

The Abundant Mystic: 21-Days to TRUE Prosperity

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Marc Allen- Transcript

Abundant Mystic – Marc Allen

00:45 What is your definition of abundance?

That is a good one. For me, abundance really means and always has meant-even subconsciously before I could put it into any words I think-**having all the resources I need to do what I want to do with my life. Having plenty of resources to do what I want to do with my life, having plenty of resources to live the life that I want to live, to do the kind of work I want, to have plenty of time for my own creativity and plenty of resources to do whatever I dream of doing.**

01:27 You certainly are living that definition of abundance now. But from the books of yours that I've read I know that there was time in your life that to someone looking in and perhaps even to you living it you might not have felt-or might not have appeared that you were living that definition of abundance. Would you say that even then you were or were not?

Well, good question. I was born, I think I was either born with this knowledge or else it was watching my two older brothers. At a young age, I realized it was important to do what I loved. My oldest brother did everything that my parents wanted him to do and I saw he wasn't passionate about his work. He studied business; he was a business major he went into business. He wasn't passionate about it he was passionate about fishing and golf. Then my next brother (I was the youngest), the next one came along and he was the rebel. The oldest, was in a way the family's dream, a parent's dream; and the second one was a parent's nightmare. He completely rebelled he fought them all his life. I saw that that didn't work either. **I got at a young age, it doesn't work to do what your parents want you to do and it doesn't work to fight them either. So, I just came along and realized it was important to do what I loved to do, but not to fight my parents about it. I knew that from an early age and that served me really well.** I became a theatre major and an actor, I remember my dad saying I should major in business. He even said "You only work 40 hours for the corporation, you have another 40 hours of the week to be creative." I remember thinking, "No, Dad. If I worked 40 hours at a job I didn't like I'd need 40 hours to recover from that."

03:28 Exactly.

So I did what I loved to do – I had that piece. What took me until I was 35 years old was to figure out how to create abundance doing what I love to do. Because I did have complete financial struggles through my 20's and early 30's. I *struggled* and it got very frustrating. In my 20's in fact I went and saw this movie *Brother Sun, Sister Moon* directed by Zeffirelli about St. Francis, about 7 times.

I really tried for a long time to model my life after St. Francis. What I thought that was *was having nothing to do with money, money is the root of all evil, money will destroy my spiritual path and my creativity and just have nothing to do with money and be creative and be spiritual*. I did all these things that I liked to do, I studied at a Zen center, I studied at a Tibetan Buddhist center, I acted in a couple companies that fell apart, I had a rock band that fell apart in my late 20's. **So, I was doing what I loved but everything was falling apart. I kept having this image of sand falling through my hand, sand shifting through my fingers leaving me with nothing.** That was my sub-conscious image, later on I learned these sub-conscious images we have are very important and in fact, you can change those sub-conscious images.

But until I was 35, I really had to struggle with money. I had no family support and so I was scrounging-a word we used all the time. The day I turned 30 is the day that changed my life. At that time I was scrounging every month just to come up with \$65 dollars a month rent for a little slum apartment in Oakland, California. By the time I turned 30, being a poverty case had gotten old, it wasn't working.

Actually it did dawn on me that *St. Francis my role model* here he had left town, left his father walked into the woods. What did he do? He rebuilt old churches. There was an old ruined stone church, he just started rebuilding stone by stone and was joined by his friends, and he ended up rebuilding a series of churches. Well, in today's terms ***he created a very big successful non-profit corporation that completely supported him abundantly, even though he paid no attention to the financial side of it.***

06:20 This piece of about money is the root of all evil and wanting to do what you love but not be able to pay the bills is a really pretty common theme among Modern Day Mystics. I'm wondering if you could share some of the key insights, some of the key moments that enabled you to really turn that around. Like you said, on your 30th birthday you said "enough is enough." But what lead up to that?

You know I wandered around what we called the spiritual smorgasbord of Berkeley California in the late 60's early 70's and I took one weekend with a man named Ken Keyes who'd written a book called *Handbook to Higher Consciousness*. That weekend changed my life, although it took me about 7 years (I was 28 when I took it). It took me about 7 years to really put into practice what he taught there. The brilliant piece of the puzzle that he understood. The piece of the puzzle he understood so brilliantly, I should say was this process he taught us on a Sunday afternoon-it was a weekend workshop. Called *A Core Belief Process*, and its simply asking 8 questions to yourself and answering them. I spell *Core Belief Process* out in several of my books; it's a very simple process.

I learned that when I was 28 it took me until I was 35 to really apply it in a way that changed my life. What it does is it just gets you talking about what's going on in your mind. It works best when you're upset about something or frustrated, but you can do it anytime. The first question is simply, **what is the problem?** So you focus on some problem. Ok, by 35 I had started my business with no money-I'd started a publishing company. I'd written books, I'd decided to record my music, I was doing what I loved but it was a complete struggle financially. In fact the company was about to collapse; our distributor had collapsed had not paid us for about 6 months worth of sales. I was \$65,000 in credit card debt. This was the early 80's; I was thinking in today's dollars that's oh

probably \$150,000 or something. I was deep in credit card debt; I couldn't even make the minimum payments. So, I did this *Core Belief Process* and I realized I had all these conflicting core beliefs-deep seated beliefs. I saw I needed money. I had even started a business and even become a business person but I still saw myself as a writer and a spiritual person but I had a business publishing spiritual books yet part of me still did believe that spending too much time dwelling on money would distract me from my spiritual path and from my creativity. I did have some stuff about money was the root of all evil. And I had some ridiculous stuff about if I made money someone else would go without or I was hurting the world in some way or something. There were just ridiculous doubts and fears about making money. And I realized that with this simple process and the whole thing is just 8 quick steps.

