: Yes. I consider the literally thousands of people who have done what I want to do as my mentors, and I don't say that lightly.

I have a real passion for trying things that people are doing. Specifically, trying other people's jobs.

The rest of my life would be wonderfully spent if I could work a different job every three days. One day I could make donuts, and three days later I could be a conductor on a train and then three days later I am a school crossing guard – to get that feeling of what it's like to be this person, and what their job is like - the exciting parts and the parts that are not exciting.

So I've used literally thousands of people as mentors.

Wayne Dyer is my mentor in clear thinking and so are Peter McWilliams and Harry Browne and Alan Cohen. They're my mentors.

I have had mentors, also called "teachers", in school, most of whom, unfortunately, have been terrible which led to me getting a degree in teaching. I teach in the health and medical field and I have lots of degrees in science and in medicine and in health.

But I then said, "Now it's time to get a doctorate. Do I want to get another degree in science, or do I want to be a great teacher and try to counteract all this lousy education that people have gotten.

So when I see somebody doing something that I want to do, they become my mentor.

In science and in life, there's something called "modeling" a very, very powerful technique, a very powerful concept and idea. Modeling simply means: take a person who has already done what you want to do and follow what they did to get there, follow it to the letter. Do exactly what they did.

I hear people all the time say, "I want to play pro football," and they're playing sandlot football with their high school friends.

Well, are any of your friends playing pro football? No? Then why are you playing football with them? Surround yourself with the people who have done what you want to do.

I see mentors all the time in my life. Constantly. I have mentors for my temperament. I see people who are so peaceful and calm. They have disaster swirling around them and in the center of this disaster they're calm in dealing with it. That's my mentor right there. I think everyone should feel that way.

You have mentors surrounding you. Don't just focus on one person. That one person cannot possibly know everything. Everywhere there's a lesson to be learned, it's to be learned from a mentor.

“There’s a saying that’s attributed to Churchill, ‘Never, never, never, never, never give up.’ I think that’s the most ridiculous advice given to people – and people are still hanging on to that ridiculous advice. You’d better know when to give up”

Charles: How does somebody go about getting a mentor? I'm talking about a person you interact with, one-on-one, now.

Paul: It is astonishing what you'll get if you simply ask. Again, this is something you and I have heard all throughout our lives. But for some reason, the vast majority of people don't believe it. Or they don't act on it.

Just ask. That's worked very well for me. Do I get turned down a lot? I certainly do. But the successes so far override those failures, or the turndowns, or whatever else we want to call them.

If I see somebody who is doing something that I want to do, I'll ask if I can model them or talk to them.

I'll offer to pay them. I'll say: "Whatever it takes. Will you teach me this?" Some people say: "No, I don't like teaching people, I don't like giving away my secrets," or whatever else it is.

Well, somebody else has also done it. I'll find that other person. Find a person who is willing to take me on. Then immediately, right up front, I always offer to highly compensate them, and that doesn't necessarily mean money.

"What do you want in return for teaching me how to do this? Is it money? Is it more time? Is there something else I can do for you? Something as simple as baby-sit your children? Can I do something else? Do I know people that you may want to know? Can I introduce you to some people?"

So immediately, make that compensation clear right up front. Most people won't even take the compensation. They may. A sharp mentor will take the compensation and then use it to benefit you again. It's almost irrelevant. You want what that person knows and don't give up on that.

There's saying that's attributed to Churchill. At some graduation commencement I think he was supposed to have gotten up and given the shortest commencement address. He said, "Never, never, never, never, never give up."

I think that is the most ridiculous advice given to people, and people still hang on to that ridiculous advice. You'd better know when to give up.

And it's the same thing with a mentor. Don't keep bugging this person. If they say no – period. It's over. You'd better know when to give up.

Charles: Otherwise, you become a stalker.

Paul: And we'll start reading about you in the newspaper. Don't do that.

Yeah, you do have to know when to give up. That, again, is a measure of success and how successful you're going to be. You know when to give up and when to let it go and say "Oh boy, this was the wrong path to take. Let's cash in the chips, take our losses and move on."

Charles: Regarding your life today, are you living totally freeform, or is your life fairly carefully planned out now?

