

JACK CANFIELD & DAME DORIA CORDOVA
January 12,.2024

1979 First Money & You Program
After Learning experience
Marshal Thurber
Talking about learning from mistakes

Psychologist

“I do not want to be proffered by you guys.”

CHICKEN SOUP for the SOUL
CANFIELD TRAINING GROUP
SUCCESS COACH

Mark Victor Hansen and Jack
600 million worldwide
300 editions
Variations
FRANCHISE

1979 RADICAL SHIFT for his birthday

25th anniversary
CONSTANT & NEVER-ENDING improvement
Stayed up all night

LOVES MONEY & YOU
Gives back
Living my purpose

SUCCESS PRINCIPLES

“How come our house is bigger than my friends house?”

“I made more money.”

What are those principles

115 PRINCIPLES, TECHNIQUES & STRATEGIES

Narrowed to 64

10th anniversary

Social media addition

That’s how it came to be.

Money & you mentioned 11 or 12 times in the book.

WORKSHOPS, KEYNOTES & GROUPS

If I could put everything I know into one book, this is the goal.

20th anniversary book

Including AI

HOW DID JACK GO TO MONEY & YOU?

He read about Hawthorne Stone, Marshall Thurber and doubling income etc.

He was locked into limiting beliefs about how much money to make,

Ben Cohen (from Ben & Jerry) took Money & You at the same time as Jack Canfield.

Sold Ben & Jerry’s for 165 million.

Envelope game people working together

Talking about the Blocks game

WIN WIN

Co-authorship

Split profits fairly

Enrolling people through incentives

Multiple streams of income

NATURAL STORYTELLING

Teaching teachers to tell stories.

Using stories to invoke emotion,
retain information

Place psychological anchor

“What are you working on?” Mark C Victor

“”Why would I want to do that?” Jack

“I’m a great marketer.” Mark

“I have 71 stories, find 30 and you can be co-author.”

“144 rejections”

145th said yes.

NEXT TIME THEY SAY NO, ASK:

“What would have to happen to make it happen?”

“”20,000 copies need to be sold.”

“Put little sheet,

“I promise to buy ‘Chicken Soup of the Soul.’”

Gathered. 20,000.

Took it back to the publisher.

How many to sell?

Publisher said, you’ll sell 60,000

Jack and Mark said 150,000 by Christmas

WHAT WAS IT LIKE WHEN YOU CLOSED THE DEAL?

“I was the Chicken Soup guy.”

Jack liked the identity and still does.

Finally sold the company.

Letting go was happening.

Concerns about the creative product.

Developed some good

Messages from the grave.

“Bluebirds story.”

The purpose wasn’t as inspiring.

6 or 7 books a year was a lot.

Jack wanted to do other more productive things.

SELLING BOOKS

Establishes credibility.

Travel to sell books & do business.

Hires “super gurus” = at least 5 best-selling published books.

“why should I hire you?”

MILLION DOLLAR SMILE

“I wrote the book about it.”

Establishes you know what you are talking about.

MARK VICTOR & JACK wrote a book about POWER

If someone doesn't have a book,

they don't have something physical to attach meaning.

The other thing is when you are writing a book.

What is the most important thing to say.

Have a least 20 people read the book.

“Rich Dad, Poor Dad.”

Chapter by chapter.

Take notes.

ARTIFICIAL INTELLIGENCE

1. Using technology to speed writing.
2. Groups that write can use technology to edit.
3. Clarity
4. Good research partner
5. Ask the right questions
6. TRANSLATION
7. Using hyper effective processing
8. Outreach faster

DANGERS from TECHNOLOGY.

1. Inaccuracy
2. Source assessment is faulty
3. False information

MOST FUN THING...

1. Build a choose your own adventure game
2. Use technology to create experiences that empower users
3. Virtual conversations
4. Silly arguments
5. Easy and fast use of digital imaging/audio

COPYRIGHT ISSUES

1. Regulations emerging
2. Ownership arguments
3. Where is the line between one's own reimagining & imitation

PASSION

LEARN, TEACH & RE-LEARN!!

LEGACY

Serge is the Executive director of the Doria Cordova Foundation

What is Jack's legacy.

Chicken Soup of the Soul company

Will live on. Still sells.

Success Principles still sell

THE SECRET

Being in the movie.

"Law of Attraction"

FOUNDATION for SELF ESTEEM

San Quentin

Training Trainers

Train online

500,000 people to train

Developing courses

3 year version of online...

LEVERAGING SYSTEMS

How do you move up in a system?

Creating an institution to live on long after Jack.

Created a movement.

Jack's one of the top transformational leaders.

Did Jack have the intention to create a whole movement.

What is behind the master?

Do whatever you are doing as well as you can.

That will prepare you for the next level.

Natural teacher.

We want you to teach other teachers.

Had to find other revenue streams.

Did public seminars.

DEVELOPING SELF ESTEEM=

FEELING:

1. WORTHY
2. SIGNIFICANT
3. COMPETENT

W Clement Stone

Brian Tracy

Jim

Tony Robbins

Robert Kiyosaki

Start from the end and think backwards.

HAD A VISION

What matters to Jack is to know that he made a difference SANDRA RAY

SANDRA RAY

Rebirthing Master

- Taught so much
- Magical money exercise

LEONARD ORR

“I realize I had belief that was holding me back. I believed that if I was doing good, I couldn’t do well. I was uncomfortable asking for money. I learned in Money & You that

W Clement Stone made him go to the stock exchange.

He would have

“Thank you for being a model for what it looks like to have money and be successful.”

How do you receive more? You ask for it.

Learn what the market rate is and ask for what you are worth.

Back of the room revenue selling books.