It is **“What is the problem?”** Ok, the problem is I'm nearly bankrupt.

“What are you feeling physically?” It is good to just really look at that. I remember my stomach was churning, I was anxious around money. I was living off new credit card offers, they kept coming in and I'd run and pay my minimums. I remember thinking “This can't continue. Some day the bottom is going to drop out” I was singing from the Bob Marley song. What was I doing with this? I wasn't aware of it but I was programming myself into bankruptcy with this. Because our subconscious mind says yes to every thought we have. So here I was saying “I'm frustrated, this is terrible, the bottom will drop out, this can't continue.” So, my subconscious mind is going “Ok, yes, this can't continue, yes you're going into bankruptcy.” That's the process that was happening.

So, I did this *Core Belief Process*, **“What I was I feeling?”**

Then, **“What was I thinking?”** What was I telling myself? That's the first real critical question. I was telling myself “I was a fool with money. I didn't understand money; maybe money was the root of all evil.” I had all these thoughts going on.

You say **“What is the worst that could happen?”** That's really good; you look at your worst fears. “Well, I could go bankrupt.” Then “What is the worst that could happen?” “Well, I could die an alcoholic bum in a gutter slowly and painfully and no one would even notice or care.” That was my worst case scenario.

11:42 It doesn't get much worse than that.

It's good to realize that they're down there in our deepest fears, but the chances of them coming true are remote – highly remote.

Then you ask yourself **“What is the best thing that could happen?”** I've done this thousands of times, or at least hundreds of times with probably thousands of people. In each case we can all get into our fears quite quickly and then you ask “What's the best that could happen?” and most people – including me – when they first do it go “ahhh, let me think.” It takes us a while to even think “What's the best thing that could happen.” That shows us that we've been dwelling with our fears more than our ideal scene and our vision and our dreams. I thought “What's the best thing that could happen?” “Well, I could...I realized I couldn't budget my way out of stuff-to me the word budget is a horrible word I don't want to budget I want to have abundance. So the best thing that could happen “Well my company could find a great distributor that pays us on time and we could have an explosion of sales – at least double our sales and make some profits, and I could get a bonus

to pay it all off.” That was my ideal. Well that’s actually what ended up becoming true. The best rather than the worst when we work through this process.

So, then you say **“What deep belief is preventing me from getting that best case scenario?”** “What deep belief is really preventing me from building a successful career in business and having a life of abundance?” I realized that for me was – **and its best to state it in as simple words as possible-words a 5-year old could understand, because then our subconscious mind really grabs hold of it.** I realized I believed **“I was a fool with money, and I was out of control.”**

Then the final question is **“What affirmation completely contradicts that belief and counteracts it?”** I came up with, literally driving in my car on the freeway, I was talking about this. I came up with **“I’m sensible and in control of my finances. I am creating total financial success in an easy and relaxed manner in a healthy and positive way.”** I literally pulled over on the side of the freeway and wrote it down; because I was afraid I would forget it. I was so overwhelmed and fears and anxiety that I tended to forget the good stuff, but I wrote that down and I ended up writing it down 5 times. I put it by my bed, on my mirror; I put it right by my phone at work, in big letters on the wall. I carried it around with me in my pocket, by my billfold. **I kept affirming whenever that old anxiety would come up. I am sensible and in control of my finances. To me that was exactly the right affirmation. It showed me how powerful the right affirmation can be because within a year two more critical things happened and the whole company turned around.** I started affirming I was sensible and in control even though I was totally out of control and deep in debt.

The other two things that happened once I started affirming that right person came along. We needed a new bookkeeper, this woman Victoria Clark came along, who became far more than a bookkeeper, she became the CFO (Chief Financial Officer) because she showed me where we were spending too much money, and she showed me what financial controls were about. I was the artist, I had no idea. The other thing that happened at the same time, it was really when I look back on it I think these three things happened simultaneously at age 35. I did the *Core Belief Process*, and realized I was a fool with money, so I started affirming *“I’m sensible and in control of my finances”*, then “coincidentally” (in quotes) because **these coincidences start happening when you get on the right track**, Victoria Clark joined us and showed me how to implement financial controls and cut expenses and we increased some sales too.

The third thing that happened, right at that time, I heard on the radio the phrase, somebody later told me it was Napoleon Hill, I didn’t hear who it was but somebody just quoted *“Within every adversity is an equal or greater benefit.”* That’s another one I literally pulled over; I was in my car again and I literally pulled over and wrote it down and put it in big letters on the wall in my office right in front of my face because we were on the verge of bankruptcy. First I put it in my own words; under that phrase I put *“Within every problem is an opportunity.”* Later on I read Bhagavad-Gita, a 2,500 year old wisdom work – no more like 5,000 year wisdom, I think. In there I read *“Even in the knocks of life we can find great gifts”*, and I wrote that down there. I literally started asking myself whenever I was confronted with another problem. Literally, at the time people would come in and say “We’ve got another problem, Marc. Our distributor still hasn’t paid us. Our distributor’s going bankrupt; we’re not going to be paid for 6 months of sales. We have no money.” Ok, you

acknowledge the problem; you don't run from the problem of course. You acknowledge the problem. We all get the problems. But I literally started asking myself "*What opportunities are there in that problem, what benefit, what gifts?*" I found an amazing thing -- we ask ourselves those kinds of questions we start getting answers. I got all kinds of answers that completely changed my life and my business.