Paul: It's clearly both. As far as the planned-out part, we all have responsibilities that are planned out. I have nine dogs. They have to be fed, they have to be walked, played with, taken care of. I have responsibilities in business. I have responsibilities to my students, so those parts are planned out.

The rest, I'll go along with you and say it's freeform. I do have plans for every day. I make a list at night of what I want to do the next day. This is not some high-level A, B, C list of what I'm going to accomplish today. That, I feel, puts a lot of pressure on people. What do I want to do tomorrow? What do I have to do?

I have to take my clothes to the dry cleaner. I have to call three people. I have to work on this book. So yeah, some of them are high ideals and some of them are getting along with life.

So I try to live as freeform as possible because that also opens me up to opportunity. When you live a highly structured life, opportunity passes you by, either because you didn't see it (because you're so structured), or because you couldn't get out of your structure to take that opportunity and the opportunity passed you by.

Another quote: "Opportunity knocks only once."

Oh nonsense! Opportunity knocks the door down. Repeatedly. It's there all the time. It's pounding so hard you've got to get out of the way. You simply have to welcome it and be prepared. Be in that position.

Some people may say, "But I'm not in that position – I have to work nine to five – I need a forty-hour-a-week job in order to pay the bills."

Okay. But that leaves the rest of the day, the rest of the week and the rest of your life open to opportunity. Once you're open, the opportunity will become so clear to you.

**“You don't have the guts?
Well, what gives you the right to the glory?”**

Charles: I have a theory: Most of what people call bad luck is good luck we haven't figured out how to use.

Paul: Oh, isn't that great. You are right. That really helped me out, too. In the beginning of this discussion, was very reluctant to talk about bad luck, but that's exactly what it is. What's the phrase? For every door that closes, a window opens?

Some of these phrases, unfortunately, have become so trite that people roll them off their tongues and they don't think about the words.

Like some lyrics to music – I am astonished when I really listen to some of my favorite songs, how brilliant and insightful and deep some of these lyrics are. I mean rock and roll lyrics... by people you would never think are really profound. Rod Stewart; he comes up with some really profound lines in his songs.

Four words that I live by unfortunately have become very, very trite and people miss the meaning. Those four words are: “No guts, no glory.” And that becomes so trite: “Oh, I had a rough day today. I don't know if I should get one coffee or two – oh, no guts, no glory.” You just blew that one away.

But it's true. People look for glory in their lives, but they forget the other part of the equation. You didn't have any guts there. Why should you deserve the glory?

And that doesn't mean jumping out of a plane, bungee jumping, risking your life, not at all. It meant something as simple as going over to that person that you're attracted to and saying: “Nice sweater.” Good! You had the guts to go over and say that – you start now deserving that glory. Or investing in a business. Or trying your hand at the stock market. Or buying that house.

You don't have the guts? Well, what gives you the right to the glory? There are dues to be paid. There is no free lunch, and the dues are that you've got to have the guts.

Charles: For a person who's neck-deep in problems, what would you suggest they do first? And why?

Paul: One of the things I am most proud of writing is an article on what we had discussed earlier. That's an article on focus. I haven't posted it on the Internet, but I'll tell you right now that I will post it and let's say – I'm going to write this down to make sure I'm going to post it in the right spot – I'm going to post it at www.Hartunian.com/focus . I'm going to post that article. I'll do it within the next couple of days, and I'll post it on the Internet.

That article has gone all around the world. It's been reproduced in magazines. Again, we are all born with crystal clear focus. Many of us choose to ignore it, to cover it up, not to take advantage of it.

You could be knee-deep in rattlesnakes. How do you get out of that? Pick one rattlesnake to toss away. Then pick another one, and then another one. When you try to squirm around and run away, it's not going to work.

Pick one of your problems. Pick the one that's having the most impact on your life. For example, if it is a health problem and you don't solve that, you're going to die. That sounds like to me that it's the one you should be working on. The dead battery can wait.

But if they're all somewhat equal, pick the one that you can solve right now. It's the battery? Good. Have the mechanic put the battery in – one less problem. But not only is it one less problem, that's a step in the direction of proving that you can solve your problems. And that starts to build momentum.

