Bill Phillips is a New York Times best-selling author, magazine publisher, documentary filmmaker, entrepreneur, inventor, self-made multi-millionaire, motivator. Now he has his sites set on scaling what he calls the Mount Everest of health and fitness goals: transform America from worst to first, to make it the healthiest country in the world within 10 years.

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His latest work, Eating For Life, created to help inspire and guide even more people to improve their health and lift their quality of life to new heights has already become another New York Times best-seller.

Bill Phillips comes from humble beginnings, having started his own publishing business out of the second bedroom in his apartment, with an initial investment of just $185. His startup business grew into a multi-million-dollar empire, which included Muscle Media magazine, one of the nation's most popular health and fitness monthlies, as well as both Matrex and EAS, the world's leading distributors of performance health foods.

Over the last 10 years alone, these Phillips-inspired brands have generated more than $1.5-billion in worldwide revenue.

Body For Life book sales have generated over $100-million.

Over the years, Phillips has served as personal trainer to a who's-who list of Hollywood icons and world champion athletes, including Sylvester Stallone, Jerry Seinfeld, Demi Moore, and John Elway.

But what he's most proud of is his work with the Make-A-Wish Foundation. And more recently, as an advisor to the United States Department of Health and Human Services, on programs to resolve the pandemic of childhood obesity.

Phillips has been asked to share his expert advice and insights for publications such as USA Today, Modern Maturity, Woman's World, The LA Times, and for television programs including NBC's Today Show, CBS The Early Show, Montel Williams, the Wayne Brady Show, CNN and Fox News.
Who Is Bill Phillips?

Hello, this is Joe Polish, President of Piranha Marketing and founder of The Genius Network Interview Series. Today, I’ve got my good friend, Mr. Bill Phillips on the line. He is an extraordinary entrepreneur, and I’m sure that you are going to find this interview fantastic.

Bill, you’re in Golden, Colorado right now. Can you hear me okay?

Bill: Yeah, I can, Joe.

Joe: Awesome. Well, thank you for taking the time to do this interview. So many of my listeners are so familiar with you, have followed your advice for many, many years, and I know they’re going to find this to be fantastic.

I’m just going to give all of our listeners a real quick bit of information, which is hard to do because you’ve accomplished so many things. But I’m going to do a little bit of reading here, just so I remember that I make sure I tell all the listeners exactly who you are and what you’ve done, if they don’t already know.

So who is Bill Phillips? He’s a New York Times best-selling author, magazine publisher, documentary filmmaker, entrepreneur, inventor, self-made multi-millionaire, motivator. Bill Phillips has thus-far proved unstoppable. Now he has his sites set on scaling what he calls the Mount Everest of health and fitness goals: transform America from worst to first, to make it the healthiest country in the world within 10 years.

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Today, Modern Maturity, Woman's World, The LA Times, and for television programs including NBC’s Today Show, CBS The Early Show, Montel Williams, the Wayne Brady Show, CNN and Fox News.

Phillips has received many honors for his work, including the Make-A-Wish Foundation’s highest award. He was also honored by Paul Newman and the late John F. Kennedy, Jr., as one of America’s most generous business leaders.

The United States Junior Chamber of Commerce honored Phillips in January of 2000 as one of the 10 outstanding young Americans. Bill was also chosen to help carry the Olympic torch on its relay across America for the 2002 Olympic games. And Bill presently resides in Los Angeles, Golden, Colorado and Maui.

So Bill, that’s quite a lot of stuff. Is there anything that I left out?

Bill: I should have you do my PR. I’m blushing over here. I’m having a “this is your life” type of flashback.

Joe: Yeah. It’s like, “Man, I really need to meet this guy.”

Bill: Those are the highlights, I guarantee you. Those are the highlights.

But really, you and I have known each other through a lot of that stuff. It’s been 7 or 8 years.

Joe: Yeah, it’s been about 8 years. We’ve worked on and off for over all those years, and I’ve seen you absolutely just create some of the most amazing impacts in the world of fitness and health that have probably ever happened in history. And not only are you an incredible entrepreneur, but you’ve absolutely influenced the lives of millions and millions of people in a very positive way. And you were certainly what our good friend, Dan Sullivan, would call an “industry transformer.” You’ve absolutely transformed the entire field of health and fitness and nutrition and supplementation.

So today, what I’d like to talk to you about, Bill is just entrepreneurialism, power mindsets, being successful, and obviously your area of expertise, which is health and fitness. And just give our listeners a lot of insights into the mind of Bill Phillips and the direction and where you want to go, and how every one of our listeners – who are predominantly entrepreneurs and success-minded people – how to just make their lives a whole heck of a lot better.

Bill: Well, we’ll certainly do what we can.

Joe: Okay. I’ve got a slew of questions here. And anything off-the-cuff that you want to mention or talk about, please, that would be wonderful.

How Did Bill Get So Passionate About Health And Fitness?

The first thing I want to ask you is what, in your life, led you to becoming so passionate about fitness and deciding to help others on this path, like you’ve been doing for years?

Bill: I would say that it came in the form of ideas. It wasn’t necessarily something that I thought about or one day I decided, “I’ll focus on fitness, I’ll help people become healthier.” But the ideas started coming into my mind. And where did those ideas come from? Those inspired ideas probably don’t come from the brain or come from something you read in a book. I don’t know. Is it in our genetics or is it just our destiny? Is it your calling? Why do you help people basically transform their lives financially, through supporting their businesses and giving them ideas?

So for me, by the time I was 8 years old, I could feel them coming through. I followed it. So it was probably a calling.

Joe: Yeah. I think there’s an enormous amount of truth to that, too. Sometimes, I wake up and I’m like, “What is this drive?” It’s not like it just showed up one day. There’s almost like a much higher purpose behind the motivation.

Bill: Absolutely.

Joe: Certainly, for you, and there’s very few individuals, I’ve met lots of very, very
successful, driven entrepreneurs, there’s very few individuals that could even put in a smidgen of the amount of time, effort, and exertion that you initially did to create it.

Now, people on the outside would look at your life and say, “Bill’s got millions of dollars, he’s got it made, he knows all these famous people and everything.” You didn’t just wake up one day and, boom, there you were. There’s hundreds of thousands of steps along your path that got you from where you were to where you are now, including enormous amounts of adversity, enormous amounts of failures and trials and errors in the beginning.

So I really think that what you just said, there’s got to be something more driving you to put you through those hard times that you’ve needed to go through.

In a lot of ways, you’ve really fought a war. And you still are, with what’s going on in fitness and the misinformation in the world, which leads to my next question.

The Reasons For Bill’s Huge Goals

What do you see as the reason behind America being the worst in the world in fitness? Because I know you’ve got huge goals to transform it.

Bill: Well, you just said the word. You said the key word, Joe, misinformation.

So when you’re misinformed, you become misformed. You take a form that’s unfit. So if you’re misled, you’re led in the wrong direction. You’re led into the wrong form, wrong thought forms, the wrong body forms.

You need to be transformed. How do you become transformed? Well, you have new information and you put the truth and the form, and then you change what people are perceiving as truth. So to change it means trans – trans is Latin for change. Transform. So you change the information that they’re operating on. Because right, America, for 50 years, has been very misinformed about what you can and cannot do, what you can and cannot get away with, in terms of how you eat and how you live, and still be healthy and live a life and fulfill your purpose and fulfill your calling.

I’m convinced that no one can fulfill their purpose if they’re physically unfit. And your physical form is a reflection of your thought forms.

Joe: Interesting.

Bill: So to properly inform people who are misinformed is really a great challenge.

How Obese Is America?

Joe: Give us some stats of kind of where America is. Let me just mention one thing, first. In an article that recently came out on you, I was reading that you said 66% of adults in America are out of shape. And people are stuffed with food but they’re starving for nutrition. And you said, “My goal is to make America the healthiest country in the world. Then, this obesity will be for our history books, it won’t be for our future.”

That’s a pretty big statement, not only in terms of what you want to accomplish, but also just kind of where we’re at as a society. Is this because just people have been so misinformed and they actually buy this information as truth, so we’ve got an enormous society of people that are in a horrible space and a horrible place, mentally and physically?

Bill: Exactly. So 4 times as many kids are obese today as 30 years ago. And that is pandemic. That isn’t a wide-spread epidemic. Where would it be 10 years from now, if we don’t make this change? This country doesn’t have the option. This is an enemy that’s not only within the borders, it’s within the bodies of the children, especially.

You’ve got over 100-million adults that are overweight and obese.

I was at the Department of Health and Human Services a couple years ago, in Washington, DC, and we’ve just completed a project, a DVD to run on the Discovery Health Channel and also to distribute to pediatricians and moms and dads that want to help their kids learn the basics of
exercise and activity, and you can tell from inside those offices in Washington, that they know what’s going on. Like the CDC and the HHS, Department of Health and Human Services, they know that this will collapse the country’s healthcare system. It can’t afford it, literally. And the lost productivity.

You know what kills me? It’s not that being obese and out-of-shape kills people, because it’s always fatal. You cannot not die from being obese, you will die in some way, shape or form, either from heart disease, diabetes, a neurovascular accident, which is stroke. Depression, suicide. You cannot not die from it.

But, like I said, what kills me is not that it kills them, but what kills me is that they live with that because you’re not really living when you’re that out-of-shape.

Joe: You’re struggling, you’re enduring.

Bill: Yeah. So if you live until you’re 23 and then die for the next 50 years?

Joe: Yeah, that’s a very interesting way to look at it. But it’s also true.

Bill: So why would America do that to itself? It’s just an amazing country, where we have so many reasons and we are so rich, and we have so much freedom and so many opportunities we have access to, so much wonderful food, great medicine, and we have access to the right information.