18:19 Do you think that knowing what you know now. Do you think that you could have accelerated your journey to abundance or as you look back on your path do you think it was really important that you experience that time of "scarcity?"

Yes, I think I could have, looking back I think. You reach a point where you realize every moment of your past was perfect and it all gave you exactly what you need to move ahead. But I do think if I read a book like *Visionary Business* or *The Millionaire Course*, my two big books. If I had found that kind of information I could have accelerated it from 5-6 years from starting the company to profitability down to maybe 2 years or less.

19:20 From the moment when turned 30 and sort of consciously made the turn around to the time when you achieved financial "success", you think you could have taken that down significantly.

Cut if half, at least.

19:35 But what about the time that it took for you to get to your 30th birthday, when you really consciously said to yourself "no this isn't working for me, I'm going to turn it around." Do you think you could have accelerated that process? Like gotten to that point before you turned 30?

I don't know. I really don't know. I just wandered around in my 20's. I kind of feel like my 20's were experimenting with a tremendous different number of lifestyles. I know some people just appear to do that in their late teens and early 20's. Some people don't do it and just seem to know exactly what they want to do. I needed my 20's, I kind of took my 20's off in terms of a career. I tried being an actor that fell apart; I tried being a serious Zen student and I got kicked out of the Zen center for breaking the rules. I tried Tibetan Buddhism for 3 ½ years before I came to the conclusion it wasn't affecting my life enough-I couldn't really grasp those teachings and that particular discipline was too remote too far from my experience as an American and as a Christian. I actually started studying western magic too, in my early 20's; that's actually really helped me over the years. I tried all kinds of things. I had a rock band. **I experimented with different lifestyles, but everything fell apart. If I knew then what I know now I probably would have been successful as an actor and even as a rock musician;** because I realized we had no management and we should've sat down and managed the band, really made a plan, recorded some of our original music and do some of the things you need to do to succeed in music. I felt like a clueless teenager all through my 20's, so it took me a long time to grow up really. But I grew up the day I turned 30; I woke up in a state of shock, I realized I wasn't a kid anymore. I literally had somehow thought through my 20's that I was still a child, an adolescent wandering around free to try anything I felt like.

22:16 There certainly is something freeing about that and I am sure it contributed to where you are today in many many ways. But as you approached that 30th birthday, what was it like to be constantly scrounging for that \$65 dollars each month.

It felt, it was getting frustrating. I remember thinking it was almost miraculous how each month, because I had no job then. I some little jobs in my late 20s. I got fired after 2 days as a busboy and dishwasher for being too slow. Then I was a typesetter; I learned to typeset at the Tibetan center. I was a typesetter, I got fired for not showing up on time. I was at the beach in Santa Cruz. I was supposed to be back in Berkeley by 4 o'clock and there was no way I was going to make. I called the guy and said "I'm going to be late." He said "I can't have my people being late – you're fired." I got fired from that. **I remember thinking it was miraculous how every month, I was able to come up with exactly \$65 dollars for the rent. I thought this is sort of a miracle. No more than \$65 dollars, I'd have nothing left over ever, but I'd just come with that \$65 somehow.** A friend would need help moving, or somebody know somebody who needed yard work or whatever. I'd do anything and come up with my \$65 every month.

23:55 So even then, you had the power of manifestation. You were just manifesting exactly what your subconscious was telling you you needed.

Exactly. Now I realize, I keep saying this right at the beginning of any seminar I teach. ***"We are all visionaries and we are all using these powers all the time, but most of us use our power to visualize and create far more in our lives thinking about what we want for lunch and creating lunch; rather than thinking then what we want to do with the rest of our lives and creating the life of our dreams."*** Literally, we spend a lot more time visualizing lunch and dinner. "What movie do I want to go to?" Than "what do I want to do with my life?"

24:50 I've read a couple of your books and in both of them you share the process that you began on your 30th birthday. Would you be willing to share that process that you came up with?

Yes, I'm happy to do that. I promised myself writing these books I would give away the essence of what I know every time I talked – withholding nothing. I do not want to be like those speakers that dangle a little carrot and then say "well, you've really got to take my \$1,200 visionary business mentoring program to get the details." I do have a \$1,200 Visionary Business Mentoring program that I'm starting that's been a lot of fun. But here is the essence of what I know; I did discover it the day I turned 30. This simple little system.

I woke up in a state of shock and wandered around my little one room slum apartment, I realized I wasn't a kid anymore. I was 30 – I couldn't deny that age, I wanted to but I couldn't so I couldn't think of having a party or anything-I just needed to be alone. I needed to think about things. I just paced up and down, muttering to myself. I remember looking at my cat who thought I'd gone crazy and just stared at me.

In my early 20's I'd had this Back-to-the-Land experiment that didn't last, it fell apart too. But the day I turned 30 I thought back to that and I remember a game we played one night sitting around the fire. Where this one couple, they were kind of the odd-couple in the experiment they said cheerfully while we were all sitting around this fire freezing-it was winter we had no decent

buildings—it was a ridiculous experiment. We were sitting around this fire, and they said “let’s play this game we played at church camp. Let’s imagine 5 years have passed and things have gone as well as can be imagined what would your lives look like?” We went around the fire and everybody said something. I remembered that the day I turned 30.

27:20 Let me interrupt you. Where you able to envision your 5 year vision back then?

