

Radical Remedy - Brian Proctor - Transcript

0:00:00 - Chloe

Hey guys, it's Dr Chloe and you're listening to the Radical Remedy Podcast. Today's episode is with none other than Brian Proctor, and this was such an exciting episode for me to record, so I hope you enjoy it as much as I do. If you do not know Brian's work, he is the son of the legendary Bob Proctor. Now Bob is the OG mindset and manifestation coach and he is my absolute favorite. Despite passing away a couple of years ago, I truly consider Bob one of my greatest mentors and I'm constantly listening to his work. Since his passing, his son, Brian, has really taken up the helm and is out there spreading his mission and his wisdom and helping people learn how to thrive under challenging circumstances and, more importantly, how to build the life that they imagined. I have been so moved and changed by all of their work, and it was such a thrill to get to talk to Brian. I think you guys are going to love this episode as much as I do.

Make sure you check out Brian's book my Father Knew the Secret. It is jam-packed with so many tips and tricks of ways to shift your mindset as you're moving through the day and moving through challenging times. Please let me know what you guys think Like, share, comment. Please share this with anybody you think might find value in this. I know their work has really changed my life and I think it might have the power to change yours also. I hope you're having a wonderful day, and here we go. All right, guys, I am so excited I have Brian Proctor here today. Brian is the author of my Father Knew the Secret and some other wonderful books that I highly recommend you check out, and I'm really excited about this conversation because I've followed Brian's father's work for years and it's such an honor to now be able to follow Brian's work as well. So, Brian, welcome to the podcast and thank you so much for joining me.

0:01:56 - Brian

Thank you, Chloe. It's truly a pleasure to be here with you today.

0:02:00 - Chloe

Awesome. So, as I was mentioning to you before, you know, one of the things that I find really difficult is trying to help people sort of shift their narratives when it comes to how they're seeing the world. I think currently it's so overwhelming for people to see all of the challenges that are going on. You know the wars and disease and desperation financially for so many families that are going on and it's really hard to help people shift dynamics how you know. As Bob Proctor said, I know that you are a master of shifting your mental state. What do you find to be the most effective way to sort of look at the positive in one of these situations if you're sort of getting sucked into that drain?

0:02:49 - Brian

Yeah, you know what Chloe it's. I guess I've just been brought up this way. One of the chapters in the book that I wrote was looking at life through rose-colored glasses, and you know, really it's a choice and I totally understand what you're saying. I mean, we today we live in a 24 hour news cycle. We're bombarded with nonsense and a lot of negative. But it's up to us, really, with what we're going to focus on and we can choose to allow the negative control our life and control our focus, or we can take control of our mind and start to look for the good that is around us.

And I think one of the biggest things I learned from my father was that even when something bad happens, we can choose to look for the good in it. It is really just a question of choice and if we choose to look for the good around us and the good in even some of the bad things that happen to us, our life can change. It really can, and I just think it's all a matter of focus and when we realize that we're going down that, I guess, that rabbit hole of negativity, we need to

recognize it and just stop and change our perspective and what is good in our life and start to look for that. I'm not going to say that's an easy thing to do all the time, but boy, oh boy. If we can do that even just a little bit of time and just keep adding to it, before long we're just going to see the good around this and we're not going to see all the nonsense.

0:04:28 - Chloe
Absolutely.

I love that.

One of the things, one of my like sort of catchphrases is something is better than nothing, and it's a bit of a joke, but it's, you know.

It's this idea that every little step that we can take in a positive direction, whether it's, you know, in terms of health or mental state and mindset, whether it's, you know, in terms of health or mental state and mindset, every little step makes a huge difference over time, and so I love that. You talk about, you know, the incremental shifts that we can make in how we're viewing the world and how important it is to look for the positive. I truly, the more lessons I have, the longer I live, the more I feel like we really do make our reality, and that's something that I feel like we really do make our reality, and that's something that I know you and your dad both talk about. How do you think that we shape? How is it that you think that we sort of shape our reality through those rose colored glasses, or, you know, like I feel like it's one of those things where you see what you're looking for in the world.

0:05:26 - Brian

Is that something that you find to be true? Yeah, I really do. You know, it kind of goes to that age old saying that we become what we think about. What are we putting our focus on? You know, here's something that I heard recently that really resonated with me. We are not immune to adversity. Bad things will happen, but how we react to those bad things is everything.

And if we can look for the good, if we can find, you know, the way to look through rose-colored glasses and see the good around us, the negative won't have such sharp edges, it won't dig in as deep and it won't hang in as long. And that's really the key. You know, I, I've always looked for the good around me. I was just kind of brought up that way, Um, but you know I here's an example there's somebody that I know that I'm that, that, um, I'm in contact with, and this person always sees the negative. They're forever seeing the negative in anything that's going on, and you know what they attract in their life they attract more negative. They attract some of the most nonsensical things that I've ever imagined, and it's because all they're focused on is the negative. They don't look for the good around them. They see what's wrong in everything.

And you know we can live either way. I choose to live from the point of view that I look for the good. That's not to say bad things don't happen, but boy oh boy, you can look for the good. Those bad things they're not going to affect us as strongly and they're not going to hang in as long, and it's really. It's just a way of looking at life and we really do attract what we focus on. So it's your choice. Do you want to focus on the negative or do you want to focus on the positive? And it really comes down to that.

0:07:26 - Chloe

Yeah, I think it's. It's always fascinating to see how the world kind of seems to respond to your energetic place. You know, so when I'm in a frantic place or going through a really hard time, then all these challenges will appear. And you know people, challenges and difficulties will come out of nowhere. And you're like how is this happening? And you're like I feel like I'm attracting all of this. But that's one of the universal laws that your dad teaches is really the idea

of, you know, the law of vibration, the law of frequency, the law of attraction. So it sort of goes both ways when you say it really does.