But the right information gets lost in the clutter, just like it does for somebody who wants to start a business, somebody who wants to learn how to grow their passion into a profitable business or to fulfill their purpose and live in a healthy body.

You have to have experts or leaders that sort through the clutter and shed light on the truth. That’s what you do and that’s what I do. And hopefully, we’ll do it effectively for many years.

But it’s really our job to mine gold, pan gold, and find the truth inside of all of that misinformation and all of that clutter.

Joe: Absolutely. When you said that, it reminds me of one of my favorite quotes that I’ve heard, which is, “The most expensive information in the world is bad information.”

Bill: That’s right.

Joe: I tell my clients I come from the world of marketing and teach people how to build their businesses and how to communicate effectively and create value, and do all of that good stuff. And the amount of money that people have spent by the time they typically show up to me is outrageous, and there’s no such thing as a good deal on bad information.

Bill: Right.

Joe: You can’t get a good deal on bad information.

Joe: Absolutely. When you said that, it reminds me of one of my favorite quotes that I’ve heard, which is, “The most expensive information in the world is bad information.”

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Bill: Right.

Joe: You can’t get a good deal on bad information.

What Makes Bill An Expert In Health & Fitness?

Bill, a lot of my listeners absolutely have read Body For Life. They’ve read your books, they’ve seen your movies, they’ve read your magazines. You have created just a huge amount of information out there. And, of course, we’re going to equip all of the listeners with websites that they can find out more information from you. I highly recommend every one of our listeners read your books.

For people that don’t really just know your background, a devil’s advocate question, what makes you an expert in this field?

Bill: Well, I would say that the main thing that I’ve relied upon is that intuition. I’ll go on fact-finding missions, I’ll do the research, I’ll interview the doctors and scientists and fortify that left-brain analytical area. But my ability to think in a right-brained creative fashion is, I think, what allowed me to leapfrog a lot of other people that were kind of on a linear path to maybe the same destination. But I was able to make intuitive leaps of feeling things out, experiencing them myself. I’ve been out-of-shape. I know what it feels like. I’ve studied the issue extensively, so I know the facts, figures and whatnot.
But I think, also, at the end of the day, the proof is in the pudding. I’ve got a million people that have transformed. And over a million before-and-after’s that we’ve got. And how many other million people have been affected a little bit? The seed has been planted. They’re thinking about transformation. They’re feeling that’s going to be their destiny is to transform and become awakened to that new feeling and that new experience. The proof’s in the pudding, don’t you think?

Joe: Oh, absolutely. The social proof out there is incredible. There’s not a day that I don’t go to the gym and see many people that are either wearing shirts that have something to do with a product or a cause that you’ve been involved in, or supplements that are being sold that you’ve actually developed and created, to people following your workout programs on clipboards in gyms. It’s constant.

And, of course, from my own client experience, I know that thousands of my own existing Piranha members and people that have come through my channels absolutely follow your advice, because I’ve been recommending it for years.

Bill: Now, Joe, you stay in great shape. Ever since I’ve known you, you’ve been coming from the gym, going to the gym, going to work, going to the library, going to the gym. This has been a regular part of your life. How has it affected your success?

Joe: To answer the question, I don’t think I’d be able to function anywhere near at the levels or do any of the things that I’ve been able to accomplish, if I didn’t exercise. It’s as important to me as getting enough sleep. It all goes together. It’s all a recipe for success. You’ve made all kinds of analogies to strong minds, strong body, the Greek philosophy. I really mean that.

Being lethargic and being successful and having all the money in the world would be useless if my lifestyle was horrible and my health was shot.

Money, success and material things are absolutely secondary to how you feel, because you live in your body 24 hours a day. And if you don’t have it functioning well, and it’s an enemy versus an ally, I can’t imagine functioning like that.

Bill: I agree with you. I agree with you completely. Over the next year, people will begin to see I’m working on a book called Transformation 360, which is a whole approach. It’s not just like a diet or just an exercise program, or just a mindset or motivational program. It’s the whole thing. And I’m really putting it all together. And it’s going to take me another maybe 9 months to finish the book.

But one of the things that I’ve been looking at, that no one has looked at before, is using these modern brain scans, the spec scans, or like an MRI of basically your brain and where it’s cooking and where it’s not. And you look at somebody before transformation and you look at where their mind is firing, and then you look at it afterwards, 12 weeks later, you have a before-and-after there that is just fascinating.

The neuroscientists funded some studies, and they’re going, “Whoa!” The mind is what the brain does. So they’re looking at the brain, and it’s lighting up like a Christmas tree, especially frontal lobes, where that real CEO function, that ability to make decisions and create ideas and hit roadblocks, the setbacks that you and I both know a lot about, and then not get stuck there but that merely sparks another idea that is for an improvement.

So we’re seeing an actual transformation at a neurochemical level. And also, we’re seeing an awakening where you look at a depressed mind, which is depressed in thought, of the ability to discern truth from falsehood much less a mind that can’t continually come up with ideas and be creative. As you know, to be successful in business, you have to be creative.

So we’re seeing the body fat go. Up to 50 pounds of body fat in 12 weeks, while gaining muscle, increasing bone mass, improving the cardiovascular health, obviously. But now, we’re adding this neurochemical,
neurophysiological component and proving it with this most modern technique.

And once again, I intuited this many years ago, right-brain intuition, and now left-brain, the analytical and science confirms what the intuition detects.

So this could be really breakthrough. And I hope that the studies continue to reveal as much insight as they have so far.

What Is The Secret To A Healthy Life?

Joe: Actually, just hearing you talk about it, it sounds enormously amazing. Very cool. I absolutely would love to read that book, as I’m sure everyone that’s now heard about it would.

This always goes so much deeper than just looking better. On the surface, looking good is one of the byproducts of living a healthy lifestyle and taking care of yourself physically, and exercise and eating.

What I want to talk about, to get your input based on what you just said, because I think when you come out with this book, as most things that you do, too, it will throw a lot of people into a tizzy.

There are countless diet fads and trends that are being totally celebrated and then shot down, year after year. What do you see as some of the fundamental secrets to living the healthiest life that you can, including health, exercise and nutrition? What is the path?

Bill: Well, we can go off into a lot of different esoteric issues and a lot of things that get very detailed. But you and I both know for successful health and fitness, just like the success you teach in business and you’ve shared the same ideas with me, basic, balanced, best.

Joe: Basic, balanced, best.

Bill: Basic, balanced, best. Basic. Everybody knows any exercise. You don’t have to be an expert or even have a personal trainer. Do 20, 30 minutes of aerobic exercise 3 days a week. Get up and lift weights, do pushups, do sit-ups, do the strengthening exercises 3 days a week. That’s not hard. That’s less than 2% of the time that a person has available to them every week.

So 3 days a week of some form of aerobic exercise, 3 days a week of some form of strength training.

I like just a pair of dumbbells and a flat bench. You and I have worked out together. You know that I just stick with the basic exercises and try and concentrate and utilize the time, while I’m exercising, to practice mental focus and strength and being able to keep your mind on one thing. It’s a great way to clear the mind and eliminate 1,000 thoughts with one thought. “How am I going to lift this weight up one more time?”

Joe: Right.

Bill: So it’s basic, balanced, best exercise. That’s not complicated. And nutrition is the same way.

We hear a lot about cutting the carbohydrates out. I think Dr. Atkins made a contribution to the thinking, in terms of nutrition. I’m not going to deny that. But I think that the contribution over the long-term, we’ll be seeing that Dr. Atkins and many other low-carb diet doctors brought attention to the excess amount of carbohydrates, something that bodybuilders and people that are into fitness have know for over a decade.

You need to control carbohydrate eating, but not completely cut it out. That brain that we were just talking about, it prefers the carbohydrate for fuel.

Joe: Right.

Bill: The muscles need carbohydrate for those intense workouts.

So balancing protein and carbohydrates, eating frequently, eating smaller portions, drinking plenty of water, getting your vitamins and minerals either through food or through supplements or nutrition shakes. Basic, balanced, best. Right?
Joe: Yeah. Before I forget, I remember years ago, you said something to me that I’ve heard in the context of business before, but you actually applied it to exercise and business. And you said, “If you can’t write something down, instructions, a path on the back of a napkin, it’s probably not worth doing.”

Bill: Yeah. Gary Halbert said, “If your big idea can’t be written on the back of a napkin…”

Joe: Throw it away or something.

Bill: Well, probably a little more vulgar than that, knowing Gary. But he did. His emphasis is that it’s going to be basic. I don’t know about balanced.

Are You Addicted To Fast-Food?

Bill: No, of course not. At the most, those fat-burners that were so popular and sold billions of dollars worth of bottles and pills, they might increase the metabolism 4% or 5%. So you’d be burning maybe up to maybe 100 calories more per day. But that’s not the point.

The point with the exercise is, to go back to what we were talking about earlier, is that it stimulates the mind. Most people are having trouble with food because they are literally addicted to food.

This system will addict you to not just the carbohydrates, salt is addictive, the temperature of the food is addictive, the fat is addictive to a different system, the beta endorphin system. The carbohydrates are addictive to the serotonin system. The salt and heat are addicted to the catecholamine system, the dopamine adrenaline system.

So these people running these fast-food joints…

Joe: I love how you have to say it. I can tell you’re very much angered by it. And rightfully so.

Bill: Probably know just as much as the tobacco people knew about what is going on.