I don’t remember, I don’t remember a word of what I said – I was 22 then. So, I might have said something, but I didn’t write anything down. I have no memory of what I said, so obviously it had no impact on my life. I think we mostly talked about the land and what we wanted to do with that 40 acres of land we had. I really don’t remember. But the day I turned 30 I remembered playing that game and I thought “this is a good idea to do this – right now.” But this time I did the thing that changed my life – wrote it down. I took a pen and piece of paper and wrote ***Ideal Scene*** at the top. I imagined 5 years had passed, so I was 35, and that just gave me goosebumps. I thought, “My God, that’s middle age.” And it was only 5 years away.

Much to my amazement what spilled out was the publishing company that produces my books (I’ve never written a book) and my music (I never recorded my music) and a big white home on a hill in Marin County California, the most beautiful area around San Francisco Bay. As I dared think through-though although already doubts and fears started coming in but-when I dared think through my ideal I added what has become my unique contribution to humanity. ***I added “and I have a life of ease, I don’t work too hard. I only work when I feel like it in fact. I have plenty of time for my creativity and my spiritual path and even myself and a family if that happens.” That is what I wrote down as my ideal scene the day I turned 30. The next thing I did, I stared at it for awhile. I realized there was a list of goals in there.***

So I took another sheet of paper and just put ***Goals***.

1. Start a publishing company.
2. Start writing a book
3. Start recording music
4. Start learning something about real estate.

A lots of ‘starts’ in there because I’d had nothing happening.

Then I stared at my list of goals and I’d heard plenty about affirmations through my 20’s so I ***rewrote each goal as an affirmation. To this day, now 33 years later, I still carry around my goals and affirmations in my pocket. I put each goal as if it’s coming into being now and I added the words “in an easy and relaxed manner and a healthy and positive way” to each goal. In an easy and relaxed manner and a healthy and positive way I am now creating this successful company publishing my books and music. . In an easy and relaxed manner and a healthy and positive way I am now writing books that have a tremendous impact in the world.*** I made my list of affirmations.

Then over the next, it took weeks for some, even months for some others; but over the next weeks and months for every major goal I took another sheet of paper and made a ***one page plan on paper***.

“What will I do? What can I see ahead of me that needs to be done to reach that goal?” A one page plan and later on I realized that is tremendously powerful.

I just heard-someone just emailed me a manuscript submission and in there she said “There’s a Napoleon Hill video on YouTube”, (I haven’t found it-I haven’t seen it). But she said “All he says in there is he says *‘if you want to create total success in your life get a good notebook and on page one clearly write down your goals and on page two clearly write down what you are going to do to reach that goal.’*” That’s how simply he put it; and that’s exactly what I did. That’s exactly what I did. I even found that one page plan it isn’t even important that its important or brilliant, it just has to be something that gets you moving that makes you take the next step that lets you see the next step in front of you to take. The plan can keep changing all the time. The plan will keep changing all the time if it’s something like creating a successful business doing your art or doing what you love to do. The plan will keep changing but the goal remains the same. Having total abundance doing what you love. That’s what I did on my 30th birthday it took me 5 years. The ideal scene finally came into being.

32:44 That’s amazing. One thing I noticed in your goals, and maybe you didn’t list them all, none of them were specifically about money. “I’ll be a millionaire by age 35 or I’ll have X number of dollars.” The goals that you have spoken now were actions or achievements or things that you were going to bring into the world things that you were going to create. Is that something that you find continued like that? Do you actually set specific financial goals?

Now I do set specific goals. It’s true at the start maybe I didn’t dare or I couldn’t even imagine it. All I had was I’m creating success and to me that meant a profitable business and some level of abundance. When I started my company and then when my CFO came, Victoria Clark, and helped me turn it around. Then she was really the one that pushed me into to making a specific dollar goal and she didn’t even say those words. All she said to me was *“Marc, you now have a fiduciary responsibility to your employees and to your authors.”* I didn’t even know what fiduciary meant. I remember thinking it must have something to do with money because she’s the financial person. But I looked it up and it really has to do with *trust* and I really got it. When you have an employee working for you you are in agreement with them. They agree to give you their time working for you and you agree to pay them on time to give them certain benefits – the more benefits the better. If your company included artists or authors you have a fiduciary responsibility to produce their work in the best possible way and to market it as effectively as possible.

So what she hammered home was I needed to have substantial cash reserves in case the company ever needed it as loan. Every bonus she gave me, because she knows me I’m a spender, I can spend easily. But she insisted I save some and really have a good amount of savings. So I thought that through and then I started putting in specific numbers. I thought “well, what’s a goal in terms of saving?” So, me, at first thought I finally put \$200,000 – that seems a good goal to have as savings to rely on.

Then I meet my wife, we got married and I sat down and asker her “How much is enough? What kind of savings do you want?” She said “A million dollars.” A million she wanted. Ok, she raised the bar. I thought “Alright, that’s a real clear number, a real clear goal.”

So I started focusing on that number as a goal. I even made a list. I thought “My goal is to be a millionaire. What does that mean exactly?” I want to define it so I literally saw that-for me anyways- there’s four levels to being a millionaire. This is how much I thought it through.

- Level 1 is net worth a million dollars. You add up all your assets you subtract your liabilities and you get a million dollars. I realized I was close to a millionaire then because one of my assets was my company and my company was probably worth a million dollars then. Ok, I know a lot of people then that are millionaires on paper that have a small business but they have no cash flow they don’t have abundance in their lives.
- So for me Level 2 was net worth a million dollars not counting the business. By then I owned a home and I reached that point of net worth.
- So Level 3 for me was net worth a million dollars not counting real estate or a business; in other words, a million dollars in liquid assets. That’s what most people think of as being a millionaire. But then I thought “well what’s the ultimate?”
- Level 4 is really having enough assets to do what you love to do without worrying about ever making any money every again. That’s the 4th Level.