When I talk to people about getting publicity, right away lots of people say, "How do I get on Oprah?"

The way you get on Oprah is to first get a little tiny article in your home newspaper, in that hometown newspaper of yours. That's the first step. That proves to you that you can do it. It starts to build up your history. It builds up your credentials.

Then get another one in that hometown newspaper. Then one in your state newspaper. Then get a little radio show. Then get a second little radio show. Then get a little magazine. Then a bigger radio show. Then one TV show.

Pretty soon, you're on Oprah.

But if you think that today, on Thursday, you're going to be brand new to publicity and on Friday Oprah's going to be pounding your door down, it's not going to happen. It just is not.

So pick one thing.

Focus on anything you do. Solve that one thing. Move to the next. Move to the next and before you know it, the problems are gone.

I am working on a book now about what makes people successful. I've interviewed some of the most exciting people in the world, and one of the people who I interviewed was Jose Feliciano, the musician.

I asked him if there was some point in his life that really was the turnaround point where, when this happened, or when this day came, all of a sudden, that was it – he was there.

He said no. And in fact, over twenty years, he can't remember ever taking a big jump. It was always just little tiny move, tiny move, tiny move, tiny move. But tiny moves over twenty years got him to the top of the ladder. He said one day he looked around and he was at the top of the ladder and he was surrounded by people at the top of the ladder. Did he all of a sudden become a member of the "top of the ladder club"? No. They were all taking these little moves forward, one step at a time.

"Anything you're doing now, you can do better"

Charles: A twenty-year overnight success. It sounds like you believe every person can improve their life and their luck

Paul: Every single person. And I don't want any emails from people telling me that they're the exception because I don't believe you. Every single person can increase their opportunities in life, can increase their standing in life.

One thing that I do not believe in and I thought was very damaging that came out of I think it was the 1980s. That's the phrase "you can have it all – I can do anything."

Oh, you can do anything – is that right? Okay, next time the Amtrak goes speeding past your house, go run and catch up to it. I'll bet you can't do that, so you can't "do anything" can you? Let me see you walk on the moon. I'll bet you're not going to do that. So let's get rid of the idea that you can do anything.

But what you CAN do is anything you're doing now... better. You can always do that. Anything you're doing now, you can do it better. And then you can do it better; and then you can do it better. I don't care where you are in life, if you're in the depths of poverty or at the peak of abundance, you can do it better and you have equal opportunity.

Now, people who are at the top of the financial ladder may have other opportunities, but opportunity is equal. Everybody has opportunities. Sure, the guy with \$17 billion can get into places where the guy with \$17 can't and I'm not saying that that's the way it should be, but everybody has opportunities.

And the idea that you can have it all? Absolutely not. That's not going to happen. And people have seen that through the disastrous parts of their lives, mainly through the 1990's, when they were saying, "I can have it all. I can have a wonderful family life and I can have a wonderful job and I can have a fulfilling career and I can write my books and I can travel."

No you can't. Something's going to suffer. And that's when you've got to focus. What is the most important in your life? Is it your family? Is it your job? Is it your travel? Decide and start to focus.

"Start by getting rid of the 'turkeys' in your life and surround yourself with the 'eagles.'"

Charles: An awful lot of people are blocked. They seem to be held back by feelings that they just don't deserve success or happiness. What's the best way for a person to help themselves feel like they deserve good things?

Paul: Let's right away separate two groups of people (and this is not said with any humor; this is said with great sincerity, in fact).

There are people who need counseling. They need help. They are unable to move on by themselves. We're not talking about those people right now. Those are a small percentage, and the people who do need the help should be getting the help and they will most probably have significant success once they get that.

We're talking about the average people, like you and me, people who believe, or have been led to believe, or have been taught that they don't deserve success – that they can't do this, that they can't shoot the basketball, they're not a good artist, they're not attractive.

What should they be doing?

Start by getting rid of the "turkeys" in your life and surround yourself with the "eagles." I have a turkey shoot at least once a year. That's exactly what I call it, a turkey shoot. I go through the people who are surrounding me in my life and I get rid of the turkeys. The people who are holding me back, telling me I can't do things, ridiculing me, laughing at what I am doing, which of course is just a reflection of their life. They want to keep me at their level because they're saying, "Wow, if this guy's successful, I'm going to be all alone down here." I've got to get rid of those people.