0:08:08 - Brian

I mean, you bring into your life what you're giving energy to, so be careful what you're giving energy to. You know it really comes down to that. I've got something here that I don't know for those of you that are maybe just listening or for those of you that can see, but we had this little coin made my father had this made that he would give out at seminars, and it's just. It's such a simple concept and it really goes to what we're talking about here. Chloe. This coin was made that one side is smooth and one side is rough, and on the rough side it says react and you lose control. On the smooth side, it said respond and you're in control.

And really what that comes down to, what it means, is that things happen to us in our life and if we just react to anything, we can escalate it and make it worse. However, if we sit back and we analyze it and we respond, we think about it and we respond, how is this going to affect me? How can I respond in maybe a positive way to not escalate, not react? And if we can respond to things that happen to us, we respond with thought and energy that can really alter the thing and, like I said before, it's not like we're immune from adversity. Bad things will happen, but if we can respond to it rather than react, life will change. It might not change right away, it might take a little bit of time, but it will change and you know, you're a great example of this. We were talking beforehand about how you can either respond or react to some situations that you have in your life, and by responding you make it better, and that's really a good thing.

0:10:03 - Chloe

Yeah, I think it's something that you can train yourself to get better and better with at a time and have grace with yourself when sometimes you might react and learn and get better at it. I know that that's something that I've worked on pretty much my whole life, without knowing exactly what I was doing. I remember I only was introduced to your dad's work a couple of years ago and it was just like it just flooded over me. I was like this is exactly how I've been living my life. This is what I've sort of trained myself in different ways, and I was like this resonates so powerfully with me. It was, it was really wonderful, but what?

One of the things I love about your book is that you put in so many great action points in there. What's something that you would recommend for people to do when they're sort of getting in that hole in terms of responding or reacting? Is there anything that you've sort of picked up on, like taking a couple of deep breaths or, you know, taking some time? And you know, I know you guys talk a lot about gratitude and a moment for gratitude Is there something in the moment that's helped you sort of learn to respond instead of reacting?

0:11:11 - Brian

Sure, I mean the best way to respond is to just give it a couple of seconds before you say anything or do anything to whatever's coming at you. You know, so often somebody might say something sharp or critical and we might, you know, snap right back. But sometimes if we just took that pause and the pause might be a second, I mean it doesn't need to be much. But that pause to really think okay, am I going to just react or am I just going to respond? And sometimes just thinking about it can make all the difference in the world. Rather than sharply reacting, you just respond and say well, it's kind of interesting that you see it in that way. I choose not to, and that's okay. You know, sometimes it's just taking that short mental pause and thinking about how you're going to respond, rather than just snapping back and reacting. It really kind of changes everything. You know, it's something I think I can really share and this is really how I I guess probably how I came about. This was when I was a young boy. If I can share a story for a minute, Chloe, I think yeah, when I was a young boy. One of my earliest memories of my father is really when he was tucking me in the bed and I think, yeah, when I was a young boy, one of my earliest memories of my father is really when he was tucking me in

the bed, and I think you know, you're a parent, as a parent, I think we can all catch the value in this story. So one of my earliest memories when dad was home. He was on the road a lot when I was young, but when he was home he was the one that tucked me in the bed at night. And this is what he did. He sat on the edge of the bed and he put his hand on my chest. He always said that physical connection was important and this is what he did. He started to share with me all the positive things I did that day. And here's the important piece to the respond, react stuff.

If I had something negative happen to me that day, he would have me look for the good in it, and sometimes that wasn't easy, but he would have me look for the lesson I learned or the good in it. And he always did it in a way of discovery. He never preached at me. He would have me discover what's the good in this, what good can I take out of it. So even when bad things happen, he would have me look for the positive. That was really a great way of training my mind to do that right from a young age. But then the best part was after that he said to me he said, Brian, you are capable of being, doing or having anything you want in this world. You're going to have a wonderful sleep tonight. When you wake up in the morning you're going to have a big smile on your face and you're going to have a great day.

And this was really a great way of building my self-image and teaching value to me as a young boy. And the great thing was that, you know, I grew up a little more confident, probably. I grew up obviously looking for the good even when bad things happen. But what was even better is that I got to then do this with my children and you know my children, I never had tough times through teenage years because they were well adjusted, they had a good self-image. And now I have grandchildren and I see my daughter doing it with my grandchildren and, you know, by my father doing that, he changed generations and that's a really important thing. And, you know, just by altering the way we look at things, and doing that from a child at a young age can really alter the course of a person's life. You know, we don't really give it that kind of thought but, boy, if we do, it's really something.

0:14:48 - Chloe

Oh, it's tremendous and it's interesting. Oh, there are so many tangents I want to go off on. I hear your dad saying when you change the way you look at something, the thing you look at is changing. But also then I'm also thinking about all that I know about neuroscience that I've studied, in terms of, as you're going to bed, your brainwaves are going into theta, so you're really getting into that subconscious and particularly, you know, as Bruce Lipton's research shows, like until the age of seven, your subconscious is really wide open. So you're really taking in everything that your parents are telling you into your subconscious and building your paradigm, which is something that your dad talks about a lot.

And his book, an audio book Change your Paradigm, change your Life is my favorite of his. Personally, I could probably quote the whole darn thing, but I would love for you to speak a little bit about how your paradigm shapes your world, what a paradigm is and how we can sort of shift that subconscious so that we can step into a new paradigm, because I think it's just so important for people to feel empowered about that. And also, you know again, anybody who's listening. I know I have a lot of parents out there who are working with their children, who are trying to be the best parents that they can be, and micromanaging so many things. You're all doing such an incredible job, but if I can stress any one thing about optimizing the health of your child, it's really setting them up for success in terms of their mindset and their paradigm. So please listen close to these words that Brian is sharing with us.

