

TAPE 1.

[OFF CAMERA COMMENTS]

**CYNTHIA McFADDEN**

Well, thank you for sitting down and talking to you to us about this.

**BOB PROCTOR**

My pleasure.

**CYNTHIA McFADDEN**

Tell me a little bit about making the, the, the video of the, the DVD of *The Secret*. How did that process work?

**BOB PROCTOR**

We just went into a room, or I did – anyway, I just went in...into a room and sat down and, uh, Rhonda Byrne asked me a few questions and I started to give her my perception of what she was talking about.

**CYNTHIA McFADDEN**

How did, how did she contact you first?

**BOB PROCTOR**

Well, you know, the, uh, that's an interesting story. Uh, she had my cell number and she had flown in from Australia. And she had the book that I wrote, *You Were Born Rich*. That was the only thing she took on the plane. And

so when she got here she wanted me in this movie. And she had her sister, Glenda, phone me. But it was such a garbled message on the phone I couldn't understand it. And I didn't delete it but I didn't listen to it, either. And I just kept hitting pound and putting it ahead. Finally, after about a month, I asked Gina, that works with me, I said, Gina, try this number. I think the name's Glenda and I think this is the number. And she phoned and they said that they really wanted me in this film that they were shooting. The crew was in from Australia but they were going back next week and they were working all weekend in Aspen. And Gina said, That's strange. Bob's doing a program, a seminar, this weekend in Aspen. And I hadn't been to Aspen for two or three years. And I was in the hotel right next door to where they were shooting.

**CYNTHIA McFADDEN**

Coincidence?

**BOB PROCTOR**

Well, there's attraction again, you see. I just

went in and sat down and went to work and that was it.

**CYNTHIA McFADDEN**

You know, she, she says in, in the book that these ideas are not new ideas to her.

**BOB PROCTOR**

[OVERLAP] Um hum.

**CYNTHIA McFADDEN**

In fact, there were, there were two possibilities—

**BOB PROCTOR**

[OVERLAP] They weren't new ideas to anybody, really. I mean, they've been around. I could show you books that I've got, two or three hundred years old, where they are. You, uh, you go into the Upanishad -- some of the most ancient writings there is -- and you're gonna find it. So it's, anything's a secret if we don't understand it, I suppose. Earl Nightingale, in 1959, made a recording, *The Strangest Secret*. And the strangest secret is you become what you think about. Earl was a radio broadcaster -- quite a famous one. And, uh, Columbia gave him a gold record for that.

It was the first record outside of the entertainment industry that had sold over a million copies. Now, that was in 1959. And that was a big deal at that time. And now this comes out, 2006 or -07, and it's a big deal.

**CYNTHIA McFADDEN**

Given the fact that so many of these ideas have been written about before...

**BOB PROCTOR**

[OVERLAP] Yes.

**CYNTHIA McFADDEN**

-- some of them quite fully by, by you and others -- why do you think this book has struck a chord?

**BOB PROCTOR**

I think, I really think that the genius is in the editing and the way it was all put together. Uh, uh, I don't know as anybody else could have done it. Rhonda Byrne did it and I think that's what made it happen. I think she has an understanding or a way with this that no one's ever had before. I've been in this industry for thirty-eight years and I have never seen anything that will even come close

to this. And I believe the message resonates with the soul. I think, I believe we're spiritual beings. I think spirit's always for expansion and forward expression. That's why we want to do better. If we run we want to run faster. If we jump we want to jump higher. If we sell we want to sell more. I think that's part of our nature. I think there's perfection within us and that perfection is always trying to express itself. I believe this recording resonates with the higher side of Cynthia and Bob.

**CYNTHIA McFADDEN**

Listen, the marketing didn't hurt any, either – nor did getting on *Oprah*.

**BOB PROCTOR**

Well, yeah, but why did it get on Oprah? The marketing is all viral marketing. There was no advertising.

**CYNTHIA McFADDEN**

What do you mean by viral marketing?

**BOB PROCTOR**

Well, uh, you tell two people, they tell two people, they tell two people. It was word of

mouth. There's been no money spent on advertising.

**CYNTHIA McFADDEN**

No money spent on advertising?

**BOB PROCTOR**

[OVERLAP] Um, not to my knowledge, no. Uh uh.

**CYNTHIA McFADDEN**

So you're saying this was a real people's movement in some ways, the fact it was a success.

**BOB PROCTOR**

[OVERLAP] Absolutely, absolutely. I think it, I think it gives people what they're looking. I find it amusing that anybody would criticize it. Do you know, it's always been around. The law of attraction's always working. The fact that we don't know it is another – That's like saying the sun's not shining. The sun's always shining. You may not see it but it's always shining. The law of attraction's always working.

**CYNTHIA McFADDEN**

I want to talk specifically about the law of

attraction in a minute. But just, just a couple of other things about you and, and how she came to you. And I have a copy of your book, *You Were Born Rich*. Um, wh...wh...you're a lecturer and primarily.

**BOB PROCTOR**

[OVERLAP] Yes.

**CYNTHIA McFADDEN**

[OVERLAP] So talk a little bit about – uh, and you're identified in the film as a philosopher.

**BOB PROCTOR**

Well, I'm not quite sure what a philosopher is. I, I, I read where a philosopher is a person that seeks the truth through reasoning, uh, versus scientific facts. So I guess you could say I am. But I, I see myself as a sales person. I see myself as a businessman, uh, a teacher. I've been teaching seminars now, I've been teaching this material for thirty-eight years. I love it. I have watched company sales go up by hundreds of millions of dollars when people start to understand this.

**CYNTHIA McFADDEN**

You have worked with a lot of Fortune 500

companies.

**BOB PROCTOR**

[OVERLAP] I have, absolutely.

**CYNTHIA McFADDEN**

Tell, tell me about that.

**BOB PROCTOR**

Well, I went back, I worked for Prudential thirty years ago – the, which was the largest insurance company in the world. And we saw their sales go absolutely wild. In fact, they sent psychologists out trying to figure out what I was doing. All I was doing was introducing the people to them self. See, through our educational system we know virtually nothing about our self. We really don't.

**CYNTHIA McFADDEN**

So what do you teach? What are you tapping into?

**BOB PROCTOR**

Uh, I think I'm tapping into the essence of a, of an individual and helping them develop an awareness of who they are, why they're doing what they're doing. School is, uh, solely



dedicated to the development of the intellect. So you've got people out there with a highly developed intellect – bad paradigm, bad programming – so they're getting poor results and they're really smart. And they're wondering, Why am I getting such poor results? That's, we've got all kinds of educated derelicts wandering the street.

**CYNTHIA McFADDEN**

So your, your training is not academic training.

**BOB PROCTOR**

Absolutely not. I think academic training is doing a lot of harm. Academic training is where we give people information. If they can remember it and repeat it then they get a degree. But that doesn't mean that they're going to perform. And so we see people with degrees that don't know how to perform. They're, they're broke or in debt. They're not overly happy. They're extremely frustrated because they see someone that they know isn't anywhere near as bright as them and they're doing so much better.

**CYNTHIA McFADDEN**

So you, you, you were a success before *The Secret*. But has *The Secret* added to business? Is that what has been –

**BOB PROCTOR**

[OVERLAP] Oh, absolutely, *The Secret's* added to business. Abso...sure. Any kind of publicity is always going to add to business. And, yeah, it's changed our business quite a bit. But I've been in the business for a long time. Uh –

**CYNTHIA McFADDEN**

[OVERLAP] So, if, if you have to fill it out on a form, you're in the business of what?

**BOB PROCTOR**

Personal growth, personal growth, personal development, yeah.

**CYNTHIA McFADDEN**

So, so let's go through it very specifically, cause there have been a lot of questions raised about exactly what *The Secret* is teaching. I –

**BOB PROCTOR**

[OVERLAP] Sure.

**CYNTHIA McFADDEN**

I've read the book, seen the video and, and talked to some people. And I'd be –

**BOB PROCTOR**

[OVERLAP] I don't think *The Secret's* teaching anything. I think the teach, *The Secret* is making people aware that there is basic laws that govern the results we get in life and it's giving us lots of examples and then encouraging us to understand it.

**CYNTHIA McFADDEN**

So, so let's talk specifically. *The Secret* is...

**BOB PROCTOR**

The law of attraction.

**CYNTHIA McFADDEN**

And the law of attraction is...

**BOB PROCTOR**

Well, the law of attraction is based on a law of vibration. You're, you're a mass of energy on a high speed of vibration. And the vibration you're in is controlled by the images that are in your mind, that are fixed in your mind or the thoughts that you're thinking. And the controls the vibration you're in. That dictates

what you're going to do. It also dictates what you attract to you. You're not going to attract something to you that you're not in harmony with.

**CYNTHIA McFADDEN**

Now, do you mean literally attract?

**BOB PROCTOR**

Absolutely, just like a magnet. You felt – well –

**CYNTHIA McFADDEN**

[OVERLAP] But I thought, I thought magnets attracted their opposite.

**BOB PROCTOR**

Well, magnet's complete a chain.

**CYNTHIA McFADDEN**

Okay.

**BOB PROCTOR**

It, it keeps a circle going. And, but if a person is very positive they're not going to feel comfortable around people that are very negative, are they? They're going to be repelled from them. They're going to be attracted to other people who are very positive. Like attracts like. You'll find poor

people all living in the same neighborhood. You'll find wealthy people all live in the same neighborhood. They're attracted to situations.

**CYNTHIA McFADDEN**

Yeah, but poor people can't afford to live in the wealthy neighborhoods and the wealthy don't want to live in the poor neighborhoods.

**BOB PROCTOR**

[OVERLAP] Well, that, that's, that's the obvious answer but that isn't the real answer. You're going to find that almost all people in poor neighborhoods are fourth, fifth generation welfare recipients. And that is because this thinking has been passed along in the genes. It's a genetic conditioning. It's not only genetic. It's environmental. When you arrive on the scene why do you think you look so much like your relatives? Do you think it's an accident? It's all programming. It's genetic programming. And then after birth we're conditioned by our environment. Carl Menninger, from the Menninger Foundation, years ago said that environment is more important than heredity. If you were

born into a home where Chinese was spoken, although you may not be Chinese, you're going to speak Chinese.