So you basically inflate naturally free-willed people. You enslave them. I hesitate to say this, but I just will. You can have customers, consumers, and then you can actually enslave people and maybe not completely take away their free will to be a consumer. Consumer sounds like it’s a choice. It’s like, “You know what? I like Joe’s stuff. I buy his books, I belong to his clubs. I can or I can’t do that. My free will, I can cancel anytime on a magazine subscription, or whatever.

But once you’re hooked on this stuff, then you’re kind of enslaved by it. Aren’t you? Tobacco, cigarettes, alcohol, fast food. These are systems that hook you, and you get sucked in with very deceptive images of smiling clowns and French fry playgrounds, I say in the Eating
Once you get people hooked in the system, then they’ve got to fight like crazy to get out. They’ll be addicted to those cigarettes. We talked about that earlier. They’re going to find, over the next 10 years, they’re going to look back and they’re going to find those documents where the fast-food industry knew damned well that if they combined salt, fat, sugar, the artificial aromas, and heated it up and gave it to kids, that it would immediately begin to addict those neurophysiological systems, so that you’ve hooked them.

So to get people unhooked from that, what I emphasize is that exercise is your best crowbar. Exercise is the best way to get leverage and loosen up those addictive patterns.

Joe: That’s a great analogy, a crowbar. I love that.

Bill: So doing that intense exercise, it feeds those catecholamine systems, the beta-endorphin systems, the serotonin systems in the mind, and it begins to lessen the cravings for that other stuff.

So when people try to just use a pill or just try to go on a diet and not do the exercise, the recidivism rate is 95% to 98%. They’ll go back to the way they were eating, because they didn’t help treat the condition to begin with.

That’s why the intense exercise. You’ve known this, and a lot of people have. And I think more and more people will wake up to it.

Joe: Yeah, absolutely. Of course, a lot of what I’m asking you questions for is for the benefit of my listeners.

Bill: Oh, you bet. You bet.

Joe: I buy into this totally. I work out almost daily, and I do as good of a job as the knowledge in my mind at the current time, to eat very healthy and to eat. I eat a lot. I consume food on a regular basis. I definitely follow small meals frequently. I don’t have a lot of angst attached to the fact that, “Oh, I can’t eat food.” I love food and I eat it all the time. I just do it in the right way.

There are recipes for being successful and being healthy and there’s recipes for being horribly out-of-shape and unhealthy. And what you’ve identified is that a huge part of not only America, but the world, has bought into a really destructive recipe.

And based on what you just said, which I think is very powerful, is that with the addictive nature of the industries out there that really don’t offer things that benefit people in a lot of ways, is they start with children. They’re starting with people right when they’re real young. And you condition a person their entire life that way, you’ve got them enslaved into a system that is real hard to get out of if they don’t, first off, make that decision that they want to. And then secondly, they don’t know who to follow and where to get advice.

I think that’s where you absolutely come in and make the biggest impact.

What Are Healthy Steps?

So you’ve already identified some choices that people can make, but I’d like you to maybe mention a few more. What choices can people make on a daily basis, to improve their nutrition and fitness, so there’s kind of some steps for our listeners?

Bill: Well, first of all, the program that we just did for the Department of Health and Human Services, that myself and 39 doctors – I was the cheerleader, it was like, “Come on, guys, let’s agree, let’s go.”

Joe: Yeah, everyone’s a doctor and here you are going, “Yeah, man.”

Bill: Yeah, 39 doctors in a boardroom, in really the decision center of America, all sitting around, trying to position their ideas. And it’s like, “Dude, there’s 100 right ways to do this. All we’ve got to do is pick one and let’s get going.”
So we actually agreed on something called Healthy Steps. It’s really a healthy steps program, and it is based on steps.

One of them is obviously daily physical activity. If you go for a walk, if you go play sports outside, if you lift weights, if you do 20 minutes on the stationary bike in your home or at the Bally’s or 24-Hour Fitness or the public gym, that’s all great. Everybody can agree on that. So get in that daily physical activity, and do it first thing in the morning. It’s a great way to start the day.

I challenge anybody who’s listening to this to get up tomorrow morning, do 20 minutes of exercise at a level that’s strenuous for you. I call that the high point. We talk about that in the Body For Life book.

But I challenge anybody to get up tomorrow morning, and 20 minutes of exercise first thing in the morning, and tell me, at the end of tomorrow, that that did not improve their day at least 5%; that they had 5% less stress, 5% better positive energy, 5% to 50% more piece of mind.

It’s one of those little things that makes a big difference. So I hope everybody, if they remember nothing else that we talked about, will say, “I can at least make the commitment to starting my day with exercise. I’m making the commitment to build a business, to grow.” Really, being an entrepreneur is a very intense and very demanding life decision, to make that choice. So you’re going to need every ounce of strength that you can get.

Joe: This is just really equipping you to be better. The thing is that it’s a lot easier to maintain momentum than it is to create momentum.

Bill: Amen.

Joe: And if people are willing to just get into it and just keep it going, it just becomes easier and easier. And not only does it become easier, it becomes desirable. And it actually goes from something which may be, “I’ve got to exert myself,” to something where you’re not going to want to live without doing it.

If someone said to you, “Bill, you can’t lift weights or work out or exercise anymore,” you’ve instilled this habit in such a manner that you’d probably go nuts.

Bill: Yeah. Just the thought of it, when you mentioned it, I imagined that and I would kick and scratch. Just like maybe somebody who was a smoker would crave and wrestle and position them, and try to get what their brain is creating.

Because it isn’t your spirit, necessarily, or a thought. At that point, your brain is literally craving a) what it is used to, and b) what it needs.

So the trick to breaking those patterns is to see if you can recognize if it’s a craving, craving what it needs. And hopefully, in the case of exercise and just the craving that I felt when I imagined what you said, that would be craving what I need.

How Parents Can Help Their Children

Joe: Let me mention this. You’ve already talked about this, but I think it’s important to bring it up again. Childhood obesity is absolutely an epidemic. What are some things that parents listening should do or could do to help their children be healthier?

Bill: And it’s one of the things that I’m most passionate about. I think that the most powerful thing that a parent can do is to set the example.

No matter what you say, the children will look up to and follow your example. They like to see what Shaquille O’Neal is doing on the television commercial and who’s cool on MTV. They’ll get role models and they’ll have “heroes” on TV. But nobody takes the place of mom and dad. Nobody. These kids look up to their folks, whether their folks recognize it or not. And that’s a huge responsibility.

So to set the example of somebody who is doing this, who gets up and exercises, who says positive things about their body, they say, “You know what? I’m in good shape now, but I’m getting in better shape.” Or, “You know what? I’ve got every opportunity to be in great shape.
Your dad’s going to take care of that opportunity or improve himself even more.”

Instead of saying negative things, because kids pick up on that. It’s like, “Oh, I’m fat. I’m no good because I haven’t taken care of my body the way I should.” And the kids go, “Yeah, I’m no good.”

I’ll tell you, you’ve got to keep the messages positive, you’ve got to keep the example positive. And even more so with food.

If there’s like a constant diet mentality in the house, where it’s like, “Oh no, I can’t, I shouldn’t,” and then they eat something that’s in the house and they eat it with guilt, the kids feel that. They’re much more intuitive and they’re much more open to that ethereal communication, so they’re picking that up.

This is my opinion.

So if there’s a lot of guilt eating or diets, every year there’s a new diet in the house, the kids get a distorted feeling about food and exercise and bodies that’s just not in alignment with what’s natural.

Creating A Better Food Environment

So with the Eating For Life method – basic, balance, best – food is welcomed. It’s a friend, not a foe. We create a healthy environment.

The thing that I would do for families, and I’m going to be doing next year on a television project, is going out to homes and creating healthy spaces, doing a healthy spaces makeover, where we go into the kitchen, in the pantry, and we take all of this toxic food, all of this junk that’s polluting our environment, that’s causing environmental pollution within the home, and we just throw it away. We don’t even give it to homeless people.

Joe: Yeah, you’re not helping them any.

Bill: They need the help as much as any of us. Just get it off the earth or get it recycled back into carpet.

Then we go to the grocery store and we get fruits and vegetables and healthy, lean meats and fish. We completely transform the kitchen.

So folks can do that. Parents can do that. They can set the example. They can set up a little home transformation center, with stationary bike, a couple dumbbells or adjustable dumbbells and a bench. You can do that to any room in the house. You could have a home transformation center. Your kitchen could be a healthy environment, one that nurtures right decisions, right behavior and right results.

So that’s what I want to really teach people. And I really want to help the kids to help the parents.

Joe: This is absolutely great advice and not only useful, simple suggestions, but also just hearing your philosophies on it, what comes to mind hearing you talk about this is that in many people’s pantries and in their refrigerators in their homes are their own weapons of mass destruction for their own lives.

Bill: Yes.

Joe: To teach that to children is a travesty. And the unfortunate thing is a lot of people are doing this not intentionally. There’s a lot of people that love their children, it’s the most important thing in their lives, and they just don’t realize that what they’re instilling in them is destroying them or could potentially set them on a path of life to where they’re going to be unhealthy.

And like you mentioned earlier, 23 years old and 50 years of life just slowly dying because they’re miserable.

Bill: Right. I agree with you completely. When I talk about it, I border on being enthusiastic about making the change and I can’t help but feel sad, and almost tearful about the vision that comes into my mind, that I’ve seen in these homes, where this decay and this breakdown is occurring.

It’s a really sad thing. And it’s nobody’s fault. It’s not a big conspiracy, I don’t think. I think there is some abuse of capitalism and anything
for a profit in the food industry. But, the morals, I’m not sure exactly what the motive is at the deepest level there. But I don’t think it’s anybody’s fault. And parents, I certainly don’t think they should feel the blame, but they should feel the opportunity to bring light in to enlighten their home and protect the environment. The parents are the protectors, the guardians of that environment.