0:16:26 - Brian

Well, you know, paradigms really are just really a combination of our habits, the way we look at things and what we believe. And you know, most paradigms we did not create, most paradigms are a result of what our parents inflicted on us and our surroundings. That being

said, we can change any of our paradigms. You know we have good paradigms and we have bad paradigms. So you know we can enhance the good ones and we can change the bad ones. So you know we can enhance the good ones and we can change the bad ones. I look at my life and I think of how lucky I was. You know, my father received that book Think and Grow Rich. That was a big book for my father. He received that in October of 1961. I was born in December of 1961. So I was there for the entire journey. But here's the interesting thing my father had to change his paradigms and you know, the book Think and Grow Rich and everything he studied thereafter were ways that he was altering the way he saw the world and the way he acted in the world. So he was forever changing his paradigms and improving things. I was fortunate because, as he was changing his paradigms, he was setting up my paradigms and because he was studying that material, he really worked at creating good paradigms for me as a young child and building that in me. So you know, if you're a parent and you have young children, be careful of what you know, the ideas and the images that you're painting and putting into your child's mind, because you are setting up their paradigms. It's really a choice and you have the ability of setting in good paradigms or bad paradigms. It's up to you. Now, if you're an adult and you want to change your paradigms, you have to take a look at are these ideas serving me or are they hurting me? And if they're not serving us, what can we do to change them? And sometimes that can be a simple habit. It can be a new way of starting a day.

Um, you know, one of the things that I love to do um, that that my father's taught me since I can't even remember when is to journal, uh, everything I'm grateful for. Um, what am, what am I grateful for in my life? Now we often hear about gratitude journals and how they're good and a lot of people say, oh, I do that, but they don't really't really. You know, by writing in a gratitude journal, it actually sets us up for the good that is around us. It really makes that big of a difference. I mean, I've got mine right here and I write in it every day about all the things I'm grateful for, and sometimes, Chloe, I write in it the things that I'm grateful for that aren't even in my life yet but that I know are coming, and it really sets us up to see the good around us. And some days it's not always as easy. Some days I might have to be right in there. I'm grateful for my cup of coffee, I mean it can be anything.

0:19:37 - Chloe

I'm grateful for my pillow.

0:19:39 - Brian

There you go, but here's something. Here's a quote that's on the back of my gratitude journal that really I don't know, just really resonates with me and I think we'll make this sense. It says the grateful mind is constantly fixed upon the best. Therefore, it tends to become the best, it takes the form or character of the best and will receive the best. That's by Wallace Waddles. He wrote Science of Getting Rich. You know it really. We want to think about you know, doing that every day. You know, if we were to take just five minutes, take a piece of paper or get a journal and just write what am I grateful for and start to write that in, it gets us looking for the good that's in our life and when we start doing that, we shift our perspective. That's kind of everything right there.

0:20:31 - Chloe

Yeah, it's beautiful and it really does change everything, as I shared with you. You know some of the challenges that my son has. You know, especially those first couple of years it was so overwhelming. He didn't get diagnosed till he was two and a half. It's a super rare genetic disorder, so we were going through all sorts of testing at no answers for why this child was just not developing at all. You know he didn't even crawl till he was two and a half three. You know he still needs to be fed. He still has a lot of very significant disabilities.

But as I changed my perspective on him and our journey from one of, I must solve this problem. I must help him. I must find everything I possibly can to give him every support possible in the world to. I've got to love this child as much as humanly possible for exactly who this child is, and I also have to make sure that I'm the happiest and healthiest version of myself, because it doesn't matter if I can take this kid all over the world and do neurotherapies and buy a hyperbaric chamber and do all the crazy things that I've done. What matters to him is that his mom is happy and healthy.

And so not only did I start working on myself in a more genuine way, but I also started really focusing on all of the wonderful things that Remy can do and all of the wonderful things that he doesn't have to deal with. You know all the challenging things he doesn't have to deal with in life and all of the wonderful things that he doesn't have to deal with. You know all the challenging things he doesn't have to deal with in life and all of the beauty that he brings to everybody around him. And so it's. You know there are times where I'll see kids playing soccer and that's something I always did and always expected my child would do. And you know, like it's, I'll have a little bit of a mini heartbreak and grief over that. But those times just get fewer and fewer and farther between as I continue to focus more and more on the beauty of exactly who my child is. So I hope that also everybody listening can focus on.

I think we all have these expectations for who our kids might be. I'm sure your dad was very pleased that you followed in his footsteps, but I'm sure he also had some expectations for who our kids might be. I'm sure your dad was very pleased that you followed in his footsteps, but I'm sure he also had some expectations for you, you know. But sometimes our kids do what we want and sometimes our kids are totally unique individuals that you might not understand their, their vision or their goals or who they are completely. So I think the more you love them for exactly who they are, the more they're able to shine and become more vibrantly who they are, which makes them a lot happier also.

0:23:08 - Brian

Very true. And you know what, Chloe? I've actually got to congratulate you. You know you're put in a situation that most parents aren't. But here's the cool thing you can look at your child as a burden or a gift and it looks to me like you are looking at him as a gift and you're seeing the good in whatever he can do. And when you can do that, when you can shift your perspective and focus on the good and what value there is and just look for the good in every situation, boy, that it changes. It changes our world and it changes the way we are in this world. And you know, here's the interesting thing Because of this, you've got a gift that you can teach other parents that maybe fall into that negative trap and don't look for the good, and you're able to alter perspectives and change people's lives because of the way you're dealing with it. I think that's a very powerful thing, Chloe.

0:24:13 - Chloe

Thank you. I really appreciate that. It's hard for me because I do see a lot of particularly special needs parents, but also just parents of neurotypical kids who are just really struggling and have a hard time studied the work of your father and all the incredible books that he recommends. Also, I, you know, I just am so acutely aware that this is a moment you know, especially as a parent, like when our children are young. That's a moment in time and you know, with a child that's as rare as mine, like Remy, could pass away in his teens and twenties. It's something that I have to deal with as a reality. You know he has a very severe seizure disorder, so there's some unexpected death and epilepsy Like these are things that I have to process and I think for me that makes me so much more aware of the fragility of life and makes me so much more grateful for every day. But I just really wish that every parent would see that you know every day with your child is a gift, or with your loved one, and nothing is guaranteed in the future. And I don't mean that in a fatalistic way, but I mean it from a place of like deep gratitude for the

moment that we have right now. You know, and I hope the parents can sort of see that in their kids, even when they're very stressed out.