**CYNTHIA McFADDEN**

Okay, but let's go back to the law of attraction to make sure I understand this. You're saying, I mean, uh, in fact, the, the book says it at, uh, various points. Thoughts become things.

**BOB PROCTOR**

Ultimately. But you see, someone will hear that thoughts become things and they'll say, Well, that isn't really true. It is true. Now, it's also said you can go into scriptures and you'll find, As a man thinketh in his heart. The heart is what the early Greeks referred to as the subconscious mind. You don't become what you think about. You become what you think about and internalize. It's the thoughts that you're emotionally involved in that ultimately will manifest in your life.

**CYNTHIA McFADDEN**

So, then, when it says, uh, Once you let the universe know what you want the universe

will deliver it.

**BOB PROCTOR**

Absolutely.

**CYNTHIA McFADDEN**

Explain.

**BOB PROCTOR**

Well, everything's already here. Nothing's created or destroyed. There's only two ser...two references to go to to find out anything about our self -- one's science and the other's theology. And both of them clearly indicate that nothing's created or destroyed. Everything's already here. Like, the way to build the internet was always here. It took the idea in someone's mind before we started to have the benefit of it. Everything is already here. As we build ideas we start to attract whatever's required towards that idea for it to move into form.

**CYNTHIA McFADDEN**

So you, you say at one point, If you think about debt you attract debt.

**BOB PROCTOR**

Absolutely. And that's why you'll find people

that hear, You should set goals. So they set a goal to get out of debt. That's a good way to stay in debt. If your goal is to get out of debt or get in debt it doesn't matter. If you're thinking debt you're going to attract debt because that's what you're focused on. I used to be in debt. I earned four thousand dollars a year and I owed six when I first started to study this. And all I thought about was debt. And I read *Think and Grow Rich*. And he said, Decide what you want and write it on a card. All I wanted was money. I thought if I had enough money it would solve all my problems. Now, of course, that wasn't correct. But I wrote on a card that I wanted to have in my possession twenty-five thousand dollars by New Year's Day of 1970. I gave myself a decade to do it. But I started to read that card. The book said, Read it over and over and over again. I felt a little silly doing it but I did it. And that got me thinking of earning money. Now, if you're thinking of earning money you're not thinking of debt. You'll say, Isn't that the same thing? No, they're polar



opposites. It's like inside and outside. And because I was thinking about it I started to hear people talking about it. [PAUSE] To explain all this in depth, Cynthia, in, in a short interview is, uh, is not the easiest thing to do.

**CYNTHIA McFADDEN**

[OVERLAP] Well...[UNCLEAR]

**BOB PROCTOR**

[OVERLAP] But anyone that studies it has to arrive at the conclusion that this is all accurate.

**CYNTHIA McFADDEN**

Uh, you, you have said, and the book suggests that, that in fact, this is all scientifically based. Is that –

**BOB PROCTOR**

[OVERLAP] Um hum.

**CYNTHIA McFADDEN**

Is that right?

**BOB PROCTOR**

Sure.

**CYNTHIA McFADDEN**

That the, the law of attraction is, it is based

on science -- that these thoughts have vibrations, that the vibrations can be calibrated, that positive thoughts vibrate sixty thousand times, I think, um, stronger than negative thoughts.

**BOB PROCTOR**

[OVERLAP] Yes, um hum.

**CYNTHIA McFADDEN**

[OVERLAP] Is that all, is that accurate?

**BOB PROCTOR**

[OVERLAP] Yes, yes, listen --

**CYNTHIA McFADDEN**

[OVERLAP] Explain, but you, you explain it to me.

**BOB PROCTOR**

[OVERLAP] Well, well, Dr. Werner von Braun was, who we considered the, uh, father of the space program, he – and, and I quoted it on the film. He said that the natural laws of this universe are so precise that we don't have any difficulty building space ships, sending people to the moon and we can time the landing with the precision of a fraction of a second. Now, what are these laws? He also said these laws

must have been set by someone. I think the law is God's modus operandi. I think this is the way the universe operates. Vibration is one of the laws. Everything vibrates, nothing rests. We literally live in an ocean of motion. And we control the vibration or can. Let's say we, we can. We don't necessarily do it. Our brain is an electronic switching station. And by thinking ideas you are activating brain cells which alters the vibration you're in. And when you do that you start changing the way you behave and you also change what you attract to you. I have watched this happen in my own life over the past forty-five years. But there's so many examples that it's, uh, it's a puzzle to me how people miss it.

**CYNTHIA McFADDEN**

Give, give me a good example from your own...

**BOB PROCTOR**

Well, a good example is, I had no formal education. I had no business experience, absolutely none. I had a bad attitude and, uh, I was unhappy and in debt. Today I am happy, I'm healthy, I'm wealthy. I'll be

seventy-three on my next birthday. I've got more energy than most people twenty-three. I have business all over the world. I have no difficulty earning money now because I understand how to do that. And that's something most people never understand. And I have attracted beautiful people into my life all over the world. And that has become, I have become a beautiful person. I've, and I don't mean that in an egotistical sense. I mean that in a real sense. I've started to understand who I am. And this is something that Rhonda Byrne understood. And that's what's built into this film. And that's why it's gaining such momentum. People want this.

**CYNTHIA McFADDEN**

You know, one, one of the things it says in the book – and I, and I understand that, that this is, to, to reduce it to just phrases –

**BOB PROCTOR**

[OVERLAP] Sure.

**CYNTHIA McFADDEN**

...has a disservice. But in some ways we can only talk about the phrases that we have...

[UNCLEAR]

**BOB PROCTOR**

[OVERLAP] Well, I think that's one of the problems in the film, is that some of it has been reduced to a phrase.

**CYNTHIA McFADDEN**

Because I just am looking for the – if it's –

[OFF CAMERA COMMENTS]

So, so ask, believe, receive. Uh...

**BOB PROCTOR**

Well, that is accurate. If you ask for something and you believe you're going to get it, you're going to receive it. However, there's, I think there's some understanding required that goes deeper than just ask, believe and receive. First of all, most people don't believe it. They ask for it and they wish for it and they don't believe it's going to happen. And if you don't believe it, it's never going to happen. We've gotta believe it. Our belief is based upon our evaluation of something. And as we re-evaluate our self, our belief about our self and what we're capable of doing has changed.

If you just go back in your own life – I don't even have to ask you anything about it – that has happened in your life. As we gain a greater awareness we start to believe we can do different things so we start asking for different things.

**CYNTHIA McFADDEN**

[OVERLAP] [INAUDIBLE]

**BOB PROCTOR**

[OVERLAP] Our belief is altered.

**CYNTHIA McFADDEN**

Then we have to open our self up to receive it. Some people don't know how to receive good. We should willingly give and graciously receive. We are, are instruments that good cycles through. We're not supposed to get it and hold it. We're supposed to keep it circulating.

**CYNTHIA McFADDEN**

But what, we have to do something, don't we?

**BOB PROCTOR**

Absolutely, we have to do something. If we just sit there and think it's going to happen by sitting and thinking about it we're going to be

taken away to a place with guys in white coats where those things happen. You gotta get out and do something, absolutely.

**CYNTHIA McFADDEN**

Because one of the – I think, I mean, in watching the video, in, in reading the book, one of the messages I came away with is if you think it, ask for it and truly believe it, it will come to you. There's nothing discussed about hard work.

**BOB PROCTOR**

Well, first of all, I think working is the worst way to earn money. And, and, uh, and this deals a lot with money. That sort of draws you back.

**CYNTHIA McFADDEN**

It does.

**BOB PROCTOR**

Well, there's a lot of people that you go to work to earn money. You should not go to work to earn money. You should go to work for satisfaction. And because people think you go to work for, to earn money there's a lot of people going to jobs they just absolutely

detest because of the money. We earn money by providing service, not by working. We should work for satisfaction. We should spend our days doing what we love.

**CYNTHIA McFADDEN**

But for example, in the, in, in the video, uh, you go to the mail box. This is visualizing in the movie.

**BOB PROCTOR**

[OVERLAP] Sure.

**CYNTHIA McFADDEN**

You go to the mail box. It's bills, bills, bills. You go to the mail box, you expect a check and you get a check. Now, how does that work?

**BOB PROCTOR**

Well, I, I'm not quite sure, you know. Uh, uh, uh, I don't think it happens just like that. Uh, I do think you have to shift your thinking. Because I was getting bills, bills, bills. And, but it took some time. Uh, you don't change your thinking overnight. I changed my thinking really dramatically probably over a year. And it was through the repetition of



ideas. I was listening to a long playing record -- I drove around listening to it -- for a good year, of Earl Nightingale's. And, and I just kept listening. And what I did, it took me nine years to figure out what I had done. I reprogrammed my mind. And when you do that you're going to find that the bills start to go away and the revenue starts to flow in.

**CYNTHIA McFADDEN**

Because what? Because the universe sends it to you?

**BOB PROCTOR**

Well, the universe is sending you the bills. The universe is sending you the good. The universe sends everything to us. If nothing's created or destroyed, everything's already here and the universe sends us what we're in harmony with.

**CYNTHIA McFADDEN**

So –

**BOB PROCTOR**

[OVERLAP] If we're in harmony with debt and bills, we're going to get them.

**CYNTHIA McFADDEN**

And if we're in harmony with disease?

**BOB PROCTOR**

You're going to get it. If your body is in a healthy vibration disease can't stay there. Now, we hear people say, Well, we just have to think and then we can get our, get rid of cancer. I don't know, I don't know anybody that says that. I certainly don't say that. I think if there's something wrong with the body you go to somebody that understands the body and take treatment for it. But I think at the same time you start to say, change your thinking. In Dr. Seigel's book, um, *Love, Medicine and Miracles*, he gets into that in quite, in, in, in a lot of depth.

**CYNTHIA McFADDEN**

But let me ask you about this specifically, because there's, there has been a good deal of criticism –

**BOB PROCTOR**

[OVERLAP] Yeah.

**CYNTHIA McFADDEN**

...about this part of the DVD. Uh, uh, a

woman gives a testimonial in which she says she was diagnosed with breast cancer, that she –

**BOB PROCTOR**

[OVERLAP] Um hum.

**CYNTHIA McFADDEN**

...believed she was healthy, thought of herself as healthy, watched amusing video tapes –

**BOB PROCTOR**

[OVERLAP] Um hum.