So if you create an environmental protection system that says, “Okay, within this home we’re not going to have that stuff that is proven to kill people,” this transcends the unhealthy fats, the excess of any amount of salt, sugar, calories. Calories are toxic. Too many calories are obviously causing a great deal of damage.

So the parents can protect that environment, and kids will do the right thing, in the right environment, and kids and adults – including you and I – will do the wrong thing in the wrong environment. I guarantee if you and I lived at the Mandalay Bay in Las Vegas, and before we went to work every morning we had to walk by a bar, gambling and a strip club, you and I would be the scum of the earth because we would put ourselves right in the worst environment for making right decisions, day in and day out.

❖ Start By Separating Yourself From Bad Environments

So you separate yourself from stuff that isn’t good for you. You don’t leave yourself open and vulnerable to those things. You protect yourself when you’re of sound mind.

I even do this myself. Have you seen my kitchen? I have water, yogurt, cottage cheese, nutrition shakes, fruits and vegetables. I don’t bring other stuff into the house, because even Bill Phillips, if you put potato chips and Fritos and junk food that tastes and feels just as much of a pop with me as it does with anyone else, if you put it around me, the chances are that at some point, on some day during the week, I’ll have a lapse where I’m either too tired from traveling to know any better, I’m not fully conscious, like I said, it’s usually fatigue, and the next thing you know you’re eating potato chips and standing at the counter with crumbs all over the floor going, “What just happened?”

Joe: Absolutely. I think there’s an enormous amount of value in what you said, in terms of creating a healthy environment. It’s just like work. If someone goes and looks at your work environment, you are a person running a $100-, $200-million-a-year company and having seen you literally just build this huge empire, that doesn’t happen in a chaotic environment. That needs to occur in a focused environment, just like good health.

You aren’t going to be in great health if, like you mentioned, you’re hanging out in bars, drinking and smoking all day, or even just hanging out there. Even if you’re not drinking and smoking, you’re being consumed with that environment.

It’s the same thing, like you mentioned, in someone’s home, in a child’s life. If you want someone to live a healthy lifestyle, you want to have a healthy lifestyle, you need to create the environment that is conducive to that.

Bill: And another thing for parents, moms and dads, is that if they start to set the table for this type of success in their home, and they create healthy spaces, but they sneak in that candy bar or they sneak in that shot of booze or whatever they think they might be putting in their purse or briefcase or whatever and walking by the kids, and going in the bedroom and eating it, forget it. The kids know about that stuff. I swear to goodness, the kids know what you’re doing.

So you’ve got to really keep it honest, all the way across the board, if you know what I mean. That sneak eating, that sneak behavior of any kind, the kids are picking up on it and they’re learning that too. So they’re basically saying, “Oh, okay. I have salad, dinner, then I go up to my room and raid the mini bar.”

Wait, that’s another one of my favorites.

I travel a lot, and I know you do, too. And I know a lot of people listening to the interview right now travel a lot. And one of the most important things to do there is to make sure that before you get into a hotel – this is just my
experience and my opinion – that you call and say, “Clear the mini bar out.” That is such a trap, to walk into a hotel.

Once again, fatigue is one of those things that lowers your willpower. And even traveling between airports and sometimes you’ve had a great time on the trip, other times you’ve been a little frazzled, sometimes you’re excited about the meeting coming up the next day, sometimes you might be a little anxious or nervous about it.

But in both circumstances, it’s natural, human behavior to reach for something to try to take the edge off of those feelings, whether they’re really excited edgy or nervous edgy. You’ll reach for food because food is a sedative and a pain killer. Alcohol is a sedative and a pain killer.

So you just want to eliminate that stuff from your environment. Have them clean out those mini bars and bring in your own stuff. Bring a nutrition shake, nutrition bar, apples, oranges, bananas and water. You get up in the middle of the night and you’re hungry, have an apple and some water. To start the morning, have a nutrition shake and exercise. Even at the hotels, they’ve all got a fitness facility these days.

**Traveling The Healthy Way**

We’re setting up transformation centers in Hiltons and Lowe’s Hotels, starting next summer. So people will be able to pick their hotel and they’ll be able to walk in and they’ll be able to have nutrition shakes and nutrition bars already stocked in their mini bar, and have a transformation group class in the morning or a set of transformation videos and equipment in the room, so they can get up and just turn on the TV and follow along, and do a 20- or 40-minute workout.

**Joe:** Wow! That’s actually very cool. That’s really neat. I would love to see that really take off. And the reason why things like this are happening are because of people like you that are making it happen. So that’s fantastic.

A couple things that you said, that I want to kind of speak to.

With what you talked about with children and with creating the environment and everything, I do want to mention and kind of tie together a lot of things that I’ve heard you say. We are a society that has been fed and will continue forever, as long as there’s people out there that an profit from things, to feed people misinformation in order to sell a ticket to the good ship hope.

There’s a lot of people that are selling tickets to the good ship hope, and magic pills and blah, blah, blah.

It may not be people’s fault that they grew up in bad environments, where their parents didn’t know any better, where food was used as a coping mechanism. So the fact is it may not be the listener’s fault that they’re in this state or that they’re downloading this information to their children.

But now that you’ve become aware of this and, absolutely, I think that’s one of the benefits of even speaking to you or someone reading your books, is once you know a different path, a better path, then it is your responsibility to do something about it. So it may not be your fault, but it is your responsibility, as an adult.

And then secondarily, with what you talked about, going into hotels and creating and controlling that environment, not only doing it at home, where you work, but also when you’re on the road, taking it with you, you talked about the state of if you’ve had a bad trip, if you’re very fatigued, then you become susceptible. That’s when people become susceptible to all forms of destructive behaviors and activities and alcohol and chemicals and stuff.

**Stop HALT!**

Something that I think comes from the 12-step community, I don’t know who originally coined this, but the term HALT. When you’re hungry, angry, lonely, tired, you’re apt to make decisions that cause you to do bad things.

So, like you said, if you go into an environment and you’re just surrounded by bad food and you’re tired, you’re hungry, you’ve had a bad
day, whatever, you can really make some bad choices.

The way that you stock your refrigerator at home, I’ve seen how you live. You’re very thoughtful about how you actually set up your environment and what you surround yourself with, which goes to show why you have one of the most incredible physiques of the people on this planet. I think it goes without saying.

So that’s my long tangent and insight on some of the things I just heard you say.

**Bill:** I’ve never heard that before, but that is very much what I’ve been seeing people experience is that – hungry, angry, lonely, tired, HALT. Hungry, angry, lonely, tired.

Well, let’s prevent hunger by eating frequently.

Let’s prevent anger, frustration, stress, with the exercise. We can help with that, and with planning or organizing.

Lonely, when you have more self-esteem and more confidence, you connect with more people and you find more people that are on the same wavelength and are positive.

And tired, I know that you emphasize sleep habits all the time. That’s a big part of health.

So these are basic, balanced, best methods right here.

**Joe:** What you are about is transformation and about energy. Infusing people with the knowledge, the steps, the plans, and how to eat in order to gain that level of energy.

Sometimes, the best therapy in the world is getting a gym membership and working out, or setting up your home so you can do exercises at home, and stocking the refrigerator with things that just make you feel good.

One thing I love that you said, is that food is a friend, not a foe. I really want to highlight that, because I really believe people have a relationship with food, that they think food is evil. You see so many people out there that just restrict themselves from eating, as if the food is the thing that’s causing them havoc in their lives, when it’s their relationship to the food. It’s the way they’re using it. It’s the types of food.

Food isn’t good or bad, per se, it’s good or bad in what’s in it. Because first off, a lot of what people call food isn’t really food at all. It’s chemicals that are destructive. That’s not really food.

So food is things that nourish you and make you feel good. And there are ways to eat food and have a relationship with food that absolutely is what you prescribe and tell people how to do.

**Bill:** That’s a great point, Joe. It’s the chemicals that are in the food that cause those addictions that I talked about. It isn’t the food, per se.

**What About Supplements?**

**Joe:** Yeah. You’re sell well-known for supplements. You can define what supplements mean or what supplements is. I’m just going to make the assumption that our listeners are familiar with supplements.

I know that this interview will be listened to by a lot of people in the health community, from personal trainers to health food store retailers, to people that literally this is their industry.

Supplements have, at one level, become a commodity and they’re being sold in all the discount chain stores, department stores and stuff. And I wanted to ask you what do health stores, these health food stores that people see out there, offer that differentiates them from these low-end providers?

**Bill:** Yeah. That’s a good question. From my personal experience, I go to health food stores because of the people and because of the energy of the people and the passion of the people that work there.

I love to be around healthy people, because it gives me the opportunity to, first of all, feel a kinship with people that share similar passions.
You become what you surround yourself with. So hopefully, a health food store is a place where you’re going to go and you’re going to experience people with healthy ideas, healthy information, healthy foods and products and supplements.

I go to health food stores where I like the people and the people like people. I think that’s the most unique thing about specialty shops. Whether you’re going in to get started on a vitamin program or just get nutrition shakes, which is usually why I’m there, if the people that are there care, that’s the most valuable thing that I think they can offer is the desire to help the people that come in the store and to care about them and stay in touch with them. Send them follow-ups. Do what you do. Have a newsletter. Send out a thank you card. Encourage them to come back in, even if they just have a question about their nutrition.

This should be a place where people can go and be surrounded by good things. A health food store should be an oasis in the middle of an American landscape that is filled with pot holes, landmines. You can’t drive from one point in the city to the other, usually, without driving by a dozen fast-food joints, all tempting people. And I think that more and more health food stores should be considered like little sanctuaries, where you go in and are surrounded by good things.