One of the things that I find interesting is your dad sort of manifested, it seems, or vibrated or came into the frequency of the movie the Secret, which sort of catapulted him to greater fame. I remember watching the movie and I liked it. I didn't really I wasn't, I didn't watch it a ton or start following his stuff. I must have been fairly young at that point. But I am curious about some of these universal laws, because I know a lot of people in the spirituality and wellness world and it seems like some people watch the Secret and sort of thought okay, if I just make a vision board, all of this will come true and I don't have to do anything. So I'd love to hear how you see things coming into reality and how you can set yourself up for success, for creating the light that you're envisioning as a person.

0:26:48 - Brian

Yeah, well, you know, I mean the movie the Secret was really based around what they call the law of attraction, and the law of attraction is really a secondary law to the law of vibration, and that is just we attract into our life what we are in vibration with. We see good, we'll bring more good into our life. We see bad, we'll bring more bad into our life. And you know the secret. It is kind of interesting. I'll share a little story about it and then, you know, maybe I'll say a little bit more that I think will create the value that you're looking for. My father was really one of the pioneers in the personal development industry. I mean, he started in the 1960s and 1970s, back when it was not a thing. And you know, there was certainly no internet, there was no way of reaching people. You had to go out and knock on doors and do whatever you had to do, and it was always. It was a struggle in the early days. It was a struggle to fill the room, to be on stage speaking, to really get your message out. But he was so committed to the message he had because he had known by studying the material, he changed his life and he knew that he could help other people change their life. Here's the interesting thing. The movie the Secret came out. My father was 72 years old. He had been working in that industry for the longest time and was just committed. He knew that what he had had value. It wasn't until that movie came out that he was propelled to the larger stage, to a much larger audience. Here's the interesting piece to all of this is that he kept putting in the work. He kept visualizing that he was going to be on the large stage, that he was going to be seen around the world. He didn't know how that was going to happen, and the secret talks about you know, if you hold the image of what you want, you'll bring it into your life. That's true to a point, that is, you know we become what we think about. However, we need to step in and take action. That's the one piece the movie didn't talk about and that's the one piece that my father was always talking about. After the fact, he said the one thing that was missing is that we need to step in and do something to bring that to us as well. We can't just think about it and have it happen. Most people wish for a thing, but they think it'll never happen and that's what they're putting energy into and that's why it never happens. You know, the movie the Secret based around the law of attraction is kind of interesting because my father, anybody that was in that movie they did not get paid to be in it so they received no benefit of being paid for being in that movie, but the benefits they received because of the exposure that that movie got was enormous. That that movie got was enormous.

And you know my father, when he got into that movie you want to talk about the law of attraction he was, he was traveling I'll tell his brief little story and his phone was full of messages. He called Gina, his assistant, and asked if Gina could kind of clear through these messages. And he said there's one garbled one from somebody that sounds like she's from Australia, if you can check in all of these for me. And so she did and she called him back. She said yeah, there's a message here from somebody from Australia. They're filming this movie. It's going to be called the Secret based all around the law of attraction. But they're filming this weekend and they've been trying to get a hold of you for a couple of months and with no luck,

and it ended up that they were filming in Aspen Colorado. You'll appreciate this because you're based in Colorado.

And here's the crazy thing my father was in Aspen Colorado that weekend of filming. You want to talk about the law of attraction? Now, he had only been in Aspen Colorado one other time in his life, so it's not like this was a regular place that he was and they were filming right across the street from a seminar that he was doing. So he said, sure, I'll go, and you know, jump over there and let them interview me for an hour. So he literally walked across the street, was filmed for an hour, being interviewed, and then left and that was it. And that's how he got into the Secret and because of that, that movie opened him up to such an audience.

He ended up being on Larry King Live a couple of times Alan DeGeneres Nightline he was all over the place, and that happened because he was focused on always delivering the good, always giving value, and when he walked across the street, all he was focused on always delivering the good, always giving value. And when he walked across the street, all he was focused on was whoever was going to be watching this he would add value to, and he knew that if he kept doing that, something big was going to happen in his life. And I want to challenge anybody listening or watching this that what good can you keep doing? If you hold a vision of what you want in your life, what one step can you take today that's going to get you a step closer to that? And if you just focus on the little things that you're doing every day, the little thing that you can do, that's going to get you closer to there. You never know when that big thing is going to happen in your life. Dad never knew when that was going to happen. He didn't know that the secret was going to be the thing that propelled him, but he was willing to step in and do whatever was required at the time that would help him get his message out. And because he was willing to do that and took action towards that, that big thing happened for him. And you know, I challenge everybody to think of.

Forget about doing that big thing that's going to alter and change your life. What little thing can you do today? You know one of the things I wrote in the beginning of the book, in the back of the book was what would happen in your life if you were the best version of you every single day and if you stepped into what little thing can I do? That's going to make my life a little bit better today. What one little thing. Those little things will add up over time and if we're the best version of us every day, something big will happen. And when it happens, we're like wow, how did that. And when it happens, we're like wow, how did that. But it's because we did all those little things that they add up and create the big thing in our life. So quit looking for the big thing. Start focusing on what can I do today, right here, right now. That's going to get me one step closer and your life will never be the same again.

0:33:17 - Chloe

I love that. I love that story so much. When I read it in your book I was just blown away at how that all came to be for your dad. And being in the secret I was like, of course, of course that's how that played out for him. But it's such a beautiful story that just shows how much he lived, what he practiced, what he preached, he lived. You know, it seems like he really lived as the person that he presented himself as to all of us on the outside. And that's one of the beautiful things about your book is getting that sort of peek behind, where we get to see the stories behind how he really enacted and lived the work that he did. I was in that.