**CYNTHIA McFADDEN**

...of movies and that she was cancer-free within three months without any form of treatment. Now, do you believe that?

**BOB PROCTOR**

I believe that's happened to a lot of people. I don't know the woman. I don't know that situation. So I couldn't comment on that situation. But I think there's a lot of people, when they go back to the doctor, the doctor's astounded. He said, I don't know what happened but it's not there.

**CYNTHIA McFADDEN**

[OVERLAP] Without treatment?

**BOB PROCTOR**

If you, what we should do is get all kinds of doctors in for memory or some of these, uh, uh, cancer hospitals and ask them, Does this happen? I think it happens often. We just don't hear about it and we don't understand it.

**CYNTHIA McFADDEN**

Yeah.

**BOB PROCTOR**

[OVERLAP] And anything we don't understand we have a tendency to criticize or ridicule. That particular woman, I don't know her. I don't understand the situation.

**CYNTHIA McFADDEN**

But you believe in principle that that's possible.

**BOB PROCTOR**

I do, I absolutely do. I absolutely do. I think you can change the vibration you're in. And when you change the vibration you're in you're casting off about fifty million cells per second as we're sitting here talking. And you're recreating new ones. The body's going

through a change. The body you're sitting in there now isn't going to be the body you're sitting in a year from now. It's in a constant evolution of change. You can even photograph the energy leaving your body. Semyon Currian [PH] perfected that in Russia way back in the early Thirties. But we don't understand it so what do we do?

**CYNTHIA McFADDEN**

I want to talk about both those things. But go back with me just a moment. Uh, as we said before we sat down –

**BOB PROCTOR**

[OVERLAP] Sure.

**CYNTHIA McFADDEN**

...that we have lots of conversations going.

**BOB PROCTOR**

[OVERLAP] Um hum, yes.

**CYNTHIA McFADDEN**

Um, let's go back to the cancer si...situation. So, uh, I, I, I understand we can't speak to the particular woman in this. But in theory the idea that you can, you can be healthy by, by truly believing in it, by, by asking for health

and believing in your own health.

**BOB PROCTOR**

[OVERLAP] Yes, yes.

**CYNTHIA McFADDEN**

I spoke yesterday with the President of the American Cancer Society.

**BOB PROCTOR**

Yes.

**CYNTHIA McFADDEN**

He said he finds this alarming. Uh...

**BOB PROCTOR**

I would find it alarming, too, if that's as far as it went. But I'm sure if you spoke to the President of the Cancer Society and asked him, Should a person image perfect health while the doctor is treating the body?, I think he would say, Absolutely.

**CYNTHIA McFADDEN**

Well, but the problem is –

**BOB PROCTOR**

[OVERLAP] But I don't say you should reject physical treatment or, or, uh, or therapy. I wouldn't say that.

**CYNTHIA McFADDEN**

You wouldn't say that?

**BOB PROCTOR**

[OVERLAP] Absolutely not.

**CYNTHIA McFADDEN**

[OVERLAP] The video seems to suggest, though, that that is a way –

**BOB PROCTOR**

[OVERLAP] Well, that might, that might be implied. But I think, I don't think that's Rhonda Byrne's suggestion. It's certainly not mine. If I was diagnosed with cancer I'd be the first to go and I would take whatever treatment they gave me. I would start working on my mind myself. And if you asked Rhonda Byrne she would tell you the same thing. I know the woman well. The criticism of her is very unfair.

**CYNTHIA McFADDEN**

So, but I'm perplexed. Why put that testimonial in this DVD? Because that's –

**BOB PROCTOR**

[OVERLAP] I don't know.

**CYNTHIA McFADDEN**

...what a lot of people have latched onto.

**BOB PROCTOR**

Yes, and I don't know why she put it in. I didn't make it and I haven't asked her.

**CYNTHIA McFADDEN**

From where you sit would you prefer that it weren't there?

**BOB PROCTOR**

Probably, yes.

**CYNTHIA McFADDEN**

Let me ask you about another example that troubles me.

**BOB PROCTOR**

But, but, Cynthia, I, I would also say that the fact that it's there it's causing a lot of people to think about it and so it's gonna cause a lot of people to do some research and, and they're gonna find some things that they don't know.

**CYNTHIA McFADDEN**

Well, in fact, uh, the President of the American Cancer Society says there is absolutely no evidence that we bring cancer, disease on ourselves. There is absolutely no



evidence for that scientifically.

**BOB PROCTOR**

[OVERLAP] Um hum, um hum.

**CYNTHIA McFADDEN**

[OVERLAP] What do you say to that?

**BOB PROCTOR**

Well, I think he's, I think he's inform...not well informed in this area. I mean, I, I just don't believe it. If we go back, um, the medicine that we're taking is causing more problems than it's eliminating. Look at the drugs, the only drugs that are outlawed today are the ones the parents don't take. Houses are full of this stuff.

**CYNTHIA McFADDEN**

But, but he's saying, uh, uh, uh, I mean, I, I read him a couple of the things that you had said. Let me, I'll, uh, so we can talk specifically. Let's see. [PAUSE] Oh, okay, hold it. Let me get to the health part. Um, you say on the video, Disease cannot live in a body that has a healthy emotional state. Your body is casting off millions of cells every second and, and creating millions of new cells.

If you have a disease and you're focusing on it and you're talking to people about it, you're going to create more disease cells.

**BOB PROCTOR**

I believe that's true.

**CYNTHIA McFADDEN**

Now...

**BOB PROCTOR**

You're giving energy to it. Emerson said the only thing that can grow is a thing you give energy to.

**CYNTHIA McFADDEN**

He, he says, There's absolutely no scientific evidence that people attract – [INAUDIBLE]

**BOB PROCTOR**

[OVERLAP] He's studying disease. He should study health. I don't think he's studying health at all. I think, I think he's studying disease. What about all the preventative medicine that's going on today? There's an enormous movement worldwide taking place in that area. That's, it's a, the pharmaceutical companies are trying to shut it down.

**CYNTHIA McFADDEN**

So you're saying literally, If we have cancer we have thoughts that bring us the cancer?

**BOB PROCTOR**

Well, I don't think a person gets cancer cause they're thinking of getting cancer. I, I have read different things where a lot of cancer is caused by suppression. People are, are suppressing their energy and there has to –

**CYNTHIA McFADDEN**

[OVERLAP] But you're saying that it's a thought can cause it – uh, uh, whatever the thought might be but the thought can cause cancer.

**BOB PROCTOR**

[OVERLAP] Well, I, I believe, I believe thought's the preamble to everything.  
[PAUSE]

**CYNTHIA McFADDEN**

So when little children get sick with some dread disease it's their thoughts?

**BOB PROCTOR**

Well, no, I don't think it's the child's thoughts. I think a lot of that is passed along

genetically. I think it's from the environment that the child's in. The child's subconscious mind is wide open. But in answer to some of those questions, I, I, I was asked about to do foreign and different things, I don't know the answer to that. I don't know the answer to 9/11. I, there's a lot of things I don't know. But there's some things that I do know, that I live by and it works very well for me and the people that I teach it to.

**CYNTHIA McFADDEN**

See, one of the things this, uh, cancer doctor says is that he has treated lots of people who believed that they were sick, believed they were going to die and still got well. How do you explain that?

**BOB PROCTOR**

I don't know. I don't know. But I do know that, uh – Let, let's take Mazlo.

**CYNTHIA McFADDEN**

Who?

**BOB PROCTOR**

The doctors are studying disease. Mazlo said, Wait a minute. Uh, Pavlov is, uh, studying,

uh, dogs, uh, uh, uh, and it goes, somebody else is studying sick people. He started to study the healthiest specimens he could find. If we want to study health, let's study the real healthy specimens. And I don't think that's being done by a lot of the medical profession. I don't know the answer to some of these questions, Cynthia, but I do know that your thoughts control the vibration you're in and the vibration you're in's gonna dictate what you attract – not just in for a few minutes, but the one you're in most of the time. We're paradigms. We're conditioned to be the way we are. And we can change that conditioning.

**CYNTHIA McFADDEN**

So you're saying these vibrations, though, are scientifically provable.

**BOB PROCTOR**

You can measure it, absolutely. You can measure the energy coming from a person. A person changes their, their vibration and you can measure that. It's being measured. The brain is a, is an electronic instrument that can measure the waves coming from the

brain. We're really not very wide awake when it comes to studying our self. We don't know much about it. We've only been operating on a live brain for maybe fifty or sixty years.

**CYNTHIA McFADDEN**

Um hum.

**BOB PROCTOR**

Before that we were operating on a brain out of a cadaver.

**CYNTHIA McFADDEN**

So physics is relied upon in the book as a sort of form of proof. And, um, and, and so I want to touch a little bit about the, the physics proof – that, that each body has enough energy inside itself to power the city.

**BOB PROCTOR**

[OVERLAP] Um hum. [PAUSE] Well, if you go back, I think it was back in the Fifties -- there was a Dupont scientist said that the, uh, the potential energy locked up in the human body – there's about eleven million kilowatt hours per pound of potential energy locked up in the body, if we could utilize it properly. Um, uh, uh, Karen, who is on your staff, uh, was

talking about, Where do you get all the energy? And I said, We don't get energy, we release energy. When you have a tremendous desire to do something you've got the energy to do it. If there's no desire there's no desire. So we don't get it, we release it. And the more we're tuned into something, the more we're enthused about something, the more energy we have.

**CYNTHIA McFADDEN**

So –

**BOB PROCTOR**

[OVERLAP] We're a mass of energy.

**CYNTHIA McFADDEN**

So we talked about physicists yesterday.

**BOB PROCTOR**

Sure.

**CYNTHIA McFADDEN**

[OVERLAP] One of the top physicists at, at Columbia University, uh, Professor Green, who says, Yes, it's absolutely true that our bodies contain enough energy to power this city.

**BOB PROCTOR**

Sure.

**CYNTHIA McFADDEN**

[OVERLAP] But it's irrelevant since you can't harness that energy.

**BOB PROCTOR**

[OVERLAP] We...well, it's, it's irrelevant because we can't harness so we can't light the city with it. But we can gain an awareness of how to start utilizing it better than we're doing.