That includes vendors, people I do business with. I get rid of the turkey vendors, I get rid of the turkey friends, I get rid of the turkey acquaintances. Anything. People, things that are holding me back. Sweep them out of your life.

Charles: Most people would consider this pretty radical. How do you do it?

Paul: With some people, it's benign neglect. You don't call as often and they fade away. That's very often what happens. With some people, and this is a small number, you just have to cut the cord. You've got to say, "This isn't working for me; I'm not sure what it's doing for you, but it's causing me a real problem and I've got to move on. I can't be listening to this all the time. I can't be surrounded by this negativity. My life is affected by this." And you've got to move on. You've got to say "it's over."

Again, fortunately, that's the small percentage. Like in your life, Charles, I'm sure there are friends that you had twenty years ago who are not friends now. They didn't do anything wrong, they just faded away. That's the evolution of your life and that's the way most people go.

When I find somebody that's motivational, that's exciting, that's somebody I want to be in my circle. I do whatever it takes to get them either into my circle or to get me into their circle because I know we'll both thrive on our enthusiasm and our ideas and our positive outlooks and our thoughts and focus. That's the way you've got to live.

“The hardest thing for me to change, to accept, is that I don’t have all the answers.”

Charles: What was the hardest thing in your life to change?

Paul: Ah... the embarrassing admission here.

The hardest thing for me to change, to accept, is that I don’t have all the answers. I am not all-knowing. I do make mistakes. And at times, in fact, many times, I should shut up, and that assaults the ego – not only in me – in everyone.

Everyone thinks they have the answer. Everyone thinks they have the solution. They always want to be heard and sometimes it causes more problems than it was worth. That clearly, in my life, was the toughest thing, the biggest struggle I had: “Paul, shut up. You don’t have this answer, you’re wrong – it sounded like a great idea, but this other person had a much better idea, so put your ego aside and say, ‘Wow, that was a silly idea’.

“When I look back at my life, I wish there were times where I had said, “What a jerk I just was – let me apologize. I was wrong there.”

In New York they had a mayor named Ed Koch. It may be a familiar name, it may not.

Ed Koch was a very brusque, assertive, aggressive, harsh type of guy. He was in there just bowling people over when he was mayor. I didn’t particularly like him for that reason. I thought he was too rough, too rude to people, just not the type of person I wanted to be around.

Many years later I was listening to a radio interview. I just happened to flip to a radio station and I heard him on this interview and I could hear in his voice that he was a softer person. An older person, obviously, and he was a softer person.

Someone, a New Yorker, called up and said, “Ed, when you were mayor, you made such a big stink about this one issue, and I’m wondering what you thought about that.” (And right now I don’t remember what the issue was.) But he said, “You made such a stink about that issue, why did you do that?”

And Ed said, “Wasn’t that the most ridiculous thing you ever heard? I have no idea what I was thinking about. That was the stupidest move I ever made.”

From that moment on, I loved Ed Koch because the king had come down off the throne and he said, “What a jerk I was.”

When I look back at my life, I wish there were times where I had said, “What a jerk I just was – let me apologize. I was wrong there.

So that’s the toughest thing I have had to overcome and I still slip. Fortunately, now I know when I slip, and hopefully I make amends.

Charles: Do you feel like you’ve finally arrived at a “coasting phase” or are you on an uphill track, still learning lots of new stuff?

Paul: Charles, you have this knack of walking on thin ice. Once anyone thinks they’ve arrived at the coasting phase, probably the only place they’re coasting is six feet under. That’s about it. They’re coasting into trouble and danger.

No, I don’t think I’ve reached a coasting phase. I don’t think I ever will.

Now, does that mean that I don’t take time off and take a nap with the dogs, or just put my feet up, or go to the beach? Oh, certainly I do as much of that as I possibly can. But I don’t think I will ever – in fact, I can say clearly, I will never get to the point where I can say, “That’s it, I’m shutting everything down. I’m now going to sit in the hammock and I’m going to wait for the end.” No.