I kept thinking of your dad saying whoever it was was asked, what does it take to get a man to the moon? And the guy said the will to do it. And so I always think of the will when we're talking about manifestation and the law, the secret, and it's sort of like, yes, we can hold that vision, but again, we have to take aligned action towards that, otherwise nothing's really gonna shift. And that doesn't mean that there aren't gonna be challenges that are gonna come up. But, as we've been talking about, if you can keep focused on the goal and keep focused on the positive and take those challenges and those difficulties and learn from them, then there's

always growth, no matter what's coming your way. So I love that he lived that in such a beautiful way. I wrote down some of the other universal laws that you guys have on the Proctor Gallagher website, and I was curious about some of them that I hadn't heard as much about. So if you'll indulge me, I'd like to go through a couple of them, if that's okay.

0:35:20 - Brian

Sure, yeah, absolutely.

0:35:23 - Chloe

So one I was curious about the law of perpetual transmutation. Could you tell us a little bit about that one, Because I'm curious how that interplays with Well, that's really.

0:35:35 - Brian

You know, that's it's. You know, my father was great at teaching this stuff. Um, so I, I, I, I didn't study a lot of that the same way he did, but really all that is is that everything is energy, Everything is in motion and everything is moving from one way to another way, in in the form. Form. And the law of perpetual transmutation is just this. If you keep focused on you know what you want, what you can do to get there, it's already there. It will come into form if you're focused on it and you do what's required. You know that's, I don't know. I'm probably not explaining this in the best of ways, but that's really what it is. And if you stay focused on your desire and you do everything you can to make that happen, you will bring it into form.

It comes back to what we talked about earlier. You know we become what we think about. You know we become what we think about. So if you want something good in your life, stay focused on the good, don't focus on the negative, because if you're focused on the negative, you will bring that into your life too, and that's all that that perpetual transmutation is. We just bring into our world, whatever we're focused on and it's really as simple as that and if we stay focused on the good, we stay focused on what we're heading. It's not to say bad things won't happen. But boy, those bad things won't last as long and they won't throw us off track as badly if we're focused on the good and we keep doing what we can to reach that.

0:37:11 - Chloe

Totally. You also often talk about the acting as if, so that makes me think of that as well.

0:37:19 - Brian

You know, that to me, is one of the most valuable lessons I think I've ever learned Well, I mean there's quite a few, but that's a really strong one that I learned from my father. He always said we need to act as if we are the person we want to be, that we act from the place we want to be, and if we can act from that place, we will bring it into our life. You know a great example for that. I was 26 years old and I was going into real estate. I lived in Toronto at the time and I was taking all the courses. I was going to be a real estate agent in the city of Toronto and I remember, at 26, I had a lot of people looking at me like, who do you think you are at 26? You're going to sell houses to people and you know, they, they, they. But dad always said to me he says, Brian, you need to act as if you are the best real estate agent in the city of Toronto, so don't worry about what anybody else thinks, what they say, what they do. You act as if you step out and you be that person. You will become it, and it just resonated with me and I did that right from the start and my first year in the business I actually made it to the top 100 of a very large real estate firm internationally because I acted as if I was that person and Chloe, the very first house sale I had. Those people would have never known that they were my very first house sale because I acted as if I was the most successful agent in the city.

And you know, we can take that and apply it to anywhere in our life, if you know, wherever we want to be, however we want to be, we can act as if we are that person. Now, at first it might seem phony and it might not seem real and we'll have other people look at us like who do you

think you are? But if we can look past that and keep acting as if, eventually we'll get past that doubt, we'll get past the fear and we will become that person. I'm not going to promise it's going to happen next week, but boy oh boy. If you keep focused on that and you keep acting as if you are that person, in a matter of time you will become that person. It's really as simple as that and one of the easiest ways that my father. One of the exercises he had for how to make that work was really through affirmations. He said if we want to change anything in our life, it requires repetition and we need to keep impressing that idea into our mind and sometimes it's maybe taking a positive statement of how we want our life to be, writing it out and writing it out every day and reading it and visualizing it. At first it might not seem real, it might seem a little fake, but over time it will impress itself and that's how we change our conditioning and that's the way we change our outlook on life.

You know, one of the best ways I can say that this works a friend of mine, Peggy McCall. She had a thing she liked to call the power life script and this really resonated with me. I was watching Peggy over the years and she was doing incredible things and she said it was because of her power life script. And what she did was she would take a piece of paper out and she would write how she wanted her life to be and she wrote it in the positive tense, like it already was, acting as if, and she would use really expressive words and be proud of herself and write congratulations for all the great things that she's done in her life. And then what she would do is she actually recorded that life script and she would listen to it every day. And at first it didn't seem real, but she would listen to it every day until it became a part of her being.

And when I was watching some of the things she was accomplishing, I thought, boy, that's a great idea, I'm going to do that. So I wrote out how I wanted my life to be, not the way it is currently. And here's a really important part is we should not let our current circumstance dictate how we want our life to be. We need to take the imagination right wide open and how would we like our life to be? And write that out and then record it and listen to it every day. Now, your life might not change today, tomorrow, maybe even next month, but if you listen to that every day, I promise you six months down the road you're going to be a different person, and I've used that.

I actually had my wife record it because I just love her voice and hearing her speak, all the good that I was doing as if it had already happened. It just resonated to my heart. I mean, it was a deep thing. And, Chloe, when I look at my life script that we were, you know I had Corey record for me probably three years ago now. I have achieved everything that was in it Now, when it was first recorded I wouldn't have had a clue how I was going to do some of those things, but I have achieved everything that was in that life script because I listened to it every day, and here's why it makes a difference. It got me focused on the good that I desired every single day. Not to say that I'm going to make that big leap, but what it did was it caused me to do those little things we talked about earlier every single day, day, and those little things add up.

0:42:37 - Chloe

Oh, they totally do. In that, I would love for you to expand upon your father's A, b and C type goals, because I think that ties in really beautifully with everything you were just mentioning in terms of hitting those goals, because I think a lot of people, you know, they start pushing to do something big and then they get overwhelmed and they say, well, maybe I'll look for something a little bit smaller. So what was your dad's ideas of the A, B and C type goals and how does that play into creating this life that we imagine? You know?