**CYNTHIA McFADDEN**

But he says the bowl...a bowling ball has the same amount of energy and, and, and the bowling –

**BOB PROCTOR**

[OVERLAP] Yeah, but the bowling body doesn't, the bowling ball doesn't have a soul. And the soul has the ability to gain greater and greater awareness. And as we do we start taking more control over our self. Do you know the one point that all leaders – go back as far as you can – have agreed on, is that we become what we think about. They've



disagreed on virtually everything else. But that one point they agree on. That's what Rhonda Byrne is saying in this film.

**CYNTHIA McFADDEN**

Well, we are what we think about, though, has broad implications in the book – maybe not what – Uh, I mean, I, I, I don't know what all leaders in the history of time have said. But let, let me ask you more specifically --  
[UNCLEAR]

**BOB PROCTOR**

[OVERLAP] Well, I don't know what they've all said but I know that that's one point that they've all agreed on.

[OFF CAMERA COMMENTS]

[CUT TAPE]

END SIDE A, TAPE 1.

BEGIN SIDE B, TAPE 1.

[OFF CAMERA COMMENTS]

**CYNTHIA McFADDEN**

So, just, cause I don't think I asked you this up at the beginning. Um, is, is it true that, that, that none of you got paid for your participation in, in working on the, the video?

**BOB PROCTOR**

That's true.

**CYNTHIA McFADDEN**

Why did you do it?

**BOB PROCTOR**

I've been doing this for thirty-eight years. And I'm just, any time I get a chance to explain this to people I want to do it. And the fact that I'm in the business is another thing. But, uh, I don't believe you can do anything without getting paid for it. We're being very well paid for it because it's really impacted our business. But to get paid for sitting down there, no, we didn't.

**CYNTHIA McFADDEN**

And, and what about the back end? Now that the video is flying off book shelves the book is

unavailable –

**BOB PROCTOR**

[OVERLAP] Right.

**CYNTHIA McFADDEN**

...in the book stores. Still no money?

**BOB PROCTOR**

No, no. But, it, I mean, that –

**CYNTHIA McFADDEN**

[OVERLAP] Rhonda Bryne must be very persuasive.

**BOB PROCTOR**

Well, no, I don't think it's, uh, I don't think it's that. I think that she was putting this together. And, uh, she was working with probably – well, she financed it so there was no budget. And, uh, it's just something we do. I thought nothing of it. And I think there's probably a couple of people that aren't in it because they wouldn't sign a release but I didn't think anything of it. And I don't now.

**CYNTHIA McFADDEN**

You don't?

**BOB PROCTOR**

Absolutely not, no.

**CYNTHIA McFADDEN**

Yet even though Simon & Schuster tells us this is the single largest reorder of a book ever in their history.

**BOB PROCTOR**

[OVERLAP] You know what I do, I would ask why. You know, that's the interesting question. I don't regret doing it, uh, for a second. I am very pleased that I'm in it, that I was asked to do it. Because I think it's, uh, I think it's something good to be a part of. I see the good side of it. I don't see the other side and I think the people that are looking at the other side, uh, are, are just doing it because they don't really understand the information.

**CYNTHIA McFADDEN**

Did you know any of the other people who did the DVD?

**BOB PROCTOR**

[OVERLAP] No, I knew some of them. I didn't know many of them. Uh, I knew, uh, John Asraf [PH] was, I met him, I taught him this information when he was earning about twenty, thirty thousand a year. And he's

earned millions and he's teaching it now. So, you know, I knew Jack Canfield for years. Um, uh, a number of the people – James Ray I knew. Uh, Michael Beckwith, um.

**CYNTHIA McFADDEN**

[OVERLAP] Uh, are there any substantial differences between all of you? I mean, I know all of you have taken different, somewhat different approaches.

**BOB PROCTOR**

[OVERLAP] Yeah.

**CYNTHIA McFADDEN**

But are there any fundamental differences between...between the, the teachers in the book? There are two dozen.

**BOB PROCTOR**

There probably is. I don't know them all. Um, I think that there, I think the ones I know are pretty well, let's say, all think on the same frequency. We study the same kind of material. I see that, uh, an author one time said, Jenny Be...Brand said, The truth is non-invertable. It doesn't matter which side you approach it from, it's always the same. Well,

it's like the center of town. You can come in from the east or the west. When you get there you're still in the center of town. So I think we've all studied this possibly from a different perspective but we're studying the same thing.

**CYNTHIA McFADDEN**

Much of the criticism has come around people's perception that beyond the hard work of, of thinking the thought and truly believing it – and, and I understand that that is presented as work in the book and in, on the video – but beyond that part of the work, that the doing is not part of what people take away from this, the take home message.

**BOB PROCTOR**

[OVERLAP] Well, if they don't they're on the wrong track. You definitely have to do it. You have to think it. You've gotta feel it and you've gotta do it. You know, Goethe, the German philosopher who really shaped the thinking for the Western world to a large degree, he said, Before you can do something you first must be something. So it has to happen inside first. I think the Quakers have

a saying, Pray and move your feet.

[CHUCKLES] And that's the way it's gotta be. You gotta get out and do the work. You gotta provide the service. If you're trying to get, you're not gonna do it. If you're trying to give then you're gonna get. You've gotta fall in love with what you do.

**CYNTHIA McFADDEN**

So explain to me the receive part of this. Because it sure sounds to the uninitiated – I mean, it sure sounds to me like that means, receiving means receiving.

**BOB PROCTOR**

That's exactly what it means. You have to open yourself up to receive. A lot of people are not open to receive great good. They, they don't feel worthy of it. A lot of people wandering around with low self-esteem and a poor image. They don't understand who they are. If they knew who they were they would be delighted. But they're going around and they don't know who they are. We've been programmed the wrong way. We're living from the outside in and not the inside out. We

start off as a very little infant, though, doing that. And then, and then in school we get a report card and the report card tells them what kind of student it is. What the report card really does is tell us where the student's mind was for a few minutes maybe three weeks ago – nothing to do with the person's potential. I was written off by all kinds of teachers in school. You're never gonna do well. Learn a trade. They were wrong but I believed them and I stayed that way until I was twenty-six. And I was fortunate that somebody woke me up.

**CYNTHIA McFADDEN**

Uh, so let me talk to you a little bit. Let's go back to some of the, the specifics. Um, uh, [PAUSE] one of the nation's top physicists yesterday -- Professor Green at Columbia – said that physics just doesn't prove any of the, this. In fact, there's no indication that thoughts have any kind of frequency whatsoever and that there's no indication that the universe cares at all what we're thinking.



**BOB PROCTOR**

I don't the universe does care. I think the universe is immoral. I think it give you whatever you put out – action and reaction are equal and opposite.

**CYNTHIA McFADDEN**

But he's saying something beyond that. He's said there's no scientific evidence that thoughts change anything – [INAUDIBLE]

**BOB PROCTOR**

[OVERLAP] Well, that's fine. I, I really don't know what he's studying. I don't know where he's coming from. I do know that a Doctorate's degree doesn't make a person necessarily aware of what we're talking about. I know many people, I, there's a, there's a, a psychiatrist in, in Florida who said I taught him more about the mind than he learned in four years of medical school, five years of psychiatric training – a Dr. Mike down in Florida. So, you know, we, we, but we're enamored because they're the head of this or they've got these great credentials.

**CYNTHIA McFADDEN**

Well, he watched the video and he said the video was, was essentially scientific poppycock, that there is no science...

[UNCLEAR]

**BOB PROCTOR**

[OVERLAP] I can understand that. I can understand why he would say that. He doesn't understand what, what I'm talking about. But I mean, it was, it was, it was poppycock – Listen, when Samuel Morse went before the United States Congress to get thirty thousand dollars to string wires up around Maryland to demonstrate his idea, one of the Senators said they'd be further ahead to give someone thirty thousand dollars to build a railroad to the moon. When Marconi said he was going to send a message through the medium of the molecule and he wasn't going to use any wires they checked him out in a mental institution. So the fact that this doctor would say that doesn't surprise me at all. Whenever there's a paradigm shift the educated criticize it. We gotta understand

what education is, Cynthia. Education comes from the Latin educo, meaning to educe, to develop or to draw from within – not hammer information into our head.

**CYNTHIA McFADDEN**

But doesn't quantum, quantum physics either proves or it doesn't prove the existence of thoughts having frequencies. He said, he's, it doesn't.

**BOB PROCTOR**

Maybe to him it doesn't.

**CYNTHIA McFADDEN**

But is that, uh, an opinion question or a fact question?

**BOB PROCTOR**

I would say it's probably an opinion.

**CYNTHIA McFADDEN**

Really?

**BOB PROCTOR**

I think so. Like, I don't know him. I don't know what he's studied and I don't know what he said. But I do know what I have studied and I do know what I work with and I do know what happens.

**CYNTHIA McFADDEN**

But, but, but you're saying beyond your belief,  
you're saying science proves...

**BOB PROCTOR**

Well, there's some things that I believe that  
science hasn't proved.

**CYNTHIA McFADDEN**

But, but you, but I thought you said that  
science has proven that, that thoughts have  
frequencies and that – [UNCLEAR]

**BOB PROCTOR**

[OVERLAP] Oh well, they, uh, thoughts can  
be frequent, can be measured. There, there,  
there, there is work where they will, they will  
measure the, the, the, the thought –

**CYNTHIA McFADDEN**

[OVERLAP] That they attract like thoughts.

**BOB PROCTOR**

Well, I don't know if they, if the same thing  
attracts, if it proves that. But I do know that  
what you put out comes back. Energy returns  
to its source of origination.

**CYNTHIA McFADDEN**

So you're saying –

**BOB PROCTOR**

[OVERLAP] And thought is energy.

**CYNTHIA McFADDEN**

...that's scientific?

**BOB PROCTOR**

Yeah, um hum. Yeah. Now, I can't quote exactly where I got that from but I've...

**CYNTHIA McFADDEN**

Okay, I mean, just as –

**BOB PROCTOR**

[OVERLAP] ...got quite a library of material that I've studied. But then I take it out and I practice it. See, I'm not just going by something I've studied and talk about it. I take something and I get it. And it's, Um hum, that's interesting. And I'll go and try it. And when it works, you know...It's like the Wright brothers didn't care how many scientists said planes can't fly. They said, I know I can. I just did. [PAUSE]

**CYNTHIA McFADDEN**

Well –

**BOB PROCTOR**

[OVERLAP] This has gone on all through

history.