No, no, you can’t do that because, again, great opportunities pass by. Great people pass by. Great experiences, great teachers pass you by. We’ve got to savor every minute we’ve got here. I’m astonished when I hear people say the words “I’m bored.” Those two words dazzle me. There is so much to do in life, I wish I had sixty-eight lives. How can you be bored?

Now, when we were twelve we used to say that a lot because we were just dopes then. But now that we’re adults... bored? Oh please! There is so much to experience out there, we can’t be.

So yeah. Enjoy your life. Get to a position where you don’t have to work that nine-to-five, you’re not under the gun, you’re not under someone’s thumb, you don’t have financial worries, you don’t have any problems that are preying on you all the time, but please don’t coast.

Enjoy everything up to the last minute.

“In life, when you’re learning new things, hopefully you’re getting roughed up all the time because that means you’re always experiencing something new”

Charles: Does learning get any easier, the farther you go?

The Secret Weapons of Success

Paul: I wish it did. There were certainly some things, obviously, that do get easier. For example, when I first started learning how to play the clarinet, it was brutal. You can ask my neighbors.

Then, like anything else, once you get the basics – you usually get beat up a lot in the basics, whether it's a language that you're learning, or some technique, or riding a bike, or anything, the roughest part is at the beginning. So there, the learning does become easier.

In life, when you're learning new things, hopefully you are getting roughed up all the time because that means you're always experiencing something new. So does the learning of one particular thing become easier as time goes on? Sure, because you become more adept at it. But does learning itself become easier? No, because hopefully you're looking for new things to learn. And again, not these monumental things.

If you want to be ninety-six years old and learn how to speak six new languages, sure – great! But you can also learn how to cook rice a different way... maybe the first couple of times you'll burn it... or something else.

So the bottom line to that answer is: yes and no. Easier as you learn one thing, but so much to learn and enjoy.

Charles: Many spiritual teachers say the earth experience is about to change significantly. How do you envision our daily life changing in the next fifty or a hundred years? Or farther out, in the next 500 or so years?

Paul: What an interesting word, spiritual. I just got back from a ten-day cruise and I've been focusing on this idea of spirituality. I was looking for a definition to start out my thinking. What does spirituality mean? And what does spiritual mean?

Now, if we take away the very simple definition of a relationship or connection to a higher being, I'm not sure. When I was reading and listening to some recordings about spirituality, that's pretty much the message that came across: no one can define spirituality beyond that basic definition.

So, do I see a change in what people are doing in the next few years – 50 years, 500 years, 1000 years? The answer may surprise you, I'm not sure, but my answer is: I don't see things changing one iota. Nothing.

I see no change whatsoever, and I have history to back me up.

Now if we're talking about basic mechanisms – for example, a hundred years ago we had the Model T; now we're driving Lotuses – yeah, sure. But it's still using a car. It's still transportation. It's something faster. To me, that's no change. You just went a little faster, spent more money. So will the mechanical things around us change? Sure. They always have.

Will people change? Unfortunately, I don't see that at all. If we go back a hundred years, if we go back five hundred years, if we go back to caveman times, weren't people doing the same things? Right now we are doing more and we're supposed to have more time but we don't because we fill that time up with even more technology. But the basics of our lives have not changed and the basic parts of our lives have not changed.

For example, in caveman times, people were still afraid. They were afraid to go out and venture out. They knew they had to do it to eat, but they did it reluctantly.

Now, we're still afraid, so the basic fundamentals of human existence I don't think have changed at all. The things around us, our toys, have changed. Our tools have changed. But I don't see any change in us and I think that's unfortunate.

“When you believe in fear, you limit your life. There is no fear.”

Charles: Our time is just about up, but do you have any parting words of special advice?

Paul: Yes, I do. I'm going to leave you with the words that I start out every semester with at the university.

When I walk in and introduce myself, I say, “Take out your notebook, and on page one, at the very top of the page, above that first blue line, in that white space above, I want you to print these four words in big, bold, block letters. I want you to do that because every time you open your notebook you open to page one and I want you to see these words, because these are the words that we will live by this semester and hopefully, you will live by for the rest of your life.

And those four words are:

THERE IS NO FEAR.

There is no fear.