0:43:10 - Brian

Yeah, you know, goals were a very big part of his life and because of that it was a very big part of my life.

You know, I was brought up with goal setting and the reason for having good goals.

And here's the interesting thing, Chloe most people in this world don't have a worthy goal, they don't have something big they're chasing after. They just live day to day, just exist, and you know we fall into the daily routine of just, you know, kind of normalness. So he had what he liked to call three categories of goals A, B and C type goals. He said an A type goal is something there's no inspiration in. It's something that we already know how to achieve. It might be a new car or something that we've already done and it might be exciting for a few days or a couple of weeks, but it never inspires us long-term because we already know how to do it and so we can fall off that wagon fairly quickly or we just achieve it fairly quickly. But because it was not an inspiring goal it's nothing that we didn't know how to do, we didn't change, nothing changed within us and we didn't become better chasing it. He said a B-type goal is a goal that's maybe a little bit more inspiring. But you know that if you know you were to do this and do that and plan things out, you can map your way to get there. And that's better than an A-type goal, for sure, because it will cause you to do different things, but you can map out how to get there. And again, there's no long-term inspiration in that and a lot of people that pick B-type goals they might be inspired to work and do things for a while, but then they fall back off the wagon and just fall into a daily routine.

He said a C-type goal is a goal that really inspires us, that causes us to want to be more. And here's the important piece to it we don't know what all is required to achieve it, but we're so inspired by it that it causes us to wake up different every day. We're a little more energized. We think what can I do to get there? And that has always taught me to go after C-type goals. He said if you can figure out how to get there, it's not inspiring enough. And he always said to me he said, Brian, don't worry about what you need to do to get there, just make sure it's something that inspires you, that makes you do things differently. That's the worthy C-type goal, and I've chased after C-type goals most of my life, and here's the interesting thing that I have learned when I've set them, I didn't know what was going to be required to get there, but they were so inspiring that it caused me to step in and I found the way. And all we need to do is what can I do today that's going to get me one step closer and the path will show itself. And sometimes that path may be completely different than what we think it's going to be.

But that always said that when with a C-type goal, when you achieve it, that's great and that's kind of the side benefit, but it's what we learn along the way that creates permanent change and growth in our life. And I, that's kind of the side benefit, but it's what we learn along the way that creates permanent change and growth in our life. And I look at some of the big things that I've done in my life. It's great, the big thing that I've achieved, but, my God, what I learned along the way has changed my perspective on everything and that enables us to live a bigger, fuller life. That's really what that is all about, and so I challenge anybody that's listening to this or watching this to go after something that's really big.

You know, dad always said, if we could take the lid off and we were to have a magic wand and we could have anything in our life, what would that be? And don't let our paradigm say, oh, you can never do that or you're not worthy of that. Don't let that come into play. Really think about what would you like in your life. And he always said a very important thing to do in setting these goals is to not let our current circumstance dictate our way of thinking. So many times we think, well, I'm only this, how could I ever do that? And that limits us and it does not allow us to explode out of who we are and to grow into something bigger. Don't let your current circumstance dictate how you're going to act in this world and what you're going to chase in this world. It's an easy thing to say it's it's. It's an easy thing to say. It's not so easy to do, but you can do it with focused thought and really dictating okay, what do I want. Don't worry about what anybody else thinks of it or what your husband or your wife or your kids or your parents are going to say Is this something that really inspires you? And if it is, go after it? Really inspires you and if it is, go after it.

The final piece that I'll say to this Chloe is only share that big goal with somebody that you know is going to support you, especially in the beginning. Because in the beginning that's when we're most vulnerable. And if we share our big goal with somebody and they knock us down and say well, who are you to do that? Are you crazy? There's no way you could do that those that will knock you off so quickly.

You know, when I chased after big things, my father was always my biggest cheerleader and he never let my current circumstance dictated what he thought I could do or where he thought I could go, and he always encouraged me. So I challenge you to make sure you find who is your cheerleader, who's going to support you through thick and thin. That was always my father, you know, and now that my father's gone, it's my wife, Corey. She always encourages me, she's always holding me up, knowing that I can get that big thing. Make sure you find who that is, and sometimes it might not be who you think you know sometimes, sometimes some of the people closest to us can knock us off track quicker than anybody else. Make sure you only share things that you're going after with people that you know for sure will support you.

0:49:12 - Chloe

I love that. I do think that sometimes the people closest to you get very uncomfortable when you decide to change and go after those bigger goals and shift who you are, because then you're not the person that they knew and that also challenge challenges their paradigm. Well, if, if Brian can go and achieve all these wonderful things and you know we, we've always been at the same place, and why am I not going after that? And so that makes people uncomfortable and hopefully that discomfort leads to shifts and then growth in their world. But sometimes people aren't ready for that, so it can be difficult.

I love that. Another thing that it's all bringing me into is the thought of the law of cause and effect, and I know that you know you speak a lot about service. You know sort of being of service, making sure that everybody that you meet is feeling very special and feeling like they've gotten a positive interaction from any interaction that they have with you, no matter what's going on in your circumstances. So I'd love to hear you talk a little bit about that and how it's important to find ways to serve and support and honor other people and how that can help you further your mission and your goals and achieve what you're looking for, sure.

0:50:29 - Brian

Yeah, you know. I mean. The law of cause and effect is simply this whatever you put out will come back to you. Whatever energy you put out will come back to you, good or bad, you know it's. The universe makes no differentiation between good and bad. So whatever you're putting out is going to come back to you. If I can share this story, I think this is probably the best example of how to use this.

My father liked to call this the impression of increase, and it's a way I've lived my life since I was nine years old. So when I go back to when I was nine, we had just moved to Chicago and I was starting a new school, and what I need you to know is I was born in Toronto, so I started school in Toronto. A year after I started school, we moved to London, England, so I started a new school there. A year after we moved to London, England, so I started a new school there. A year after we moved to England, we moved back to a different area of Toronto, so I started another school there. A year or two after that, we moved to Chicago. So grade four I'm in my fourth new school already.