**CYNTHIA McFADDEN**

The, the book claims that many of the great men of history, in particular, employed the secret – from Plato and Galileo to Einstein and Beethoven. How, how, what’s the evidence for that? How do we know that?

**BOB PROCTOR**

Well, I’m not sure where Rhonda got that from but I’m inclined to agree with it. Um, so I don’t really know. But I do I’ve got a lot of ancient books and as far back – I keep going back and I’m reading the same things. Uh –

**CYNTHIA McFADDEN**

[OVERLAP] One of the things you say is that one per cent of the population controls ninety-six per cent –

**BOB PROCTOR**

[OVERLAP] Um hum.

**CYNTHIA McFADDEN**

...of the wealth. That’s true. And that the reason that one per cent is in charge is because they know the secret and which we can now – [INAUDIBLE]

**BOB PROCTOR**

[OVERLAP] Well, I think, I think that one per cent understand the secret of earning money. The secret of earning money is to provide service and you, they have a prosperity consciousness. Now, if we're trying to get, if we haven't got any money the most natural thing to do is try and get it. And that negates the whole exercise we're involved in. Trying to get it isn't going to help you. You've gotta understand, money is reward received for service rendered. So we find a way to provide more service, we're naturally going to earn a lot more money.

**CYNTHIA McFADDEN**

But does it matter what your thoughts are?  
Why does it matter?

**BOB PROCTOR**

Well, if you didn't think you could work here would you be here? [PAUSE] Wasn't your –

**CYNTHIA McFADDEN**

[OVERLAP] Maybe, maybe.

**BOB PROCTOR**

Ah, come on. I think your thoughts have

brought you here. They, your thoughts have brought you to where you are. And your thoughts are gonna take you to where you're going. And there's all kinds of material written on that and has been for ages.

**CYNTHIA McFADDEN**

But you know what's interesting – I interviewed, uh, Pete Peterson yesterday, who is viewed by many as the Chairman of the establishment. He was the head of Lehman Brothers, he was, uh, Secretary of Commerce –

**BOB PROCTOR**

[OVERLAP] Um hum.

**CYNTHIA McFADDEN**

...he now works at the Blackstone Group -- a very wealthy man. Uh, started out, uh, not so, uh, in the middle of the country. His father ran a Greek restaurant. Uh, and, and Mr. Peterson is also the Chairman of the Council on Foreign Affairs here in New York. And, and when I asked him about this he, he, we, we – he said, Well, I guess I must be one of those one per cent. But I don't know the



secret and if the secret is to ask, believe and receive, uh, I worked way too hard. Because that isn't how I made my money.

**BOB PROCTOR**

[OVERLAP] But I bet he loves what he's doing.

**CYNTHIA McFADDEN**

Right.

**BOB PROCTOR**

And so we call that work and he puts in a lot of time at it. He probably has a difficult time taking time off because he loves it. He's emotionally involved with it. And that's why he's got there. I don't think he sits down and worries about whether he can pay his mortgage or whether he even has one. If you, if you start measuring his thinking and taking a look at it, I would say that he's got what we would call a pro...a prosperity consciousness. It's not an accident that he's ended up where he is. I don't think there's an emotional or a capricious God reaches out and says, Here, we'll put him there.

**CYNTHIA McFADDEN**

He, he says, uh, apropos of his going into government, he said he never had any thought of going into government at all. It was a complete accident. But he ended up in Washington in the Nixon Administration by accident because of the, the, he went to the University of Chicago which happened to be closer to where he was living at the time and was then plucked out of the group.

**BOB PROCTOR**

Well, I think, I think he may have never sat down and really traced why did he end up there and because he has never done that he'll say it's a complete accident. You know, Voltaire said we invented those words to express the known effects of unknown causes. I believe that everything happens, there's a cause for everything. I believe in cause and effect. I think that Emerson said it was the law of laws. So where he may not really see what led him there. He probably isn't interested enough to study it. He's very involved in what he's doing there. Um, it, it

would be natural that he'd say it would be a complete accident.

**CYNTHIA McFADDEN**

Yeah, the, the book says that, that when you put out negative thoughts you get negative return, right?

**BOB PROCTOR**

[OVERLAP] Sure, yeah.

**CYNTHIA McFADDEN**

So I asked him, Are there any guys in business making a lot of money who have negative thoughts? He said, Are you kidding me? Of course.

**BOB PROCTOR**

[OVERLAP] Absolutely, absolutely. If they didn't put any out they would be perfect. They'd probably ascend, Cynthia. I think everybody has negative thoughts. I think we've all got bad habits. It's a matter to what degree. I think the people that are winning are the people that have more positive ones than negative ones. If you win fifty-one per cent of the time you're ahead of the game. I don't know anyone that's perfect. I make lots

of mistakes in my thinking and in my behavior and in my choices towards things. I don't make anywhere near as many as I used to, though. And so I'm enjoying an awful lot better life than I used to.

**CYNTHIA McFADDEN**

Well, let me give you what he says specifically here and see what you make of this. He says, [PAGES TURNING] Plenty of – All right, here's the [UNCLEAR] Plenty of people, business people, have made millions with negative attitudes. Competition, even hostility towards others can prove to be a very powerful motivator.

**BOB PROCTOR**

I believe that. And all they end up with is money. They probably end up with not too many friends. They're not very happy, maybe not the healthiest people in town. You don't have to be a real positive person to earn a lot of money. They may have a very positive thought toward earning money. They just don't care how they get it. And all they end up with is money. And because when people

talk about money they'll say, Well, money won't make you happy. Of course it won't. It was never meant to make us happy. Money is only used for two things. Not many grasp this but it's meant to make us comfortable and it's meant to enable us to extend the service we render far beyond our own presence. An awful lot of people that earn money want to hoard it. The more they get they think the better off they are. Not true. Money just makes us more of what we already are. It's a magnifier. If you're not a nice person you'll become unbearable. If you are a nice person you're going to become a nicer person.

**CYNTHIA McFADDEN**

But, but I mean, I don't understand how this squares with the whole philosophy that if you're thinking about debt you can't make money. I mean, he, his point is, Listen, a lot of people just to, to escape the, uh, to escape debt push themselves, drive themselves, make a lot of money. They –

**BOB PROCTOR**

[OVERLAP] But they, uh, but they, they're

not, they're, they may say they're doing it to escape debt. They're thinking of earning the money. And another thing, he's probably, he's probably spent a lot of time gaining an understanding of what he's doing and that's why he's so good at it. I wonder how much time he's spent studying this as a subject. I would say probably not very much. Now, if you put me in his position I probably wouldn't do well. But I guarantee if you put him in mine he probably wouldn't do well.

**CYNTHIA McFADDEN**

Fair enough. Uh, hold on, I've lost my place here. Give me one second. All right, we've done thoughts have frequencies. All right, there, there's a bank of the universe check on the website that readers are encouraged to fill out.

**BOB PROCTOR**

[OVERLAP] Um hum.

**CYNTHIA McFADDEN**

Do, do you know about this? This thing.

**BOB PROCTOR**

Yeah, I think I've seen it.

**CYNTHIA McFADDEN**

The universal bank unlimited, your wish is my command.

**BOB PROCTOR**

Yeah, sure, yeah, yeah.

**CYNTHIA McFADDEN**

Good –

**BOB PROCTOR**

[OVERLAP] It's not a bad idea.

**CYNTHIA McFADDEN**

It's not a bad idea?

**BOB PROCTOR**

Ask Jim Carey. I was talking to Jim's manager, Eric Gold. And he said he remembered sitting and talking to Jim and Jim took out this old wallet and took the check out. And he said, I want you to get this for me. And Eric says, You might as well fire me right now. But he got it for him. Jim Carey wrote that check out a long time ago. He carried it around. I agree with the concept.

**CYNTHIA McFADDEN**

That you fill it in for as much as you want?

**BOB PROCTOR**

Yeah.

**CYNTHIA McFADDEN**

And wait and see what happens?

**BOB PROCTOR**

Well, you see, I think you – well, no, I don't think you just wait and see what happens. I think if you keep reading it it's going to start to affect the way you think. I believe you could write a line on a card and if you read it often enough you're going to start to believe it. William James said, Believe and your belief will actually create the fact cause it changes everything about you. I don't think that's a bad idea at all. I think it's a rather good idea.

**CYNTHIA McFADDEN**

You don't worry that people are going to sit around waiting for it to come to them? You don't worry...

**BOB PROCTOR**

I don't really worry about too much of anything, Cynthia. I have found that anything I worry about I usually attract. And it leads to fear and I don't like living that way.



And when I'm afraid I understand there's something I don't understand and I'll start to study it. No, I don't worry about what other people do. I'm more concerned with what I'm doing. I'm the only one that I can really change. I can't change anybody else.

**CYNTHIA McFADDEN**

But as a person with influence you understand that you can lead people to do things that might be –

**BOB PROCTOR**

[OVERLAP] I do. I, I do understand that.

**CYNTHIA McFADDEN**

[OVERLAP] -- that are bad for them.

**BOB PROCTOR**

I do, I do understand that. And I do the very best I can to influence them in a very positive way to get them to really think. I don't say just, you know, Believe and, and receive because I think there's more to it than that. But if that's all a person did and they really believed it I think it would happen. But I think it takes understanding. I don't know too many people that would do that. In fact, I

don't know if I know any.

**CYNTHIA McFADDEN**

I, I want to go back to the testimonial about the cancer because I forget to ask you. Uh, one of the things that the doctor from the American Cancer Society said is that if people use that as a model he's terribly worried that people who could live long productive lives if they got treatment won't do so if they believe that –

**BOB PROCTOR**

[OVERLAP] Um hum.

**CYNTHIA McFADDEN**

...they can watch funny movies and think of themselves as healthy. They'll die, really.

**BOB PROCTOR**

Um hum.

**CYNTHIA McFADDEN**

What do you think?

**BOB PROCTOR**

Well, you see, it could influence them that way, I suppose. Norman Cousins got better by laughing. I worked with people at the Princess Margaret Hospital in Toronto. They

teach people visualization. Now that –

**CYNTHIA McFADDEN**

[OVERLAP] Along with the medicine.