37:28 So that’s really financial freedom, more than a specific number.

Right. I made that a clear goal. I love my work and will continue working but I have reached a point where I really wouldn’t need to work.

28:01 Having the fiduciary responsibility of employees is a powerful motivator to inspire and encourage someone to step up-if you will-step up to the plate step into abundance. But what about people, most Modern Day Mystics are not going to start big companies and have lots of employees. What about people who are running their own business or in a job. How do you suggest that they address financial goals?

Good question. I think, and I love the way you use Modern Day Mystic and that you are aware enough and open to look at the mystical side of things, because that to me is the most fascinating part of all.

Even if we are a completely solo artistic we need some kind of support group or some kind of venue or platform. **We need to work with other people to get our work out there in some way. If we’re in the situation, which a lot of people are, of being in a full-time job but having all these dreams of other things; then I encourage people to have their job. When I started my publishing company I had no money, no family support, so the only thing I could think of was to get a job-any kind of job and to save 20% and put that money into my start-up company. That turned out to be a great way to finance a company at first.**

I ended getting first a horrible job because it started at 8am typesetting. I am not a morning person, I never was, I don’t do mornings, I don’t do Mondays. I quickly looked around and found a good job for me typesetting actually it was the *Daily Cal Newspaper*, the University of Berkeley’s paper. I loved it! It was from 4pm to midnight. So those are hours that worked from me. That’s the job that I was late for and got fired from; but at first I did that 40 hour a week job and I saved. I started

doing my first few books, my first few albums. They started selling enough so I could finally at some point let the typesetting go and let my other job go.

I say to people, if they're working 40 hours a week and they have a family and a mortgage and all these obligations they still have time. You don't have to work 40 hours a week at your dream job at all.

I even reflected "where did we get this 40 hours a week" – that's a completely arbitrary number. In Europe it's more like 35 or even down to 32 for a lot of people. That's just a number that we have in our minds because exploitive bosses 100 years ago wanted their workers to work 60-80 hours a week finally got confronted by the unions who battled it out with them and came to this compromise of 40 hours a week.

If you're fully employed and you have a family and all these responsibilities if you can find even 5 hours a week to really focus on your dreams. You can find 5 hours a week or 4 or 3, *something*. **It doesn't take that many hours of focusing on something and taking the first few obvious steps to get something going.**

If you can write a page a day. I heard about one of the successful Canadian authors, a woman-I forget who-she had 4 or 5 kids and was completely stressed but she would write every day 2 pages longhand which she called about a page typed and that's all she'd write every day. She would do it in bed at night if she didn't find the time during the day. If you do that every night, you've got 365 pages. That's exactly what she did and after a year she had her first book. She shopped it around and it probably wasn't good enough to be published, so she tried again and again (many of these successful authors have tried many times) and she finally got published and her first or second or third book did very well and now she is a full time writer.

It takes that kind of persistence. You can find a way – there's always some way to do what you love to do. There is time, there's plenty of time – even if you have a full-time job and a family and this. There is time, there's some time in the evening, there's some time in the weekend. There are holidays. We usually get a holiday each month. We can find the time to do what we love and then somehow start getting supported doing what we love.

Now with the internet – it offers tremendous opportunity that was not available 20 years ago. It was not around when I started my company.

44:02 I want to bring in your book *The Greatest Secret of All* because one of the things that you talked about when you were talking about fiduciary responsibility and for others. That many spiritual mystical people are very concerned about serving and taking care of others; but they tend not to put themselves into that same category of needing to be taken care of. One of the way you define *The Greatest Secret of All*, if you don't mind my reading this is "*Loving and serving yourself and others is the key to fulfillment, happiness and inner peace.*" I love that you put "serving yourself and others" in there, for so many people I think that they leave themselves out of the equation. How do you find yourself putting that into practice? That you are serving yourself and others?

Right. Good question. Every word in that book is the answer to a prayer, really.

I get up every morning and I walk around my beautiful home and I pray. I ask to be guided. I literally asked *“What is the greatest secret of all?”* And those were the words that I got – that work for me. ***It just became obvious, until I was taking care of myself and my own needs I didn’t really have the resources to take care of other people.***

Even Mother Theresa who’s such a tremendous example of serving others was in a deep way she was really fulfilling herself by her choice. That was her path to fulfillment. I look back and when I was struggling financially I wasn’t helping anybody out. People in Berkeley would ask me for spare change and I’d laugh – I had no spare change. If I had a dime in my pocket I was trying to build it up to a buck and a quarter to get a latte. That was my reality at that point.

46:39 So how did that shift for you? I know on that day you turned 30 you decided you were no longer a kid. When did you consciously realize that you were taking care of yourself and you needed to be in that equation of serving yourself?

Right from the beginning. That goal of doing what I loved to do and working when I felt like it. **I realized I needed my time alone** and it’s become almost like a joke now that I have a family. “Marc needs his alone time – to meditate.” And that’s a joke too because I meditate flat on my back.

47:25 Meaning you sleep?

I’d say half the time I’m sleeping. I do literally meditate half the time, probably, but I do sleep a lot.