◊ **How To Get Clients For Life**

Joe: Actually, that’s a great point.

What I would take from that, too, is looking at a health food store, people are really going there, versus going to a department store, where on one aisle you might have energy bars and some protein powders, and on the next aisle you may have candy bars and donuts and alcohol.

So you would think that this little sanctuary, you’re going to find a better selection, you’re going to find more knowledgeable people, you’re going to find an environment that is more conducive to you achieving your goals.

The bottom line is why are people consuming pills and why do they take supplements and read books and all of this? The real truth is people want results. They want a result, which is they want to feel better, they want to look better, they want to be more healthy, they want to live longer.

People need to know who can they trust. One of the things that I teach in marketing, and you’re an expert at this, you know this inside-out, you write in a manner where people absolutely know that you care about them and that you want to help them, and you deliver tons of social proof.

I’m going to ask you some questions about marketing in a moment. But basically, you show people who to trust and how to trust them. And that’s why you have a huge amount of followers.

When people come to me for marketing advice, they know that they get results when they follow my advice, so it’s trust. But it’s no different for any business owner out there. The big question mark in every person’s mind is, “Who can I trust?” And if you’re a health food store, that is your job. Your job is to not just sell people supplements, your job is to say, “Here’s the knowledge base, here’s things that can help you? What are your goals? We’re here to support and help you with that,” and show them that you care.

I know one of your principles of selling is don’t sell; instead, tell, teach, touch, reach and share your expertise. Those are your exact words. And create an opportunity for buying.

◊ **Do You KARE For Your Clients?**

Bill: I think that even if the staff at a health food store or a gym or any business that really wants to achieve an extraordinary advantage over many other businesses today where people don’t care, but to have a team led by the owner or entrepreneur who really does care about what they’re doing and care.

And within my own organizations is KARE, kindness, appreciation, respect, encouragement.
When we say customer KARE that means we show kindness, appreciation, respect and encouragement.

What is encouragement worth these days? Joe, you’re very encouraging. With all of the people that are listening to your program, this tape, and following your stuff all these years, I don’t know how you’ve been with them, but you’re always very encouraging. You’ll send a fax that says, “Hey, saw you on the Today Show.” That was great. It’s really wonderful that you’re giving people useful information. It’s very nice to receive encouragement from people that you respect and who you have a respect for.

So just to own a store and to give people encouragement, say, “You know what? That’s a great thing you’re doing, making that decision. What’s your goal?” You can ask them at the checkout counter, “What’s your goal, by the way?”

If the person isn’t clear about their goal, then you might plant the seed that they should be clear about their goal, because they should. And say, “You know what? I think that you’re going to do really well with that. Come back and visit us anytime. I’d love to hear about your success.”

Boy, being encouraging.

Joe: I really appreciate you saying that about me. And also, just bringing it up, I wrote down kindness, appreciation, respect, encouragement. That’s powerful. Everyone listening, there’s a huge lesson behind what you said there. It’s interesting that you say that, because I have a late friend named Ralph Bloss, who actually passed away. And when I went to his funeral, one of the biggest things that was said there – and this guy was such a positive individual – one of the things that was said was he was such an encourager. And I love that, because he really was.

When I came back, I actually made a sign that I have posted up above my desk in my office, that says, “Inspire others.” That’s really you, me, that’s all of our jobs. That’s what makes people feel good is with all the doom and gloom that’s out there, with all of the forces that really don’t serve you but actually take something from you, you want to be a source of light, a source of inspiration for other people’s lives.

Especially if you’re in a business like health, where people are coming there, in many cases, so misinformed, lied to, misrepresented, they’re in despair, they’re destitute, and you can show them a little bit of light and appreciation and kindness and care, you talk about body for life, that’s how you actually get clients for life. That’s how you get people to follow you for life.

And I think that’s why you have so many people that have followed you, because you are that source. You’re the light at the end of a tunnel, after they’ve been through many dead-end tunnels.

You lead them to continual encouragement in all areas.

Bill: I appreciate that. I think the key is anybody listening to this can do that same thing. I didn’t have to go to Harvard to learn how to encourage people. I just recognized early on. We talked about, at the beginning of the interview, about that calling and that feeling that my path would be fitness and health.

When I was playing Little League football, I’d encourage the kids to do more pushups and more sit-ups, and run faster. Encouragement must be a really powerful form of positive energy. It must literally be something.

One of these days, I’ll be able to just turn on a camera, like they do with these infrared cameras, and see positive energy and negative energy, and encouragement and inspiration.

Joe: Boy, wouldn’t that be a good one, if you could just pinpoint people?

Bill: Right. And truths are going to be up here, shining like a rainbow, waves and whatnot. And falsehood or misinformation and whatnot will be down here, looking like haze and smog and grayness.

But unfortunately, when you’re out of sorts, when you’re out of alignment, when you’re not
in good physical condition, your body is not a good antennae. It’s not receiving information very well – not just to your brain, but wherever information comes into your body. And you can’t discern truth from falsehood.

So you hopefully will pick the right informer, the right transformer, to help you start to get that information and make steps in the right direction, in a truthful direction, so you can actually see those results.

**Warring Mindsets**

The concern that I have, and one of the reasons that I still have quite a bit of fight in me, is that the warring now is mostly over belief systems and ideas, ideologies. Armageddon. It means minds war. It means arms, mental arms.

You can literally feel a form of thought fighting and warring all over the world. But even in the fitness community and in your area, people are wrestling for control of other people’s thoughts. Not really wrestling for control of them, but want them to be directed towards the truth, towards knowledge.

I still have quite a bit of fight in me. And one of the concerns that I have is that when someone is out of shape or when their life has come to a point where it’s kind of breaking, then they open up.

When the mind opens, oftentimes because of a divorce or bankruptcy or heart attack or health scare, or just a humiliation due to the way you look or behave or something, you will open.

Now, when you’re open, when your mind opens, you’re vulnerable. That’s when these rip-off artists will come with through these infomercials and these scams and these makeovers and all of this nonsense that does not improve a person’s health and that actually causes them further harm. And you’re exploiting that.

So my competitiveness is to be there with the right information and block out that wrong information. Because when a person is open, I feel very protective of them. They’re very vulnerable. So it’s a responsibility to come in and give them right information. Because if they get wrong information, they’re going to get hurt even worse. Maybe they’ll get in worse shape, they’ll get ripped off, they’ll feel embarrassed, they’ll try a business idea that makes no money, it makes them feel bad, then they close up even tighter.

So when they’re open, you better be there with the truth, if you know the truth.

I’ve got millions of dollars. I don’t know what I would do with any more money, if I had any more. Am I going to have any more time if I have 2 Rolex watches instead of one? No.

I don’t need any of that. But I have a calling in life to be there and provide encouragement and the truth, when people ask for it. I don’t go out and tell people what to do if they don’t ask, because they’re usually not open if they’re not asking.

**Health Stores & Fitness Specialists Play A Role In Bill’s Goal**

Joe: Exactly. That’s great.

Something I want to ask you, because with all of the health food stores, the fitness specialists, the personal trainers, the gyms, all of these people out there, you’ve done a lot of stuff on your own and you’ve done a lot of stuff with other people. And you’re very aligned with some of the best nutritionists, doctors, celebrities, athletes in the world.

Kind of taking it to people in just the health arena, what role do health stores, fitness specialists play in your mission to transform America?

Bill: I think they play a very vital role. Obviously, the ambition that I have to transform America from worst to first, to literally go from 66% of the population being overweight and out of shape, not operating at anywhere near peak efficiency, to transform that to where America is first as the healthiest country, the healthiest nation in the world. And we should be. There really isn’t any reason that we can’t be. And that would be measured by 66% of the
population being in excellent physical condition and very healthy. Not just disease-free, but I mean truly vibrantly well and operating mentally, physically, spiritually at the upper level of their potential.

So to do that, I might have that idea and I might be able to bring thoughts into form and share those thoughts if those people out there that have the health food stores, that have the gyms, the personal trainers, the nutritionists, and, to some extent, the doctors, would make this possible.

It won’t be possible unless we can literally enliven and activate an army of people who want to be transformers, who want to change the form of people’s thoughts and change the form of their health, and to transform this country from the inside out, really beginning with the thoughts, the ideas, the information that we operate and take action on.

I don’t know if there’s very many people that have health food stores or gyms that enjoy your entrepreneurial and creative encouragement that you give. But the ones that are out there listening to this, I would beg of them to consider really getting onboard with this goal and realize that this is a great cause. It’s a great calling for all of us to work together and really team up on, and transform America, and consider yourself a transformer.

**Joe:** What do you consider a transformer? What are the qualities of a transformer?

**Bill:** First of all, I believe that they have to be an example. So the most inspiring examples that I’ve seen are people who’ve made the transformation; who have gone from being in good shape to great shape or bad shape to amazing condition, from flab to fab. People who have been there and who actually know what’s it like, those are the people who are most capable of making an impact and reaching other people and sharing the transformation philosophy, really. Obviously, the tools of which are exercise, good nutrition.

But the mindset, forming thoughts, realizing that we can bring these ideas and this thought form, this mental muscle up into parts of our mind where we have that future vision and that focus and that energy moving forward.

Those people have learned the mental ins and outs of it. They’ve walked the walk and they’re great transformers.

There’s a lot of people that have been already been doing this for years and years. They just haven’t been unified or connected to other people who are really focusing on a global mission. Because really, if you transform America, you transform the civilized world.

**Joe:** Yeah. You transform yourself, you improve yourself, you improve everyone around you, you improve your children, you improve your children’s children. The byproducts are endless.