**BOB PROCTOR**

Uh, along with the medicine, absolutely. But I've already said that I would do that. If I found out that I had cancer I would do what they tell me. But I would work on the imaging part.

**CYNTHIA McFADDEN**

But –

**BOB PROCTOR**

[OVERLAP] I think if that's all you say it could influence in the wrong way.

**CYNTHIA McFADDEN**

And that's what the video seems to say.

**BOB PROCTOR**

Well, I'd have to go back and watch that part of it. If that's all it says then that's possible. But—

**CYNTHIA McFADDEN**

[OVERLAP] She says, Without any treatment, within three months, by doing these two things – seeing myself as healthy and

watching, you know, amusing things –

**BOB PROCTOR**

[OVERLAP] I would imagine that has happened to people. I don't know because that's not an area of expertise that I'm involved in. And it's something I certainly would never suggest to a person. If somebody was ill with – I would tell them to find a, not a bad doctor, a good doctor. You don't go to a sick doctor to try and find out how to get healthy. A lot of people do. If they've got the word doctor they know they're like God. Well, of course, that's not true. And I think we know that when we think about it. So I would go to the very best I could find, one who had a good track record.

**CYNTHIA McFADDEN**

Well, I mean, this doctor we talked to yesterday says he has nothing against visualization. He thinks it can help. He thinks having a positive attitude can help. These are tools.

**BOB PROCTOR**

[OVERLAP] So do I.

**CYNTHIA McFADDEN**

But he is terribly concerned by what he sees is a, is a message to people across the country that they don't need to go beyond that. So I guess, since you're associated with the video, you're the person I get to ask whether, whether it's a –

**BOB PROCTOR**

[OVERLAP] I think they should go beyond that. I don't think that they should just do that. I think that could be dangerous.

**CYNTHIA McFADDEN**

Well, what about a –

**BOB PROCTOR**

[OVERLAP] But I really believe that that film will motivate people to do some studying and that's what I think is the intent of it.

**CYNTHIA McFADDEN**

But let's talk about fat. Or I guess I should say--

**BOB PROCTOR**

[OVERLAP] About fat?

**CYNTHIA McFADDEN**

Let's talk about thin, cause I guess fat's a, not

a thought we want to put out there.

**BOB PROCTOR**

[OVERLAP] Good switch.

**CYNTHIA McFADDEN**

Okay.

**BOB PROCTOR**

All right.

**CYNTHIA McFADDEN**

So, all right, so how do I say that if I want to lose fifteen pounds – that’s the bad way to phrase it. How would I...?

**BOB PROCTOR**

Well, let me ask you a question.

**CYNTHIA McFADDEN**

Uh oh.

**BOB PROCTOR**

If you lose something what’s the first thing you do? You look for it, don’t you? Your subconscious mind is programmed to look for whatever you lose. This is all happening on a subconscious level. The idea of losing weight is absurd. That’s why people gain and lose tons in their lifetime. I recommend that people build an image of the body that they

want to live in and then operate on the premise that they are now at their perfect weight, looking good and feeling great. And the perfect weight isn't necessarily pounds or stone or whatever they measure by. It's an image. And if we have an image in our mind of being thin you're going to find that you'll be thin. You have an eliminative system in your body. Whatever you take in that isn't required for the manifestation of the image will go off as waste. But if you've got a fat image you can eat a little bit and I guarantee you, you'll put on weight.

**CYNTHIA McFADDEN**

Rhonda Byrne says it's not, the food doesn't make you fat unless you think it can.

**BOB PROCTOR**

It's the image that controls you. The image you have in your mind is going to control the vibration of your body.

**CYNTHIA McFADDEN**

Well, Dr. Lou Aroni, who is a diet expert here in New York, says, If only. But he's worried about even having people imagine some sort

of perfection that's unachievable for most people. He said that'll set 'em back, not help them forward and that people have to worry about what they're putting in and how they're exercising and reaching plateaus and-

**BOB PROCTOR**

[OVERLAP] Well listen, Cynthia, every diet in the, I mean, why is there a diet of the month? Everybody's got a zillion diets. If you have a weight problem you've probably got lots of diets that you've worked on. How come they don't all work? Because diets do not work. You're, you're, you're, you're basing it all on what you take into your body. You want to understand that the image in your minds control the body. I could give you a video tape that explains this very well.

**CYNTHIA McFADDEN**

So if I ima...if I can really do what you're saying, you're saying, If I can imagine -

**BOB PROCTOR**

[OVERLAP] You can. Not if, you can.

**CYNTHIA McFADDEN**

All right, if I can imagine now how I would like



to look...

**BOB PROCTOR**

Yes.

**CYNTHIA McFADDEN**

...that regardless of what I do I'm going to look like that?

**BOB PROCTOR**

If you stay true to the image. Now, if you build the image – Let's suppose we sit here and you build the image and you make a written description of it. And now you got it. That isn't going to change you. You've gotta get that image sunk deep in your subconscious mind cause there's an idea in there that's fixed. A fixed, a fixed idea is a habit. It's an idea that continually expresses itself without any action. You've gotta get the new image sunk deep in your subconscious mind so that it overpowers the old image and then the body will start to respond to it.

**CYNTHIA McFADDEN**

Well, is what you're saying, though, that if I actually can do what you're suggesting, is that I'll change my habits as a result, that I'll –

**BOB PROCTOR**

[OVERLAP] Yes, you will.

**CYNTHIA McFADDEN**

I won't eat the ice cream, I won't eat the...

**BOB PROCTOR**

Absolutely, yeah.

**CYNTHIA McFADDEN**

So you're saying the image drives the behavior.

**BOB PROCTOR**

Absolutely. No question about it. You see, we're trying to change behavior without changing the cause of the behavior. We've got to go to the primary cause of behavior. And that, that's really what I specialize in. I teach people to alter the paradigm and when they alter the paradigm the behavior automatically changes so the result does.

**CYNTHIA McFADDEN**

But Rhonda Bryne seems to go much further than that. I mean, she actually says that food is only fattening if you think it is. Well, the, the ice cream sundae still has the same number of calories, whether I think it does or

it doesn't.

**BOB PROCTOR**

[OVERLAP] How fat, uh, do you think it will make you fat? [PAUSE]

**CYNTHIA McFADDEN**

No.

**BOB PROCTOR**

You don't. I think you do. Humph.

**CYNTHIA McFADDEN**

But you – [LAUGHS]

**BOB PROCTOR**

But what I was going to say – I think --

**CYNTHIA McFADDEN**

[OVERLAP] All right, I think it's going to make me fat.

**BOB PROCTOR**

[OVERLAP] I think the two of us could sit down and have ice cream sundaes every day. I wouldn't gain any weight and you probably would. Because I don't have a fat image in my subconscious mind. I never have had one.

**CYNTHIA McFADDEN**

And, okay, all right. Stick with me here. Can you see any –

**BOB PROCTOR**

[OVERLAP] No, you stick with me.

[CHUCKLES] [PAUSE]

**CYNTHIA McFADDEN**

Because of the way you see yourself you can eat anything.

**BOB PROCTOR**

[WHISPERS] Yeah, yeah.

**CYNTHIA McFADDEN**

[OVERLAP] And not gain weight?

**BOB PROCTOR**

Yeah.

**CYNTHIA McFADDEN**

And it doesn't matter how much you exercise?

**BOB PROCTOR**

[OVERLAP] No, now, now do you want to know the other side of it? I don't want to eat most things. Sometimes I forget to eat. I have a lady that works with me. She's always got a weight problem. She's always on diets. And I said, Quit it, forget it. Get an image, you know. And I said, Sometimes I forget to eat. And she said, I can't imagine how anybody could forget to eat. She said, I think of lunch

when I'm having breakfast. Well, sometimes I'll actually forget to eat. And I'll feel a little lightheaded and I'll think, you know, God, I haven't eaten anything. People with thin images, eating is not a priority. They eat to live. People with fat images live to eat. You change the image, you change the body. Your body is an instrument of your mind. I told you a couple of things about yourself earlier and I know you sort of passed it off lightly. But you should have asked me why I know that. I could tell that by looking at your body. Your body is an instrument of your mind. The form of your body has to do with your genetic conditioning. It's passed down through generations. You show me pictures of people, I'll tell you what they're like. And I can tell by glancing at their body. If you don't believe that you don't have to. You have the ability to reject anything. Do you know what the real problem is? We're raised to live through our senses. We are. We go by what we hear, see, smell and taste and touch. Go and ask the next ten people you meet what their

intellectual factors are and they'll say, What do you mean? They don't know. I asked a, I asked a convention of school teachers one time, What are the intellectual factors? They didn't know. We have perception, the will, reason, imagination, intuition and memory. They are all perfect. It's a matter of developing them. We don't develop them. So we don't really use them. We live through our senses. We go by what we see, hear, smell, taste and touch. People watch the news. Bad news, they feel bad. Good news, they feel good. Why don't we give them more good news? Because people won't buy it. The bad news resonates with where they're programmed. Go try and sell a good news newspaper. People don't want to buy it. Put a disaster and the sales will go way up. People are in harmony with what's wrong, with what, the negative. But there's a side of them that is very tuned in to the other and that's what this secret has caught a hold of.

**CYNTHIA McFADDEN**

One of the things, in fact, you've just touched

on it – one of the things *The Secret* also suggests is that we shouldn't look at too much of the negative things in the world.

**BOB PROCTOR**

I don't think so. I don't think we should. I think we should spend more time looking at what's good.

**CYNTHIA McFADDEN**

So, Iraq – we shouldn't focus on it? [PAUSE]

**BOB PROCTOR**

I don't think we should focus on the negative of it. I think we should focus on, on the positive aspect of things.

**CYNTHIA McFADDEN**

Because do you really believe by focusing on what's going wrong we make more go wrong?

**BOB PROCTOR**

Oh, absolutely, absolutely. Sure, I think that's good, that's a good indication of it. You say, Well, what could do about Iraq? I can't do anything about it. But if I was an American citizen I could vote. See, you may not be able to change the thinking of the people there but you can change the thinking

of the people that influence the people that are there.

**CYNTHIA McFADDEN**

But if you –

**BOB PROCTOR**

[OVERLAP] We've got the wrong people running things. Their thinking is on the wrong track.

**CYNTHIA McFADDEN**

While we're on an international level, da...Darfur.