As I wrote *Millionaire Course* and I looked back on my typical schedule during the week and I realized if you say we have 11-12 hours a day we spend sleeping, eating and showering. We’ve got 11-12 hours a day where we’re conscious 7 days a week that’s about 90 hours a week. I looked at my typical week and realized I spend about 25-30 working—about 30 working and I spend about 30 with my family and about 30 alone. I have as much time just alone. I have mornings and Mondays alone for me and I afternoons to work and I have evenings and weekends with my family. That’s the way it’s worked out. **I need – and I take – all this time for myself to be quiet, to be lazy, to look at my goals, to pray, to do my writing and my music. I need all that for myself before I could really support and serve others.** That’s the guidance I got and to me it just seems so obvious. ***You’ve got to love and serve yourself – even – before you have the capability to serve someone else or something else.***

49:19 Now have you seen a direct relationship between your willingness to serve yourself, take care of yourself and your ability to serve others?

Definitely. Some of it’s purely financial too, I realize when I focus on clearly on that goal of becoming a millionaire – not that everyone needs to have that goal at all to have an abundant life – but just for me because I did have employees and all this. Then that level of income allowed me with my wife to set up a non-profit foundation called *Brazil Hope*. People can donate to it if they want; it’s on my website the MarcAllen.com website. 10% of the landing page is devoted to the *Brazil Hope Foundation* where we give serious amounts of money to this organization that gets the street kids in Brazil off the streets and cleaned up and into schools. It’s a horrible situation. My wife is Brazilian so there are plenty of good causes, there’s a vast number of great causes, of course. **But I encourage everyone to find some cause to work for; find something to really support in**

any way you can. If they don't have much money they can support it with their time and energy.

50:57 Is that a practice that you have had for a long time? A practice of – some people call it -- tithing or donating on a regular basis?

Quite a long time, yeah. Before I was making money I wasn't tithing a thing. Yes, once I started making money I started tithing.

I wrote a book about that, it's called *The Ten Percent Solution* where I really encourage people to save at least 10% for themselves. Again, to me, loving and serving yourself and others means save for yourself too and build for yourself. Save at least 10% a year income for yourself and then give away at least 10% of your income for others. That means living on 80% of your income or less. A lot of people are "Oh, I can't do that." Ok, to start with lower the gradient, is a phrase I learned from a great therapist. Then start saving 5% for yourself and give away 5%. If you can't do that, save 2%. If you can't do that. You can save a dollar for every 100 dollars that goes through your hands. You can save 1% and give away 1%. People always then say "Oh, I'm in debt." Alright well set the savings program anyways.

I for many years had 3 bank accounts, 3 checking accounts. My main account, every check that came in I put into my main account. I would transfer 10% in my savings account and 10% to my donation account. There you are telling your subconscious mind that "I'm going to live on 80% and so I'm going to build my savings and I'm going to give substantial amounts away." That's an empowering thing to do. **It took me several years to realize after I set that up to realize how that empowered me.**

53:00 Would you knowing what you know now, would you have encouraged yourself to give that dime away when you just had a dime in your pocket in Berkeley? Or do you think that would have been counterproductive at that point?

I think it would have been great to set up a system even then when my income was pathetic. Because **I was just visualizing exactly what I needed. Why not visualize 10%? In fact, 20% more**, 10% to save and start building savings and 10% to give away. My wife has a friend on Welfare who gives 10% of her money to her church. She's on Welfare, that's a pathetic amount of income.

53:50 Has she noticed any difference since she's been giving that 10% away?

Good question. I don't know. I actually don't know the woman my wife just mentioned it at some point. I don't know, but I'll bet you she has. **I sure have found once I give away money it really does open me up to receiving more.** I have one amazing story about that if we have time. What's our time? Do we have time?

54:24 We're good. We're getting kind of close, but we're good.

For example, I realized about 10 years ago or something. One way I realized to finance my books projects and music projects early on was as a limited partnership. Like a Broadway play or as a film is financed, where you bring in investors to do a specific project and the investors cover the costs and then 50% of the profits go back to the investors. 50% goes to the creatives. It's a very good

way to finance projects. I've got details about it my book *The Millionaire Course*. I did 3 of these over the years and when I started making money I didn't need to anymore.

I looked back, this was maybe 10-15 years ago, 2 of the limited projects we set up had done well. One did very well, it returned investors 8 times their money. Another did ok. But one with my music hadn't even made back the money because my last album hadn't sold like the first and investors hadn't recouped their money. I felt bad about that, although the agreement of a limited partnership you don't owe them anything if it doesn't make money they realize its high risk and they may lose money. So, I was in integrity with them, but I still felt "Errr." I was in a place of abundance where even some of the investors now I know they could have used the money. So I sat down and I totaled what they invested that they hadn't recouped and I paid them all back – just out of my personal checking account. The main investor had passed away, so the other investors, it was just about \$8400 dollars as I recall. I wrote them checks for \$8400. "The music hasn't sold as well as I projected, but here's for future sales that will at least make you whole and return what you invested in this." And they were really happy about that. A couple of weeks later, I got a check from BMI its Broadcast Music. I have 5 albums out. Usually my check is about \$16 for worldwide airplay for 6 months. One time it was for a nickel. I chuckled and I opened and "what is it this time?" It was for \$8400.

57:08 You're kidding?

NO! It was exactly the amount I had just. Here it had my usual 5 cents for airplay in Japan and this and that and then it had another line saying "Hallmark Royalties \$8400"

57:24 Hallmark had bought one of your songs?

Hallmark had taken one of my albums and done a TV show using my album as background music. Here it was just exactly what I had paid out. Now is that a coincidence?

57:41 Well quote/unquote.

Those kinds of things happen. **When we start giving we do open ourselves up in some mysterious way to the abundance of the universe.** I see my beliefs really have changed. I used to believe-I was in scarcity consciousness-I used to believe it was so hard to make money – it was hard. That has totally shifted where I believe I live in an abundant universe – there's a huge amount of money flowing around and it's just a matter of tapping into it. The more we tap into the better for us and everyone else because then we have more to share with other people.