**Bill:** The Department of Health and Human Services was talking to these great doctors, the Surgeon General and many other leading experts, and we were talking about where do we start. And I said, “People, we start right in this room. We start right in this room.” More than half the doctors were out of shape. A recent study showed that more than half the doctors are out of shape.

**Joe:** Wow! That’s amazing.

**Bill:** It starts with making a change and then reaching out, making a difference with one person, make a change, make a difference, change yourself, encourage one other person who’s already decided to make the change, and it spreads like wildfire. It’s such a beautiful thing.

How Can You Differentiate Yourself To Consumers?

**Joe:** You’re right. You’re right. If you were the owner of a health food store, or say a gym or whatever, what would you offer and do to differentiate you from the discount stores, to consumers that are out there?

**Bill:** Well, that’s a good question, because I know that the health food stores are in a real fight with the mainstream and mass market merchandisers, who do have a competitive
advantage over them in terms of buying power or marketing traffic and just people through their stores.

I think the health food stores, there’s a lot of them that are concerned about whether they’re going “make it.” First of all, just that thought, in and of itself, is a weakening thought. It basically really should transform the thinking to, “How can we fly? Where’s our advantage?”

And where it is, is in people. I’ll tell you, get people that love these products, have these people sell the love of these products and what they can do for people and what they represent, and if you have a nutrition shake or an energy shake or energy bar on your home kitchen counter, every time you look at it you get energy. Every time you look at a bottle of vitamins, you feel that they came from a source where somebody gave you encouragement.

It’s just you have the opportunity to put your fingerprint on that. And that fingerprint should be filled with enthusiasm, care, passion, and support.

So it’s really, I think, bringing people in there that make the biggest difference. And knowledgeable people who know the ins and outs and the science of these products. And make sure that you’ve got the highest-quality products.

What Steps And Resources Will Be Needed?

Joe: Yeah, absolutely. I’m going to ask you another health question, then I’m going to talk to you a little bit, on the time we have left, on some marketing stuff because I love to pick your brain on your marketing wisdom.

Transforming America, and even the world, is a Herculean goal. What steps or resources do you think need to be in place, that you have not already put in place, to allow you to reach this goal?

Bill: Well, that’s a good question. Over the last 5 years, since I’ve been out of the management of EAS and even out of the editorial director position at Muscle Media magazine, I’ve looked at where I want this country to go in terms of health. And I’ve had to really reposition and develop new strategies, instead of running a business from Golden, Colorado, to basically orchestrate the powerful strategic partnerships, as well as the grass roots movement that occurs, as we just talked about, one person at a time.

Meetings with NBC, meetings in the Department of Health and Human Services in Washington, DC, meetings at the biggest and most powerful publishing companies in New York, agents in LA, decision-makers, people who have organizations of thousands of people.

Did you know there’s more people who work at Wal-Mart than there are in the United States military? We’re doing transformations in Wal-Mart. We’re doing a family transformation challenge that starts this fall, in conjunction with a new talk show. We’re giving away a house for the family that makes the most wonderful transformation, and they go out and share that enthusiasm and inspire at least one other family to make a change.

So make a change, make a difference. We’re giving away houses, we’re giving away DVD’s and creating programs for Discovery Health.

NBC is going to get onboard with us, probably not until next season, but Buena Vista and Disney are involved in one of the transformation challenges. Like I said, Rodale is, in my opinion, the best health publisher out there right now. Transformation magazine, Transformation book, these things are in the works and will be 2005 products.

Really, then you transform the business end of it by making it very profitable and lucrative and sexy for American companies to provide their consumers/customers with product that makes them healthier, instead of making it so profitable to provide people with stuff that makes them unhealthy.

So really, it’s a huge strategic chess game, I guess. And I’m sitting back, trying to look at the board and orchestrate this, and realizing that we’re running out of time.
**What Will Bill Give Away Next?**

**Joe:** Well, certainly I would say that there’s certainly no lack of you putting a lot of ships in the ocean and making things happen. That is pretty extraordinary. Giving away houses, that just cracks me up. First, it starts – which everyone thought you were insane – when you decided to give away your Lamborghini for your first Physique Transformation contest. Of course, you started offering cash rewards, which were as much money as people were getting paid to win the highest title of bodybuilding. And now you’re giving away houses.

**Bill:** That’s right.

**Joe:** I’d hate to see what’s going to happen 10 years from now. Your own Bill Phillips rewarded island, if you transform.

**Bill:** Hey, that’s a good idea. That’s a good idea.

But you mentioned something earlier. You make it easy, lucrative and fun. Lucrative means great results. It doesn’t just mean money. So, easy, lucrative and fun.

Easy – giving accurate information.

Lucrative – make the actions that they take pay off for them. People get great results when they follow *Body For Life* and *Eating For Life*, and other good, solid exercise nutrition programs out there. It’s not like I have the world exclusive on these.

And fun – make it a contest. Make it a game. Kick-start it with a challenge. Focus people on the prize, not the penalty. Everybody knows that they’re going to get sick and die if they don’t take care of themselves. Everybody knows they’re going to go broke and not be able to enjoy the basic things in life, if they don’t get off their sofa and do something or make some money.

People know the penalty. Let’s get them focused on the prize. Get them looking upward and focused, moving forward. That’s where the energy comes from.

Wherever a person’s beliefs are, the bigger picture and source energy and spirituality, I guarantee it isn’t down. It’s whatever you believe is common sense and well-established scripture. In almost every culture, your energy is up and it’s energy that drives you forward.

So focusing people on the prize, the opportunity, the blue sky, and remind them that there’s a risk in there. But keep talking about the fact that America is so sick. Let’s talk about the opportunity that America can be so well.

**Joe:** That’s great.

**Bill:** It’s not going to motivate somebody to get out there and create a profitable life-supporting business system by sending them letters about people who have gone broke. You’ve got to send them success stories. Share the positive energy. Get them focused on the fact that other people have done it and they can do it too.

**Joe:** Exactly. That is so funny, too. You’re not going to send them letters of people going broke. That wouldn’t encourage anybody to buy anything.

Just like you’ve done so well with the Physique Transformations, let me ask you a marketing question.

**Why Do People Buy Bill’s Products?**

You are absolutely a brilliant marketer. I mean one of the best. What do you feel are your best strategies, methodologies that you’ve used, that have captured the market’s attention and persuade them to seek out your books and your products?

Going back to the very beginning, Phillips-branded products is over a $1,500,000,000 in sales. You certainly know how to get people to invest in what it is that you offer. How do you do it?

**Bill:** Let’s see. You’ve helped me with a lot of strategies. And I’ll look at some of the specific strategies, and then I’ll share kind of the bigger energy that fuels it and feeds it, the lead generation.
If each customer, each person that you come into contact with, each person that raises their hand and asks anything about how to become healthier, I want to know how I can reach that person. Names, addresses, e-mails. Hang onto that stuff. And even if you don’t have anything to sell somebody, just send a note. Say, “Hi, this is Joe. I was just thinking about how great it is that you’ve decided to be part of what’s right in America, with our system, and blah, blah, blah, and I hope everything’s going well for you. By the way, stay healthy and have a good summer.”

You don’t have to sell somebody something every time. But boy, get those names, fill your black book.

My black book grew from 2 names the first day that I ever received any orders from my products back in 1986. I had 2 orders that day. I saved those 2 names.

Well, eventually I had millions of names. And I take care of them the same way that I always have. That’s your lifeblood. And then always treating them like that, too.

I go to marketing meetings and they say, “We’re going to see if we can approach the market and deal with this group or this demographic.” And it’s like, “Well, we could do that, or we could see if we could help some people.”

Joe: Yeah, let’s make it from the most complicated method.

Bill: So really, if you want to have an imaginary conversation to prep yourself when you’re writing an ad or developing a promotion or whatever, you be the business owner and make up an imaginary customer or friend right over here, on the other side of the table or at the end of the phone, and say, “How can I help you?” And then go over there and answer. And then come back and say, “How can I help you?” And then go over there and answer.

Write them down, “How can I help you,” and write down the answers that you think that your prospects or customers would give you.

And then just do what they ask you to do. Help them, for God’s sake.

 здоровное питание и физическая активность.

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Because if you’re not helping them, they’re going to forget you and find somebody who’s going to help them.

Joe: Absolutely. There’s one overhead that I’ve used for many years in my business. When someone does business with your competition over you, it’s because you’ve allowed your competition to pay more attention to them than you have. And I really think that’s true. They’re going to go somewhere else, and there are other options that are out there.

So you better darned well understand the mindset of your clients, which you’re a master at. Anyone listening to this interview, you’re clearly someone that has done enormous amounts of introspection and really understands the mindset of the people that are out there. And you communicate to them in a way that shows “I’ve got value for you, and here it is. I’m willing to help you.” And the reciprocity involved in that is they end up buying your books.

Bill: Yeah. I’ve never focused on the money aspect of it. The objective with the Body For Life book was one million transformations. And we focused on one million transformations. It generated $100-million in sales and made a lot of people a lot of money, from the publisher to agents and so on and so forth.

I donated all of my component of that. Anything that would have come to me went to Make-A-Wish Foundation, which was an idea you and I collaborated on 7 years ago. You and I talked about some charitable component being a part of the process. And that was an idea that you and I brainstormed and came up with. And the Make-A-Wish Foundation has millions of dollars, 83 chapters around the world. Thousands of people have felt the healing energy of hope, which is medicine. It’s not just like let’s send the family to Disneyland because we feel sorry they’re suffering from cancer. No, man. Healing, hope, medicine. That’s that positive energy.