**BOB PROCTOR**

Um hum.

**CYNTHIA McFADDEN**

Children in Darfur are starving to death.

**BOB PROCTOR**

Yeah.

**CYNTHIA McFADDEN**

Ha...have they attracted that starvation to themselves?

**BOB PROCTOR**

[OVERLAP] I, I, I think the country probably has. Um, I, I was asked that question before by a reporter. And, um, I don't know how to



change that situation for that child. But I do know if the leaders of the world change their thinking we wouldn't have the Darfurs.

**CYNTHIA McFADDEN**

But, but your book, this book, this video –

**BOB PROCTOR**

[OVERLAP] Yeah.

**CYNTHIA McFADDEN**

...talks about what individuals can do to change their reality. So if a child in Darfur –

**BOB PROCTOR**

[OVERLAP] Yeah.

**CYNTHIA McFADDEN**

How can a child in Darfur suddenly put food on the table?

**BOB PROCTOR**

Oh, the child in...child in Darfur probably doesn't even know anything about thinking. The average person doesn't think. If most people said what they were thinking, they would be speechless. Listen to the conversations. It's obvious they're not thinking or they never say what they're saying. Or stand back and watch what they're

doing. They would never do what they're doing if they were thinking. Mental activity does not constitute thinking. We have to be taught to think. It's a subject that we can learn, like mathematics or reading or history. But we don't teach it.

**CYNTHIA McFADDEN**

But, but let's say, by some magical opportunity you could talk to a teenager in Darfur. I mean, could you train that person to be able to think --

**BOB PROCTOR**

[OVERLAP] Absolutely, absolutely. Listen, I, I have really played around with this in different areas. I've gone into maximum security prisons. There was a person that was, they were ready to throw away the key -- not one, but there, there's a number of them. And I got them to change their thinking and they got out of prison. And I had the, uh, Canadian Parole Board tear up the parole so the one could move to England with me when I open an office there. I've gone into schools with kids and I've watched kids go from a C

and D average to an A [SNAPS FINGERS] and D average almost overnight by understanding how the mind function and how their thinking has put them where they are. I believe you can change any situation. I don't think there's anything you can't change.

**CYNTHIA McFADDEN**

Nothing you can't change?

**BOB PROCTOR**

Absolutely nothing. All things are possible, I believe. I believe they are. [SNIFFS] Listen, there's a, there's a, uh, uh, a man over on the, on the East Coast of the United States. He's teaching people, children to read before they can talk. He took a child that was considered a vegetable by all the medical minds in Great Britain. He was considered a vegetable – not even an animal, a vegetable. And, uh, there's a book written on it. His name's Brandon. By the time he was in, uh, eight years old he was above average intelligence in school and could run a mile in fourteen minutes. Parents had been told by the medical profession in England, Just plant him on the side of a hill.

There's nothing there. He said that there's no such thing as mind damage, there's only brain damage. And he's got enough evidence over there to make people really stop and think. But people don't read that.

**CYNTHIA McFADDEN**

You, you know, it's interesting, though. Let's just take your supposition that you can make anything happen. We've got a lot of people running for President of this country.

**BOB PROCTOR**

[OVERLAP] Yeah.

**CYNTHIA McFADDEN**

All of them want to be President.

**BOB PROCTOR**

Sure.

**CYNTHIA McFADDEN**

[OVERLAP] All of them can't be President.

**BOB PROCTOR**

When I heard that question asked on, on Larry King's show, he said, If two people want to run for President...And I was thinking, What would I say if he'd ask me? Cause he didn't ask me that. And, and I got thinking

about it. Well, I, I could remember when two people were running for President and they both became President – Nixon and Kennedy. But not at the same time. But they both reached the goal. [PAUSE]

**CYNTHIA McFADDEN**

Wow, all right. Well, I can't, I, I have nothing to say to that. Okay.

**BOB PROCTOR**

Then leave it on the camera. [TAPE RUNS OUT]

END SIDE B, TAPE 1.

TAPE 2.

**CYNTHIA McFADDEN**

I'm going to be very persistent. So here's my, here's, here's what I really in a nutshell want you to respond to. I understand that, uh, you, many successful people have employed very successfully the idea of positive thinking, of visualization, as tools.

**BOB PROCTOR**

Uh-huh.

**CYNTHIA McFADDEN**

But they always combine it also with action. And it, it strikes me that many people come away from looking at the video, from reading the book and believing that action, taking action, working hard is not part of the message. So help me understand – is it or isn't it? When I read your book, your book talks about how to use the mind, change what you're thinking and then take action to realize it. *The Secret* doesn't.

**BOB PROCTOR**

I, I, uh, I don't see that in *The Secret*. And it, possibly because my mind is so trained to go

beyond what I'm seeing, uh, generally or what I'm hearing. But there may be some of what some of the people are saying that might leave that impression. But I think most of them are leaving the impression they didn't get to where they are by accident. They have to put action into it. And if a person thinks that they can just sit and think and it's all gonna happen, they're deluding themselves. You've gotta get involved and you have to improve your actions. And if you're going to improve your actions you have to improve your thinking. You've gotta get better at it. You've gotta get very good at it.

**CYNTHIA McFADDEN**

So anyone who looks at the video, reads the book and thinks it's good enough to ask and believe is not going to the next step?

**BOB PROCTOR**

I think they'll automatically be led to the next step if they ask and they believe cause they're going to change their vibration and they're going to move into action. When your energy changes your actions change cause the action

is the expression of the ideas in your mind.

**CYNTHIA McFADDEN**

Well, what about looking at fat people? Is that a bad idea if you don't want to be fat?

**BOB PROCTOR**

I could look at fat people all day. It's not going to make me thin. But I could, or it's not going to make me fat. I, I don't think it matters what I'm looking at because I have trained myself to go by what I see inside. If I haven't trained myself then I'm probably, that's just going to reinforce the idea of thinking fat.

**CYNTHIA McFADDEN**

Because one of the things Rhonda Byrne says is that you should avoid looking at fat people.

**BOB PROCTOR**

Well, I think you should avoid looking at anything you don't want. Because anything that we see from the outside registers as an impression upon the mind. I think we should start looking at things we do want.

**CYNTHIA McFADDEN**

Well, how is a doctor to treat ca...cancer



patients or a, a dentist to give you a filling? I mean, they, don't people in the professions look at things they don't want all the time?

**BOB PROCTOR**

[OVERLAP] I think they see, I think the dentist sees the teeth the way that he wants them to be or she wants them to be. And I think that's what the doctor sees. I think the doctor sees the health restored. And so they remove anything that isn't in harmony with that. I believe the good doctor has an image of the patient being very healthy. I think that's called a good bedside manner, too.

**CYNTHIA McFADDEN**

All right, I want to read you something that Rhonda Byrne writes in the book and get your reaction to it. How it will happen, how the universe will bring it to you is not your concern or job. All the universe, uh, uh, all the uni...universe will do it for you. When you are trying to work out how it will happen you are emitting a frequency that contains a lack of faith, that you don't believe you have it already. You think you have to do it and you

do not believe the universe will do it for you.  
The how is not your part in the creative  
process.

**BOB PROCTOR**

I believe that a hundred per cent. I don't  
think Ed Hillary knew how to get to the top of  
Mt. Everest and if he had listened to the rest  
of the world he would'a never got there.  
Because no one had ever done it. And they  
said, It can't be done. He didn't know how to  
get there. And I think if we're waiting before  
we, to figure out how we're going to do  
something before we start we're never gonna  
start. How we're gonna get there will be given  
to us a step at a time. We will be, it will, we  
will be led to how to do it.

**CYNTHIA McFADDEN**

Who is giving it to us?

**BOB PROCTOR**

Who is giving to us? We're attracting it. We're  
attracting the next step and the next step.

**CYNTHIA McFADDEN**

From the...--?

**BOB PROCTOR**

[OVERLAP] Well, you're, from Infinite Intelligence, from spirit, from the universe – she calls the universe.

**CYNTHIA McFADDEN**

Not from the, the mind, the...?

**BOB PROCTOR**

Well, the mind is what's taking it in. It's already there. If everything is omnipresent, all power is, all knowledge is – then you've already got it. See, education is drawing of, within. We don't have to get anything. We've already got it. The problem that most people have, they just go after goals they think they can reach. They put the plans together and they can see, If she does this and if he does that and if this comes then I could do this. That isn't how Disneyland was built. That isn't how planes got in the air. They didn't know how they were going to do it. They only knew they were going to do it. There's two things you have to know. You have to know where you are and you have to know where you're going. And if you can see where you're

going and you really believe it, you're going to attract everything that you need to get there. That's how you got here.

**CYNTHIA McFADDEN**

That's how you got here, too.

**BOB PROCTOR**

That's right. That's exactly how I got here.

**CYNTHIA McFADDEN**

Um, okay, we did that. We did Pete Peterson. Hold it a sec. Okay. You know, each one –

**BOB PROCTOR**

[OVERLAP] May, may, may, if, if we go off camera here for a moment.

**CYNTHIA McFADDEN**

[OVERLAP] Of course.

**BOB PROCTOR**

You said, That's how you got here, too. I had an image. I've always had an image of building my business bigger and bigger and bigger and teaching this to more and more people in different countries, in different languages. I've offered that image. I have an image of the company operating globally, around the world. Now, if somebody had said,

God, if you got *Nightline* you'd have, you'd just hit five million people. I thought, Wow. I didn't think of getting on *Nightline*. I thought of building the business. I attracted *Nightline*. You will attract what you require for the manifestation of the image. Is that making sense? [PAUSE] You're trying to analyze it all. But of course, left brain people do that. [LAUGHS]

**CYNTHIA McFADDEN**

I'm tired. Okay. Um, here, all right, let me try the, let me try this. All right. This, uh, uh, uh, one of the spirituality editors at *Belief.net*, which, which looks at books that come out and ideas that come out in the, in the spirituality community –

**BOB PROCTOR**

[OVERLAP] Um hum.

**CYNTHIA McFADDEN**

...and in, uh, in religion more broadly, um, I interviewed her yesterday. And she said that essentially is that this, this, that the book is out of a tradition, the video is out of a tradition. But that essentially she believes

that the way it's set up is each person becomes their own God, that each person now is appealing on, it, it, it's all your own thoughts. Your thoughts make it a reality.