58:26 As a publisher you deal with artists, in this case they're authors. I'm sure that over the years that you have seen many many book proposals I would imagine that there must be a pattern. There must be somehow, not necessarily just the quality of the book, but there must be something about the energy or the feeling that you get from the authors that are going to be successful vs. the ones that are not. Would you say that's true?

That's very interesting. You know, we never know in a way. All I do, in fact there's a book I want to publish this woman is writing. She calls it *Your Internal Guidance System* and it's all about tuning into how you feel in your body and in your stomach. She says "it's between your collarbone and your hip bone there's a guidance system there." And I realized that's what I do with every

manuscript that comes in; I sit with it quietly and I start reading and I just feel how it feels. And if I love the material, I leave it up to marketing to estimate what they think it will do in the world. I just find if I love the material, if I find it valuable then I want to publish it. That's my criterion, that's never changed. But often some books that I'm passionate about and I think are just great don't do well for a variety of reasons. There are some real surprise books that other people – we have 3 other people acquiring books now, as well as me. Some of their books that they bring in, like we had one of just yoga postures. It was a little small book of pictures of yoga postures hundreds of them – just the pictures and nothing else, no explanations no anything called *Asanas*. Well another person acquired and was really excited about it, so I said “fine”, but I remember thinking “who will buy this book”? I had no idea, I didn't expect it to do anything but the thing has sold and sold and it's like in its 5th printing. You never know, you never really know.

1:01:07 What was the feeling you got when you read *The Power of Now*?

That was one the most phenomenal things that ever happened to me. When I first heard the title my marketing guy said “One of our small distributors in Canada was distributing the book called *The Power of Now*”. I immediately called the Canadian publisher and we talked for about 5 minutes. I asked “Are you interested in having it published elsewhere”? “Yes, I've been thinking about a publisher in the US”. She Fed-Ex'd me a copy, and literally just holding the book I got this amazing energy. Then reading the first few sentences I just stopped and my entire body tingled and I got into it, it just slowly came to mind that this is the most powerful – the single best book I've every read in my life. This is a life changing powerful book, for me. I knew in 30 seconds I wanted to publish it. In fact I tired to read though it and I couldn't. He kept stopping me with his absolute brilliant writing and forcing me to ponder his words.

1:02:34 It's impossible to read it straight through.

Yeah. So, I published it before I'd read a 3rd of it even – it was just great.

1:02:44 The amazing thing about your story is you never would have published that if you had not serving yourself and taking care of yourself.

That's true. That's a very good point. I never even thought about that. **Yes, I really set up the publishing company at first to do my own books.** The first 3 books we published were my own books, I just didn't want to go to another publisher with my manuscript in the powerless position of saying “Please, do you want to publish this?” I knew how to typeset so I just did my own book. Then actually the 4th book we published was Shakti Gawain *Creative Visualization*, we had a book that started selling by word of mouth. So, yes, I first served myself by setting up the vehicle to publish and distribute my own books and then suddenly all these other people came along. That's a good point. I never really thought of that. ***I set up the company to serve myself and then it started really serving others.***

1:03:56 You certainly have. Both.

Yeah. We have something like 300 authors now.

1:04:05 **Wow! If you were talking to a Modern Day mystic who was struggling financially, in the position who were in in your 20s. What suggestion, what guidance would you share with them?**

I that, I talk to young people all the time and older people too that are frustrated.

1:04:37 **Especially in this environment.**

I always say "Go for it! Dare to dream. Dare to dream your highest dream and go for it. You will never regret it – at all. You will never regret going for your highest dream-whatever it may be. I've never known anyone who's regretted trying something. Even if you fail, don't fear failure at all. Every successful person has had failures along the way, just about. Every successful person I've known – including me – has had failures along the way. There's nothing to fear in failures, as long as you keep that dream in mind and keep going for it. Each failure is just another step towards your inevitable success. Don't fear failure. Don't let your doubts and fears stop you. Go for your dreams, really do imagine how you can serve yourself and others really serve the world by doing what you love to do. I encourage everyone to do that. To go for it! Whatever your situation is – if there's some dream – you'll never regret going for it. I don't care if your 90 years old and you dream of being a billionaire rock star. I say – Go For It! If you only live to be 92 you may not make it."

1:06:13 **But you'll have fun trying.**

You'll have fun trying. You'll have a fun time trying. Oftentimes our weakness can turn into our strengths. If a 91 rocker suddenly hit the stage, he or she would probably get quite a bit of publicity because it's so unique. Don't worry if you don't know what you're doing. Sometimes some of the most creative things come from people that don't know what they're doing so they don't understand the way it's always been done in a particular art form or industry and they do it some other way – and it may work. **Keep trying – be persistent.** I am lazy but I am persistent. Develop a plan and make it a plan that doesn't have take no for answer. Never put your eggs in one basket and some people send me a book and say "Oh, this *has* to be published by *New World Library*, my guides told me you're the publisher." I write back, "You need a more multi-prong plan. Keep it in mind you want to publish it somehow, but we're not going to publish your book."

1:07:34 **You need to tune into some new guides.**

Fire your guides.

At least get a panel of guides, instead of just one.

Right. Always have a multi-prong strategy. I realized in the beginning that's what I had with my product. We did books and music and seminars and posters and note cards and Gypsy love charms, we'll tried all kinds of things, music. I knew a few them would start working. At first the music did work and then the books.