You helped me bring that to the Body For Life Campaign. I’ve never forgot it. I’ve been appreciative of that.

Joe: Thank you. I appreciate that. And you created that road and that path, in order to make that happen. You’ve facilitated all of the ingredients in order to create that healing hope. And to deliver so many good things in so many ways, to lots of people, that’s the real benefit of transformation and value creation, and just taking it and putting it out there and making something happen, versus just talking about it.

Bill: Right. And that’s really what it comes down to, at the end. You don’t have to figure it all out before you get started and before you make improvements in your health or in your business. Just pick one idea.

Where we talked about starting each day with exercise, if people are already doing exercise, take it up a notch. Do it more intensely. Do it longer, but do it more intensely tomorrow. Pick one idea that Joe gives you for your business and actually do it. Don’t just read about it or contemplate it, or hope that when all of your ducks get in a row you’ll be able to put it together.

I didn’t get all of this together in one big swoop. Man, I’ll tell you, for every one thing I tried that worked, one thing didn’t. I tried to notice what was working and what wasn’t right away, and pick something new and keep trying things.

So I think there’s a certain courage and strength of character that comes into play to say, “You know what? I might make a good improvement here in my business and I may not, but I’ll never know until I try.” So just do it.

Joe: Absolutely.

Bill’s Marketing Strategies

Okay. Bill, is there any other things related to marketing and promotion that you would like to mention or talk about?

Bill: I think that the key to marketing is maybe not what people traditionally think marketing is. It seems like it’s a different department. Advertising, sales, marketing, I don’t know. They all kind of seem superficial and not really authentic. I know that what had worked for me
at the beginning and continues to work is to just communicate.

You’re a teacher and I’m a teacher. So to be an enthusiastic teacher and also an enthusiastic student, you’re reading and going to seminars all the time and I’m reading and going to seminars on all kinds of issues, all the time, just to try to continue to be a good student so I can be a good teacher.

So maybe it isn’t so much of thinking about how to write a headline or sell or do advertising. Really, if you have this knowledge and you have information that can benefit other people, you really have a responsibility to share it with them.

If you know how somebody’s home could be improved, and you’ve got this knowledge and they don’t, and you don’t passionately pursue ways that you can communicate that to them, “Hey, I know how your house can be improved, will you trust me enough to listen,” you’d better find different ways to present that information. Newsletters, books, interviews, offering free reports, a lot of those things that you do have worked for me very well over the years.

But it was always in an effort to communicate and encourage people to really accept new information, new thoughts that were in form, so to transform their way of living in their home or running their business or managing their home.

Joe: Absolutely. I think the key word, one of the great key words out of this interview today is certainly encourage. It ties in with everything. And in the area of promoting yourself and marketing your business, encouraging other people marketing, in a nutshell, in a lot of ways is what you communicate and who you communicate it to.

Bill: Yeah.

Joe: It’s so crucial. Communication is so important. We’re encouraging people all day long. We’re either encouraging them to do things that don’t serve them and don’t benefit them in ways, or we’re encouraging them to do things that absolutely will benefit them.

There’s so many people out there that use methods to manipulate and hurt people. And there’s many other people that do things to absolutely create value and benefit people in tremendous ways.

▷ The Key Qualities Behind Bill’s Contest Success

I’ve got to ask you about your Physique Transformation. You’re so well-known for this. You’ve absolutely just transformed the way that people get engaged in fitness and exercise, and have rewarded people with hundreds of thousands and millions of dollars worth of prizes.

With all of the hundreds of thousands of people that you’ve seen going through your Physique Transformation contest and your processes, what has been the key qualities that you have seen behind all of the success stories? There’s so many amazing people that have been transformed with what you’ve created. What are some of the elements?

Bill: That’s a good question. People see the before and after pictures, the magazines, the books. We really have mountains and mountains of these before and after pictures and success stories. They’re obviously all wonderful. They’re all an inspiration to read about. I’m proud of every person who’s completed the transformation.

But what are the ones that really shine so brightly? I guess it’s the people who have made the change and then have gone on to make a difference.

So you can change yourself, you can transform yourself, but to really maintain that and to rise to like a higher level that demands respect from me and everybody that knows these people, is that they made the change and then they went out and made a difference. They helped their neighbor, they helped a coworker, they shared the Body For Life book with somebody and said, “Hey, these are my before-and-after pictures.”

As embarrassing as that is, to show your before picture to a coworker who said, “I never knew

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you were like all fat around the tummy,” you do it. That’s courageous. You’re bringing courage in to them, encouraging them by being vulnerable and showing that, “Hey, I was out of shape, and this is the book that helped me.”

And you might plant the seed. The person might change in 12 weeks, they might change in 12 years. But I love it when those people put together programs.

Some people have started programs for their whole church, their whole company, and have brought literally hundreds and hundreds of people through a transformation, an awakening, an enlightening process, because they made a change. You talk about inspiring! Wow!

Look at you. You’ve met hundreds and hundreds of people, and now they’re encouraged to become healthier and be more conscious and aware of their opportunity to be independent and liberated and have their own business.

I love it. I just love to see people out there going for it.

Joe: You’re so great at just getting people in the game. You’ve constructed ways to get people in the game and want to play it, and reward them when they win.

The real reward, and I’ll have to give you absolute credit for this, I had taken the whole concept of Physique Transformation and now I’ve created entrepreneurial contests for my members. I actually gave away the convertible Jaguar that you had given me. It was very much appreciated. I needed to turn that into a PR event.

Bill: I love it.

Joe: You’d given me this wonderful car. Basically, I offered that as a prize for my first one. Then I gave away a brand new Hummer at last year’s contest.

Bill: I saw that. That video, that movie, that little documentary that the winner made, what was his name?

Joe: Steve Cameron.

Bill: Steve Cameron. He made a great movie, very creative, very inspired.

Joe: I told Steve recently that I showed that to you, when I was up in Golden with you, and he was just smiling ear-to-ear.

Bill: Good for him! Way to go.

Joe: But the whole point behind all of that is that that’s the ripple effect of this. Years back, we worked together on Physique Transformation and how it just parleys itself into other things.

Now, I’m using it to help motivate people and encourage people in other ways.

So I really think it all ties in to what you said about encouragement. I have a whole new respect – which I already had a huge respect – for the word encouragement. And after talking with you today, I really have a whole new perspective. And I’m sure all of our listeners do, too, which is really good because that’s what it’s all about.

This year, we’re giving away the choice of a brand new Porsche or a Corvette, which you’re going to be speaking at this year’s boot camp.

Bill: Right. Right. It will be fun.

◊ Coming Soon To A Boot Camp Near You!

Joe: Everyone who’s listening to this, that wants to see Bill in person, you’ve got to come to this year’s boot camp. It will be absolutely fantastic.

Bill: Really. It will be fun, because we’ll be surrounded by success, people who have the courage and confidence to get in the game and take action. The saying says, “Nothing happens until something moves.”

So I like to be around people who are moving, wherever they are. I love it. I love being around people who are actually doing something.

Joe: You’ll love this year’s boot camp, too, because I have absolutely great clients. So many of them have been through your contests and have read your book. The majority of them
have, many of my listeners and stuff. So I’m really looking forward to that.

What are some of the things that they’ll learn when they come to see you speak, not only at mine, but if anyone sees you anywhere? I know you’re going to be – in the next year – all over the place.

**Bill:** Yeah. I think really the experience would be you’ll gain knowledge. Knowledge is light. Some people say, “Out of the darkness, into the light,” whatever the metaphors are. You’re going to gain knowledge.

I will share the latest information that I have, that is true. And knowledge. So that is a very important part of anything that I share, whether it’s in my books or when I’m talking to people.

If you have any life in you at all, that can be ignited and lifted, that will be part of the experience to be inspired and to be encouraged and to be uplifted. That is the funnest thing.

And that’s not just from me or just from you, obviously. Being around people that want to be uplifted, that have their focus on moving up, it elevates everybody. And that’s part of the group experience that’s so much fun, that we can’t achieve in a book or a magazine.

And then challenge. These people will be challenged, in some way, shape or form, usually in a way that’s a surprise to them. They will be challenged.

**Joe:** That is true. I look very much forward to that. That’s great, and I’m looking forward to it.

Let me ask you a final question I have for you, Bill.

стрелка   Remember Bill As A Transformer

You have absolutely, definitely made a huge positive impact in millions of people’s lives. How would you like to be remembered?

**Bill:** As a transformer. I would like nothing more than to be remembered as somebody who transformed life, that fulfilled my purpose, transformed life, made a difference.

But on my tombstone or whatever, I don’t know if I’ll ever have one of those, but just say, “Here’s the transformer.”

**Joe:** I think centuries from now… Maybe you’ll invent something here that will really do anti-aging and 300 years from now we could be doing another interview.

**Bill:** I don’t think I need to live that long. We’ve got work to do somewhere else. You have so much time to get it done here, and then it’s on to the next assignment.

**Joe:** Absolutely. Absolutely. Well, first off, thank you so much for doing this interview. After all these years, I’m finally glad that we actually ended up doing one of my Genius Network interviews.

So many of my listeners have just asked, for the longest time, “I want to hear Bill Phillips. I want to hear more about Bill Phillips.

So certainly, to all of our listeners, you can hear that he’s got a lot of stuff. If you think Bill’s accomplished a lot of stuff, he’s probably just getting started.

**Bill:** I think so.

**Joe:** What you’ve got ahead of you over the next decade is absolutely amazing. Any famous last words? Anything that we didn’t cover, that you’d like to say? Let’s give the listeners information on how they can find out any websites, any information to keep up with all of the stuff you’re going to be doing in the future.