I was that perpetual new kid in school and I can remember nine years old, I can still remember this conversation and I remember sitting down with dad and saying I hate being that new kid in school. You know, it's just always so, it's just so awkward, dad. And this is what he taught me and this, quite frankly, Chloe has changed my life. He said to me. He said, Brian, this is all you

need to do. You put these four letters across the forehead of everybody you're speaking to. Mmfi, that stands for make me feel important. He said if you can make everybody that is in front of you feel important, feel seen, feel heard, you're going to make friends really easy and you're going to get along great in this world. And he said you know it can be something as simple as a sincere compliment. It can be something as simple as just asking interesting questions. He said don't worry about being interesting, be more concerned about being interested. You know, if you can be interested in who you're speaking to and really have a good conversation with them, forget, you know, looking at our phones or looking around the room, thinking who I want to talk to next, but how can you be present in this exact moment and be interested in who you're speaking with. That's going to get you more in this world than ever and that's really how it shaped my life was.

Dad taught me how to be interested in other people and how to make them feel important and by doing that I made friends easily and when I look back in business, I mean it caused people to want to work with me, it caused people to want to refer things to me.

It really exploded my business and he called this the impression of increase and it's simply put, is this what can you do to make everybody that comes in contact with you today feel better because they were in contact with you today? That's it. If we can do that. You want to talk about the cause and effect. If you can make everybody feel special because they came in contact with you today and sometimes it might be a simple smile to the clerk at the grocery store, it's just a positive energy, a positive way of being. Whatever we can do to make everybody we come in contact with feel better because they were in contact with us, that's the impression of increase and that is the best way I can say cause and effect in this world how we interact with everybody around us will make all the difference in the world.

0:54:02 - Chloe

It's beautiful. It's such a good reminder of the influence that we have on those around us. I remember when I was going through a particularly difficult time in my journey with Remy before he got diagnosed, but after my entire life imploded. I remember there was a crossing guard at the school on 11th Avenue and Windsor Place in Brooklyn and her name was Susan, I'm pretty sure, and she was just so kind to me and it was like the one thing that I needed was this one bright light who would just genuinely ask how me and Remy were doing and just smile and seem happy to see me. And it was just you know, you just never know the little things that you are doing that might really help somebody along their way. And I think that the more that we focus outwards on supporting others, the less we get focused on our own trials and tribulations and are able to bring joy to others, which you know inevitably brings joy back to ourselves as well.

0:55:05 - Brian

It's so true. You know we're I mean, let's face it, we're all on different journeys and we don't know what could be going on in somebody else's life that is in front of us. So sometimes just that simple kindness can alter somebody's day. You want to think about that?

0:55:23 - Chloe

Totally, and it also comes back to the respond, not react thing, because it's, you know, when somebody is saying something that might be hurtful to us we don't know where they're coming from that's most likely a reflection of something that's going on within themselves, or a judgment that they have about themselves, or insecurity that they're then, you know, projecting onto you. So you know not that we want people to be abusive. We've got to set boundaries and make sure that people treat us appropriately. But also, you know, instead of just reacting to a harsh word or a slight or something that happens, we can also have that compassion and empathy of you know. I don't know where you're coming from and what that looks like.

One thing that I thought was phenomenal about your book is all of the many different action points that you have in there. It felt like I was actually taking one of your seminars, which made me so happy to be able to be like okay, so when this happens, I'm going to work through this this way, and I really loved it. As I said, I have the hard copy and the audio book. I think both are great.

I've gotten into the habit much like your father has always recommended and advocating to listening to books over and over and, as I said, change. Your Paragraph has been one I've listened to probably at least 12 times in the past year, and your book, my Father Knows the Secret, is definitely on that repeat loop right now as well. But what are some of your favorite habits and practices? We've talked about a couple over the past hour, but what are the ones that you find, like anybody listening like, what would you recommend for anybody who's sort of getting started on this mindset shift? What are some of the most important practices that they might want to start implementing today?

0:57:17 - Brian

Well, some of the biggest habits are really around our morning routines. How do we start our day? You know my father gosh. It was not unusual for him to go out to his studio. He'd built this beautiful studio in his backyard and that's where he liked to work. And it wouldn't be unusual for him to be out in his studio at 5 am. And what he did was he wrote out in his gratitude journal everything he was grateful for. And he had another journal that he wrote out his goal. And he wrote it out every day and then closed his mind, closed his eyes and just focused on achieving his goal. And what could he do today to do that? To, to, to get one step closer. And so that's that's part of my morning routine as well. Um, you know, he he taught really by example and he lived a great life because of the way he started his day.

Um, you know, when I wake up in the morning, I get up, I get out of bed and I come to my desk and I write out what I'm grateful for all the good in my life. And I do as I mentioned earlier I write out even what I'm grateful for that's coming into my life. Then I do write out my goal what am I going after? Because if we can stay focused on what we're going after, it will make all the difference in the world and it will cause us to look at our day like, okay, what can I do today? That's going to get me one step closer to that. I've got a vision board right across from my desk that I look at every single day and it's got things on there some big goals, and it's also got little goals that are kind of incidental, that'll just happen along the way, but those are the big things. They keep me focused on why I'm here and what I'm doing.

And when you're focused like that, you will do things in a day that you would never normally do. You know, quite frankly, Chloe, you know, getting on podcasts and speaking and doing things these were things I would have never done before. And speaking and doing things these were things I would have never done before. But I have big goals and I know that by doing that I'm going to get the message out to somebody new. And if I can get that message to somebody new and somebody else goes and buys the book and can alter their life, I'm getting closer to my goal.