Have a multi-prong strategy to excel and market your work. Even if you are a mystic creative artist don't be afraid of the word "Sell" and "Marketing", that's finding an audience for your work. **Be sure to charge enough for your work.** I knew one painter who was doing beautiful work but was just struggling to pay the rent because she would sell her paintings for 300-400-500 dollars.

Original paintings! I just took one look at her paintings and I said “sell them for \$10,000.” First I said “\$5,000, then I said no, \$10,000.” This was maybe 20 years ago because we use her on the cover of a Native American book called *Spirit Moves* so this was at least 15 years ago I said “Charge \$5,000 or 10,000 for your originals”. She went into shock, her eyes got big like a deer in the headlights and she left in shock. Two weeks later she called me up and said “Marc, guess what? I just sold a painting for \$10,000 dollars.” Duh. There are people in the world, once you see abundance who don’t want to pay \$300 for an original they want to pay \$10,000. There’s some who don’t want to pay \$10,000 they want to pay \$100,000. Money is so funny.

I once when I was a poverty case had dinner with this rich couple and they said “we’re just kind of like you except you scrounge for your next 100 bucks we scrounge for our next \$10,000”. This again – this was 1975. So in today’s dollars they were saying they were scrounging for their next \$50,000. That became a Zen koan for me. *“Is it a matter of just tacking some zero onto to what I need?”* Because I literally was saying “how do I get my \$65 dollars together? Ok, I’ll tack some zeros on.” I literally did say “Ok, how can I possibly make \$10,000 dollars”? I could feel that completely expanding my mind, expanding possibilities. I literally I had a check for \$10,000 in my hand a few months after I asked for it.

1:10:45 It’s interesting, the word scrounge doesn’t have a very easeful or graceful feeling to it. So whether you’re scrounging for \$10 dollars or \$10,000 it doesn’t feel like you’re are in abundance.

Right, exactly. It’s a word that is the opposite of abundance. I do think, looking back, the fact that I took this phrase from Kathryn Ponder, a Unity Church Minister who wrote books in the ‘70s. “In an easy and relaxed manner, in a healthy and positive way I am now creating abundance.” **Looking back those words: easy, relaxed, healthy and positive, I think overcame a huge amount of my doubts and fears.** What are our doubts and fears? “It aint’ easy, it’s hard”. We keep saying it’s hard, that word scrounge has that tough struggle connotation to it. So, I kept affirming “it’s easy, it’s easy”, we think it’s not relaxing it’s stressful. Many of us equate making money with stress and turn it into a very stressed out situation. No, I kept affirming “in an easy and relaxed manner and a healthy and positive way”. Some of us even believe deep down that it isn’t healthy or even positive to create success. Or maybe we’re hurting somebody or maybe we’re destroying the environment. I kept affirming “in an easy and relaxed manner and in a healthy and positive way for the highest good of all.” You affirm and it becomes true in your life!

1:12:29 Was there a moment when you really starting believing that in a deep way. I know there have been times when I said things like that and I’ve had clients who’ve said things like that and it feels like its just words. Is there a moment where you felt a shift where it just went from being words to being something that was really ingrained in your being?

Yes, there was. I’m not sure exactly when it happened but I know writing my books, looking back I realized the power of those affirmations. I never had to believe in them or come to believe anything. I just tried it and I saw that it worked. I’m absolutely convinced now – you can sum it up simply *“the universe says yes to every thought.”* **So when we say “I’m now in an easy and relaxed manner going to create the life of my dreams”. The universe says “Yes” and starts**

showing us exactly how. We have this quiet voice in us that will absolutely guide us, I have no doubt. The problem is if our next thought “oh but it’s so hard, so few people succeed” the universe says “yes, it’s hard to succeed for you with that thought”. So we undo it. With every thought we either support our dream or undermine it and eventually destroy it. I think that is the whole process, it is becoming aware of every thought and every word. Words are easier to become aware of. Find if you’re saying “oh this is hard”. I stop people, I literally stop people. I’ve had people say to me “My job is killing me!” I Said “Cancel, cancel that.” One person said “my boss is a pain in the ass”.

1:14:35 Not one of your employees.

No, no no. I said, “Do you want to get hemorrhoids? You’re affirming yourself into hemorrhoids. The universe says yes every time. If you say this is a pain in your butt, just watch the universe says “Yes” so you have pain in your butt”. I’m convinced that’s they way it works. Watch what you say. I heard a person say “Damn It” the other day. I said “Do you know what you’re saying? Damn It! What is that about? Damn means banishing something to hell. That means you’re creating a hell.”

John Milton was a brilliant mystic, the English writer, he said “The mind is a place of its own and can create a heaven of hell or a hell of heaven”. But don’t say “Damn It”, say “Bless It”. Watch what you say, watch what you think. We all have (and this is the mystical side of it) in some mysterious way we have a complete solid ongoing eternal connection with the whole universe with our subconscious some vast subconscious mind that’s powerful. We can absolutely access it. And we do that by words. In the beginning was the Word. Or by thought. Just affirming: “I am now creating the life of our dreams”. The whole universe, somehow rushes in and says “Yes”. I’m convinced that’s the whole process.

1:16:10 Wow! Well Marc, I could certainly keep going for hours more

But that’s enough for one session.

1:16:24 Maybe we’ll do a follow-up, this has been truly amazing. Thank you so much for taking the time to part of this program.

Thank you , Edward. My pleasure. I love the whole focus of Abundant Mystic. I love it.

1:16:40 Great in some ways it was your *Millionaire Course* that really started me on this path of merging the two. I really, really appreciate your presence in this world.

My pleasure.