Any fear that you have you made up and it is now affecting your life and it's affecting it in a negative way.

Let me differentiate right away, though, between fear and what you may think is fear. If someone has a gun to your head and they say, “In three seconds I'm going to pull the trigger and kill you” and you are fearful, that's not what I'm talking about. That's not fear. That's human survival. That's being a sane human being; that's not fear.

If someone says, “I want you to run out in front of traffic and try to run to the other side of the highway”, that's not fear; that's being a sane human being. Anything else is being crazy.

But when you say, “I'm afraid of snakes, I'm afraid of heights, I'm afraid of speaking in public, I'm afraid of talking to strange or new people, I'm afraid of going to parties,

I'm afraid of investing in a business, I'm afraid of traveling, I'm afraid of flying," you made that up.

There is no such thing as fear. When you make that up, you're penalized. If you say that you're afraid of flying, you now have limited your travel choices. If you were afraid of talking to new people, you've limited your relationship choices. If you say that you are afraid of starting a business, you've limited your financial choices.

When you believe in fear, you limit your life. There is no fear.

Charles: Paul, you've given us some terrific information and some great advice for living our lives. To get back to the more mundane, tell us again, where can listeners find your books?

Paul: They can go to my website www.Hartunian.com. That's my focus, my main website. I own dozens of websites. You can get to all of them from there.

The other websites I have, by the way, I bought and I put on the web just for fun and for people to enjoy. But start at my main website. That will get you anywhere you want to go: www.Hartunian.com

Charles: So if our listeners need to change something in their love life, they should read your book and then use the things they learn there.

Paul: Now, there's the key, isn't it? Use it.

Yeah, don't just buy the books, please. Use the books. If you don't want to buy the books, go to the library. Use the books.

Charles: Use the books. There's the secret. Paul, thanks so much for being with us today.

Paul: Charles, it has been my pleasure. I thank you.

Paul Hartunian is a wiz at showing people how to get mountains of free publicity for their online and offline businesses. He's shown thousands of people how to use publicity to make sales, get leads, rocket businesses to all time highs, and even become celebrities.

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The following resources can help you grow your business, attract more customers, clients or patients and increase your profits. Keep in mind that contact information changes constantly. If there's any incorrect or outdated information in this directory, please let me know by contacting me at Paul@Hartunian.com or by calling my office at (908)362-7130.

Publicity

<http://www.Hartunian.com> - This is my main website. This will give you access to articles I've written, replays of some of my major publicity successes, information about my publicity ezine and a whole lot more. There are several hundred pages at this website alone.

<http://www.MillionDollarPublicity.com> - Information about my complete Million Dollar Publicity Kit

www.PaulsPublicityBlog.com - This is my blog, free for you to read. It's loaded with specific strategies you can use to get publicity for your business. It's constantly updated and always timely.

<http://www.NichePublicityManuals.com> - This is a series of manuals specifically written for one business, trade or profession. Each manual has specific, word-for-word press releases, story ideas, headlines, opening paragraphs, etc. that a person in that business, trade or profession can copy and use in their own publicity campaigns. There are currently 41 manuals in the series. New manuals are being added at the rate of one approximately every 2 weeks. Go to the site and see if your business is listed.

www.InstantHeadlineGenerator.com - Need help coming up with powerful headlines for your press releases, sales letters, postcards or titles for your books, reports, etc.? This PC software will generate over 150 headlines and titles for you in under 10 seconds.

<http://www.101WaysToGetPublicity.com> - Are you frustrated and burned out with your efforts to get free publicity? With "101 Ways To Get Publicity" you'll see how to turn any business into hot media stories that reporters want to cover. In this manual you'll learn 101 ways you can get publicity for your business, regardless of what business you're in.

<http://www.PublicityDVD.com>- Information about how you can get the free, no-strings-attached resale rights for my 90-minute DVD titled “How to Get \$1 Million Worth of Publicity...FREE!”