**Bill:** Well, I think the last words that I would have is just on two points. One is that I appreciate the opportunity to share my ideas and talk with you, and to have you share that with people who are focused on improving themselves and being part of something positive.

So thank you.

And also, to let your listeners know that I’ve had a lot of success and I’ve had the opportunity to
meet with a lot of experts and a lot of “leaders,” and rich and famous and whatnot. You can trust a handful of people to really help you make important decisions.

I’ve trusted Joe. I’ve gone to Joe numerous times over the last 7, 8 years, and received advice and information that I could trust, and it made a difference in what I was doing.

So that’s, I think, the last point that I have is that people can trust, I think, the info from us. Think? I know that people can trust what you share with them.

**Joe:** Thank you. Thank you.

**Bill:** My pleasure. And in terms of getting in touch with me or looking, *Eating For Life* is in every bookstore. *Body For Life* is in every bookstore. Transformation.com is going to be there. Right now, we’re focused on the nutrition information at that site. But you’ll be able to see the whole 360, the whole Transformation 360, the whole picture evolve over the next 6 months and learn about these transformation challenges that we’ll be doing on network TV.

Also, people can go to Transformation.com and find out how to get that DVD, the childhood obesity DVD that we did with the Department of Health and Human Services. They can call the Department of Health and Human Services – I’ll leave the number on the website – and get the free DVD. There’s a parent’s component, a doctor’s component and a child’s component.

But those are free. Through contributions from people like myself and some other companies, we’ve been able to pay for the cost to produce those DVD’s and print them up, and those are grants to the government. In addition to all of the wonderful grants that I get to pay in taxes, which I’m happy about, we’ve also funded that program.

So people can get that free program, put it in their CD player or their DVD player, and learn some things to teach the kids.

**Joe:** Awesome. Awesome. Again, Bill, thank you so much. I want to encourage all of our listeners – there’s that word encourage – to take this interview, listen to it again. There’s so much useful, useful information that you shared today, that absolutely can benefit people in so many positive ways.

Let your friends and family listen to this interview. Expose them to this. All of it will help people. And go out there and encourage other people to improve themselves, transform their lives. Because every time you take a step in that direction, it just makes your life and the whole world a much better place.

So Bill, thank you. And to all my listeners, please give me your feedback on this interview. You can, of course, reach us through JoePolish.com and GeniusNetwork.com. Certainly, I don’t know how quickly you’ll do it again, but I’ll probably ask you, in the future, to do another Genius Network interview because I had a great time interviewing you today. Always learn a lot of stuff. And I know this will be so helpful to the listeners.

So thank you.

**Bill:** Thank you. My pleasure.
“Body For Life”...an interview with Bill Phillips

Genius Network™ Hot Tips Sheet

- When you’re misinformed, you become mis-formed. You take a form that’s unfit...led into the wrong form, the wrong thought forms, the wrong body forms...America for 50 years has been very misinformed about what you can and cannot get away with in terms of how you eat and how you live and still be healthy and live a life and fulfill your purpose and fulfill your calling. No one can fulfill their purpose if they’re physically unfit.

- 66% of adults in America are out of shape. People are stuffed with food but they’re starving for nutrition...four times as many kids are obese today as 30 years ago. Where will it be ten years from now if we don’t make this change?...You cannot NOT die from being obese; you will die in some way, shape or form, either from heart disease, diabetes, a neurovascular accident (stroke)...depression, suicide. You’re not really living when you’re that out of shape.

- The Secret to a Healthy Life – Keep it Basic, Balanced, Best:
  - ➡️ 20-30 minutes of aerobic exercise 3 days a week.
  - ➡️ Strengthening exercises 3 days a week.
  - ➡️ Exercise with basic, balanced, best nutrition – balancing protein and carbohydrates, eating frequently, eating smaller portions, drinking plenty of water, getting your vitamins and minerals through food or supplements.

- Most people are having trouble with food because they are literally addicted to food...Exercise is your best crowbar (to break the addiction). Exercise is the best way to get leverage and loosen up those addictive patterns.

- How Parents Can Help Their Children – The most powerful thing that a parent can do is to set the example...Create a healthy home environment that says “within this home we’re not going to have stuff that is proven to kill people.” Kids (and adults) will do the right thing, in the right environment...and do the wrong thing in the wrong environment. Separate yourself from stuff that isn’t good for you.

- Once you know a different path, a better path, then it is your responsibility to do something about it. It may not be your fault, but it is your responsibility, as an adult (to create a healthy environment for your family and yourself)...You become what you surround yourself with...You transform yourself, you improve everyone around you.

- The Secret to Selling – Customer KARE. Kindness, Appreciation, Respect, Encouragement...Treat people how you want to be treated.

- Marketing success – be an enthusiastic teacher and also an enthusiastic student...If you have this knowledge and you have information that can benefit other people, you really have a responsibility to share it with them.
“Nothing happens until something moves.” – Bill Phillips

**BIG IDEAS/INSIGHTS** I gained from this Interview:

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**Resources for more wisdom from Bill Phillips:**

- **Websites:** [www.bodyforlife.com](http://www.bodyforlife.com), [www.eatingforlife.com](http://www.eatingforlife.com), [www.transformation.com](http://www.transformation.com).
- **Department of Health and Human Services:** free DVD on childhood obesity and how to battle this epidemic.

**Other Suggested GN Interviews with Joe Polish:**

- **Shawn Phillips** *(Body Building Expert of Muscle Media and EAS fame)*
  “Developing Your Physique”
- **Charles Staley** *(Sports Performance Expert)* – Your Body, Your Business:
  “The Hidden Connection Between Your Waistline And Your Bottom-line”
- **Brian Tracy** *(Best-Selling Author, Speaker and Trainer)*
  “Business Building Advice and Success Principles for Entrepreneurs”

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  How To Keep Yourself Booked With Jobs Year Round And Make Money Now!
- **Rob Anspach**
  Profiles of Success: Exclusive Interview
- **Bob Bagley**
  Marketing Tips
- **Jim Fleck** (Service Business Marketing Guru)
  How A Service Business Can Overcome Most Common Problems
- **Bob Runion & Jeff Bull** (Super Star Piranha Members)
  Marketing Secrets of Super Successful Piranha Members
- **Steve Cameron**
  (Winner. 2003 Better Your Best Contest) Through The Eyes Of A Champion
- **Steve Toburen** (Director of Training for Jon Don)
  How To Turn Your Customers Into Cheerleaders And Create A Highly Successful Company
- **Tom Hill** (JJIRC Instructor & Industry Veteran)
  Relationship And Resources For Highly Profitable Cleaning Companies
- **Joe Goodman** (Industry Veteran)
  The Carpet Cleaner To The Stars!
- **Dave Keiter**
  (Grand Prize Winner. Better Your Best Contest) His Secrets For Increasing His Personal Income 530% Guest Interviewed by Tim Pauson
- **Fritz Thompson** (JJIRC Instructor & Master Cleaner)
  Implementation: The Secret To A Successful Business
- **Larry Conn** (super successful Piranha Member)
  Secrets To Profitable Yellow Page Advertising

### Management/Wealth Building:
- **Robert Allen** (Professional Speaker)
  Secrets To Creating Wealth
- **Ben D. Suarez** (Best-Selling Author & Brilliant Direct Response Marketer)
  Secrets to Financial Freedom
- **Robert Kyosaki** (Investing Guru & Author of the Best Selling Book Rich Dad, Poor Dad)
  How To Awaken Your Financial Genius
- **Sandy Botkin** (Former IRS Attorney and Tax Saving Specialist)
  How To Reduce Taxes and Maximize Your Money
- **Michael Gerber** (Author of The E-Myth)
  Working On Your Business Not In Your Business
- **Barry Shamus** ($10,000 a Day Consultant)
  How To Find & Hire Exceptional Employees To Help Run Your Business
- **Dan Sullivan** (creator of the Strategic Coach)
  How The Best Entrepreneurs Get Better
- **Kim D. H. Butler** (Certified Financial Planner)
  Strategies For Financial Success
- **Robert Smith** (Marketing Guru/CEO of Jungle Marketing)
  Power Marketing Strategies To Help Recession Proof Your Business
- **Brian Tracy** (Internationally Known Speaker)
  How To Succeed Massively
- **Tim Pauson** (Million Dollar Man)
  Lost Secrets To Creating Wealth In Your Business
- **Dan Lacy** (Financial Guru)
  Financial Secrets Revealed To Improve Operations & Profitability Of Your Company
- **Dan Sullivan** (Founder of The Strategic Coach)
  Insights of Entrepreneurial Minds
- **Marty Edelson** (Boardroom, Inc Founder) & **Brian Kurtz** (VP of Boardroom)
  Insider Secrets Of A $100 Million Dollar Company
- **David Bach** (Best Selling Author)
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  Success is an Inside Job
- **Mark Victor Hansen** (author of Chicken Soup for the Soul)
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- **Kathy Kolbe** (Human Instinct Expert & Best Selling Author)
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- **Joe Stumpf** (Successful Coach & Business Building Expert)
  Strategies of Building a Referral Based Business
- **Terri Lonier** (Author: Working Solo)
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  Time Management, Part One
- **Ken Glickman** (Marketing Consultant & Public Speaker)
  Time Management, Part Two

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- **Bill Cates** (Best Selling Author & Referral Coach)
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- **Joe Stumpf** (Successful Coach & Business Building Expert)
  Strategies of Building a Referral Based Business

Back by Popular Demand!
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  Secrets From The Lost Art of Common Sense Marketing

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  Million Dollar Marketing Secrets

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  Secret Million Dollar Marketing

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