**BOB PROCTOR**

She must be a Mormon. [CHUCKLES] You see, I think we're all perfect. I think the soul is perfect. I think we are a soul. I don't think we have one, I think we are one. And the soul is forever seeking its awareness of its oneness with God or that which is, whichever you believe that is. And more aware you become, the more it's reflected in your life.

**CYNTHIA McFADDEN**

So is there room for God in *The Secret*?

**BOB PROCTOR**

I, well, there's room for God in my life so I believe that there's room for God in *The Secret*. Now, if somebody else –

**CYNTHIA McFADDEN**

[OVERLAP] But God isn't mentioned in –

**BOB PROCTOR**

[OVERLAP] Uh, well, that may not be. But I certainly mention it. And I believe in God. I

believe that, I don't think – like, there's a design to this room. It didn't happen. It, somebody designed it. There's a design to the universe. If you look at, uh, you look at creation. There has to be a creator. You know, there's a lot about it I don't understand. But I do believe in God. I believe that God operates in an orderly way and I think that's what the laws are. Werner von Braun, he said that after years of studying the spectacular mysteries of the cosmos he would learn, he was led into a firm belief in the existence of God. And that's when he talked about the laws being so precise. He said they had to be set by someone. Everything in the universe operates so perfectly, including us. But we were given the ability to choose – the only form of life, so far as we know, that can. And we choose just to follow other people.

**CYNTHIA McFADDEN**

So would you substitute for the word universe in the book, God?

**BOB PROCTOR**

Absolutely, absolutely. I firmly believe in God.

And I believe in God's perfection and I believe we're created in God's image. I like the way Michael Beckwith puts it. We look just like God. Ah hunh.

**CYNTHIA McFADDEN**

Actually, I know best about Werner von Braun is that he said, famously, about the rockets, I just make them. Where they come down is someone else's department.

**BOB PROCTOR**

Um hum.

**CYNTHIA McFADDEN**

Which is amazing, given World War II. Uh, okay.

**BOB PROCTOR**

[OVERLAP] He also said, Nothing disappears without a trace.

**CYNTHIA McFADDEN**

And it's right. I used to quote him all the time. [PAGES TURNING] All right. Uh, uh, every one of the experts we talked to yesterday believe that the book is potentially harmful to people.



**BOB PROCTOR**

Um hum.

**CYNTHIA McFADDEN**

That it can leave with them the impression that they are to blame for any bad thing that happens to them.

**BOB PROCTOR**

Um hum.

**CYNTHIA McFADDEN**

It can lead them to not seek the kind of medical treatment they might need, can lead them to not, in fact, achieve goals that they could achieve because they're waiting for the universe to provide. What do you say to that?

**BOB PROCTOR**

Well, I think you've talked to the wrong people. I think you've talked to people that are very skeptical about anything that is a little ways out there. I think that there's an awful lot of people that believe very strongly in it and I think that they, uh, the ones that are buying it. I, uh, I could take you to a couple of hundred thousand people that I worked with that'll say, No, no, I do believe in that. I

don't believe that you just sit and say, Okay, send it to me – and it arrives. I don't think that happens. And I think –

**CYNTHIA McFADDEN**

[OVERLAP] Do you think Rhonda Bryne thinks that happens?

**BOB PROCTOR**

No, I don't think Rhonda Bryne think that happens, either. I think most of what she's saying is taken out of context. She is actually a very nice lady and she is a very generous person. I've heard her talk about all the money she's earning. Somebody should do some research into some of the good she's doing. Uh –

**CYNTHIA McFADDEN**

[OVERLAP] One of the things that is perplexing, though, is usually book authors are very anxious to get out and, and talk about their books.

**BOB PROCTOR**

Yeah.

**CYNTHIA McFADDEN**

She's essentially disappeared, unavailable to

give interviews at this point. Why is that?

**BOB PROCTOR**

Um, I would imagine a lot of the negative stuff that's going on, she just wants to stay away from it. If I was her I probably would do that, too, you know. I'm not a, I, like, she's maybe not used to that. I'm used to it. I mean, it's like a guy said to me one time, They come to scoff and stay to pray. I mean, I've been around for a long time so you can throw anything at me. It's not going to knock me off balance and it's not going to shift what I know to be true. There's, but it, and just because I don't know the answer to something, that doesn't negate what I do know. I think that that's probably why she's...

**CYNTHIA McFADDEN**

She's reeling a little bit from the criticism?

**BOB PROCTOR**

I, I think probably or possibly. I don't know if she's reeling from it. I don't think she wants to subject herself to it. She's, she's one of the nicest people I've ever met. And she is, um, I think, very good at what she does. I think

she's done a phenomenal job on this.

**CYNTHIA McFADDEN**

Are you in touch with her?

**BOB PROCTOR**

Um hum, yeah. Yeah, I can phone her any time I want. And I e-mail her and talk to her on the phone.

**CYNTHIA McFADDEN**

Is she blown away by the success of the book?

**BOB PROCTOR**

I don't think so. I really don't think she is. I think –

**CYNTHIA McFADDEN**

[OVERLAP] She expected it?

**BOB PROCTOR**

I think so, yeah. Um hum. I was blown away by it. But I didn't make it.

**CYNTHIA McFADDEN**

Um, the, the, one of the other criticisms of the, of the book in general is that it's very materialistic. Um, that essentially – in fact, one of the, one of the teachers says, The universe is your catalog. Pick from the universe what you would like. And most of

the examples given are, uh, about cars and money and...

**BOB PROCTOR**

Um hum.

**CYNTHIA McFADDEN**

[OVERLAP] ...a little boy on his bicycle in the video. What do you make of that? Uh...

**BOB PROCTOR**

I think it's very normal and natural. We're materialistic people. We live in physical bodies, we correspond with the material world. You get into something that's too esoteric and most people will never be able to follow you. Why do you think General Motors, Nissan and those places sell so many cars? Because people want them. And the universe is a catalog. But we've gotta understand the laws and we've gotta understand that, that the, the purpose of life isn't just to see how much we can accumulate. The purpose of life is to see how much service we can render.

**CYNTHIA McFADDEN**

But you –

**BOB PROCTOR**

[OVERLAP] I, I have no, no desire to accumulate great fortunes. I want to earn a lot of money and I do earn a lot of money but I spend it all putting it back into what I'm doing. I know I'm not going to take it with me so it's only used for two things. I'm very comfortable. I've lived in the same house for over twenty years. I don't have a car. My wife has two – one she never drives. And, uh, uh, it's what you do with the money that's important.

**CYNTHIA McFADDEN**

Well, there's very little of that in the book, though, you'd agree with me, or in the video. It's not about spirituality in a, in a more traditional sense.

**BOB PROCTOR**

Well, you see, I see, I guess it depends on where your own mindset is. I see it as extremely spiritual, you know. But that's probably because of the way I think. I think everything's spirit. And I think spirit operates in a perfect way. I don't think spirit ever

expresses itself other than perfectly.

**CYNTHIA McFADDEN**

I'm going to tell you about the image that troubled me most from the video. The little boy cutting out the bicycle picture and longing for the picture, throwing it away at one point and then getting it back out and, and obviously is struggling to believe that he's going to get the bicycle he wants so much. And then someone shows up at the door and presents the bicycle. Um, [SIGHS] again, I mean, it's sort of like, you know –

**BOB PROCTOR**

[OVERLAP] But that's a strange thing. I never did that when I was a little boy. And we were very poor. And I lived in Canada and the Schwinn bike was an American bike. It had the big wheels and it was beautiful. And I used to imagine that. And you know, I got one. And God only knows how it came, because I don't. But I did get one. I think little kids have to have images of things. Now, does it happen exactly the way the movie said? I don't know. But I do know this: coaches that

are teaching little kids, they have them image them self, they have themselves image winning the game. They have them self image winning the trophy. It's done all through sports.

**CYNTHIA McFADDEN**

It's a vastly different thing, though, to say that you can imagine yourself winning through your own effort and that you can imagine a bicycle mysteriously showing up from the genie the, the movie talks about in the movie. Don't you think?

**BOB PROCTOR**

Well, you see, as far as I – Like, I know what should happen between the one thing happening and the other happening. And I don't think the little kid just, you know – and the genie said, Here it is. Uh, no, I don't think it happens like that. And if that's what you got out of it then you got something different out of it than I got out of it. But I do know if everybody quits looking at the negative aspect of it and they start to look at the positive aspect of it and then study it in a little bit of



depth I think the perception of everything about it will change. It's only ninety-four minutes. I've been studying this since 1961. I have thousands of books surrounding my desk that I've read and this is ninety-four minutes. So there's so much that isn't in there. But there's good in there. You know, W. Clement Stone did a lot of good. He was a great old man, lived a wonderful life, helped a lot of people. He had an attitude that's good. Earl Nightingale made a recording of it one time, about Clem Stone. It didn't matter what it was, he'd say, That's good. And then he would look for the good in it. I think that's what people should do in life. Why do you think so many people are looking for what's wrong with this? There's a lot good about it. It's helping a lot of people.

**CYNTHIA McFADDEN**

Uh, uh, I think why people look for what the part that may be wrong is cause of concern that if you don't understand there does seem to be an element of magical thinking involved in the, in the, in the video and in the book.

An element of magical thinking that can lead some people to grave disappointment and maybe even to losing their lives. I think that's why people are concerned.

**BOB PROCTOR**

Um...

**CYNTHIA McFADDEN**

That's why people are concerned. And that's not to take anything away from the idea that positive thoughts can be very helpful.

Imaging can be very – [INAUDIBLE]

**BOB PROCTOR**

[OVERLAP] Well, I think, but I think it goes beyond positive thoughts. And I think that lack of understanding is the great problem. I think it's the only problem we've got.

**CYNTHIA McFADDEN**

Really?

**BOB PROCTOR**

There's only one problem and that's ignorance. And there's only one way...way to eliminate it and that's through knowledge and knowledge will give you understanding. Why do people worry? Because they don't

understand. Why do they take aspirin for headaches? Cause they don't understand. It's their head, they made it ache. They could make it stop. But most people don't know that. So we sell millions of Bufferin. And I think pharmaceutical companies know how to teach you how to eliminate headaches but they're not doing it. We don't find any fault with that.