<http://www.CashingInOnMediaRelations.com>- This manual gives you specific, step-by-step instructions on how to develop profitable relationships with media people that will benefit both you and the reporter. It’s not enough to simply send out press releases. You want to develop as many strong relationships with reporters as possible, making your life and your marketing much easier. The majority of people attempting to get publicity miss the value of developing press relationships the right way. Don’t you get caught in this trap.

www.GetOnTheFirstPage.com - When you send out your press releases online, it’s critical that you get the release onto the front page of Google News. In this report you’ll learn a simple, step-by-step strategy you can put into action immediately to get your press release to the front page of Google within 60 minutes or less.

<http://www.PaulHartuniansWebsites.com>- I have over 40 websites set up specifically to help you improve your marketing, get valuable media publicity, generate more profits and enjoy your life. You can easily access all of these websites by going to: www.PaulHartuniansWebsites.com.

www.FreePublicityTips.com - Over 100 specific tips you can use to get publicity for any product, service, cause or issue. It’s free to use.

www.IBoughtTheBrooklynBridge.com - My first major publicity hit – and the way I made a huge name in the publicity world – was to sell pieces of the Brooklyn Bridge, one square inch at a time. You can read the story here.

Professional Speaking

<http://www.GrowYourSpeakingBusiness.com>- There are many resources at this site that can help you quickly grow or start your professional speaking business. This site will be constantly expanding with additional resources added. This site is intended to be a major resource center for people who are in the speaking business or who want to be in the business.

<http://www.SpeakingForProfit.com>- An excellent manual packed from cover to cover with tremendous profit-producing strategies you can immediately put to use to start or grow your speaking business. You can't reach your full potential in the speaking business without this book.

<http://www.KennedyDVD.com>- This 90-minute Dan Kennedy video, **How To Make Your Fortune With Information Products**, gives you a solid education in the information business and how to easily create products you can make

available when you speak, how to pick the right topics for your products, how to market your products, etc. In addition, this video is a superb example of how to put together a compelling, money-making talk.

<http://www.BestSpeakerTraining.com>- This is my complete speaker training system. This complete system walks you through every step of the speaking business. It trains you in every aspect of the business and gives you a huge leg up in the business.

Marketing

<http://www.MakeMoneyOnAmazon.com>- If you sell any type of information products – CDs, cassettes, manuals, books, videos, DVDs, etc. and you aren't selling them on Amazon.com, you are missing out on a golden opportunity. Learn exactly how to quickly and easily get your products listed on Amazon.com and have the power of Amazon behind you.

www.30DayDVD.com - This is the clearest, most information packed strategy for getting a business up and running in as little time and cost possible. This is a two hour video of a panel of experts explaining exactly how to get a business online with dozens of insider tips you'll probably never find anywhere else.

<http://www.OnlineProfits.com>- Bob Serling produces some of the most valuable, information-packed products I've ever come across. This is his latest work and, like all his other work, it's jammed packed with information about how to quickly boost your online profits. I wouldn't be without this manual (or any of Bob's other products for that matter).

<http://www.SimpleOnlineBusinessCourse.com>- A solid course on getting an online business up, running and profitable. Written by Paul Myers, another one of my favorite marketers.

<http://www.Hartunian.com/campbell>- Here's some of the best information I've come across on how to put on profitable teleseminars. I'm a huge fan of teleseminars. I've run many successful seminars myself, following the information I got here.

<http://www.Hartunian.com/postcards>- One of the cheapest, most powerfully effective ways to market your business is by using inexpensive postcards. At this site you can get the best information on postcard marketing available.

<http://www.PeterSunManual.com>- Very simply, one of the best marketing manuals available today. Lots of templates, examples, etc. that you can use as models for your marketing. It's one of my favorites and has been for years.

www.DoingBusinessOnTwitter.com - Twitter is one of my most powerful marketing tool. But, like any other powerful strategy, you have to know how to

use it the right way. These Twitter videos will do exactly that for you.

www.WebsiteAnalysis.info - this free website will give you a tremendous amount of very important information about your website – or your competitor’s website!

Websites and Domain Names

From time to time I put some of websites and domain names up for sale. You can see the current opportunities at:

www.Hartunian.com/websites

Just For Fun

Here’s a bunch of sites I put up for you to just have some fun. No cost, just fun:

www.21000quotes.com

www.AmazingMindReading.com

www.BestReminderService.com

www.BestWebsiteMonitor.com

<http://www.TranslateWizard.com>