So it causes me, by doing this daily, it causes me to say yes to things I would have never normally say yes to, and to do things in a day I would have never normally done, to step out of my comfort zone, step into the uncomfortable. But by doing that I become better, bigger, I learn along the way and the uncomfortable doesn't stay uncomfortable for long and I get better at things and because of that I improve my life and I'm getting closer and closer to whatever it is I'm chasing. So those are really the big things. For me, it's the way you start your day that shapes the way the rest of your day is going to go, and I learned that from my father in a big way.

1:00:22 - Chloe

Yeah, I just had, I was just remembering. In your book I think you have the quote. It's something along the lines of when you face a fear, the fear vanishes or disappears, and I do find that to be so true. I'm the same way. I would never want to be on podcasts or public speaking or doing these things, but to me I'm like I think I have something to share and I think I can help people. And if I can be of service and if I can help one person feel a little less alone or a little more empowered in their health journey or their parenting journey, that I'm willing to step into the discomfort. And for me, with the podcast, it's just such a beautiful thing. I think I get it from my dad. My dad's a book publisher or was a book publisher, and so to me to be able to amplify the voices and the messages of some of my heroes is it's just such a genuine honor for me.

Before I let you go, since we're just about out of time, I would like to make a personal appeal to you, sir. I would love it. I keep looking for, like a Proctor Gallagher style journal. Do you guys have those somewhere? Because I don't see them, and there are so many different things that you guys have pulled together in terms of these wonderful action items that people can do daily to start building their paradigm and to start shaping their goals, and I think you guys should do that. I would just love to help that personally, so I figured I would just put you on the spot, oh well, you know what, Chloe?

1:01:57 - Brian

It's funny you say that I'll share. You know, my website I'll share is Brianproctorcom, and if you go to Brianproctorcom you'll see first off wherever you can buy the book and whatever country you're in. There's lots of bonuses there that you'll receive. Importantly, you can get on the mailing list and I just mail content. I don't send out a lot of stuff. I send out literally two emails a month, um, and it's just valuable content that I believe can help alter your life. Um. I will be coming out with a program, um, and it will have a journal and and and different things to work with to really help improve your life. So it is on the way and that's where I say, if you just go to Brianproctorcom and get yourself on there, you'll see it when it comes out.

1:02:48 - Chloe

Wonderful. I couldn't help myself. I just keep I keep getting these different journals and getting ads for manuscripting journal and all this stuff and I'm like I need the like. I like I keep coming back to some of the activities that you and your dad recommend that people doing and I'm like do I just make a journal? And I'm like I'll talk to Brian about it, see if they're going to do it. I also ordered um. For anybody who's listening, who does not know. One of the main things that Bob would always recommend was a goal card and keeping that on you. So I found somebody who was making them on Amazon, but they weren't quite what I was looking for, but still pretty cool, and I do carry a goal card. What was so significant about the goal cards for your dad? He seemed quite in love with this idea.

1:03:40 - Brian

He really was, so I'll share. I've got one here and you know, I remember as a young guy boy, you didn't want to be, you know, anywhere without a goal card on you. Because you know, dad was always asking Brian, what's your goal, what's your goal? And it was never to be critical, it was like are you chasing something big? And then his next question would be what are you going to do today that's going to get you one step closer? And that was it. That was the whole focus.

And you know the purpose of a goal card is two things. Number one, to write out what your goal is. Most of us don't even write it out, we just have this thought. But you actually distinctly write out what it is you're going after.

And he always said that if you write it out on a card and write it in the present tense, as if it's already in your life, and you put it in your pocket, and every time you reach into your pocket, even if you don't read it, you touch it it'll trigger that in your mind. It keeps you focused on what you're going after. And he said then you know, you pull it out, you read it oftentimes through the day. It is just, it's a tool, really, it's a trigger to keep us focused on what we're going after, and that's the whole purpose of a goal card, and you know, it's just. It makes us much more effective and it keeps our focus on the positive, what we're going after. Because, let's face it, there's a lot in a day, Chloe, that can throw us off focus, and any tool that we can use that keeps us on focus, it's invaluable.

1:05:13 - Chloe

I think it's so important and it's so helpful to be able to find ways that you can reshift when you're thrown off course. I think Jim Rohn always talks about don't pray for smoother waters. You know work for a better sail. You know figure out how to navigate those rough waters, because it's always going to happen.

You know I always tell other parents life is not going to get easier. We're still going to have all the same, you know, all the same level of challenges realistically. But we can build our resilience so that we can grow from those challenges and still see the beauty in them. And you know, I think a lot of people will say that some of the hardest times in their lives were the times that actually helped them grow the most and where they actually ended up being some of the best things that ever happened to them. So I know that that's been very true for me with a lot of the challenges that I've faced, whether it's Remy or when I was in high school I had a rare tropical disease or all sorts of weird things that come our way. But it's really reshifting that so that you can get back on track and focus on the gratitude that you have for today and everything that you have.

1:06:26 - Brian

It really. You know. If I can share one final story here, Chloe, I think that really gets to that point. And so here was. The important part about writing this book is that I wrote it because I thought there was value in sharing what I learned from my father. You know everybody sees Bob Proctor as the speaker, the man on the stage. Well, I got to share who he was as a father, not necessarily as the man on the stage, and what would he teach his own son and how was he around his own son? So that's, that was the purpose of this, and you know, getting to this, that not everything in life is great and rosy. My father was such a great example of this and I'll share a story that was right at the end of his life. That, I think, really drives this point home.

I was in the hospital with dad, in the intensive care unit, and this was literally days before he passed away. And when I was in that hospital I could hear other people, other patients in the hospital yelling and screaming and yelling at the nurses and the doctors and taking out on them what they were going through. And I get it, but you know, dad was always of the opinion that we should never let our current circumstance dictate how we act or how we treat those around us. And boy, oh boy, I'm not afraid to tell you, Chloe, he showed this by example so much. At the end we were in that intensive care unit holding hands for hours upon hours and dad was in a lot of pain, he was not in a good place and he never let that dictate how he was going to show up and how he was going to act and treat those around. And I remember this one nurse. She came in and dad had all kinds of hoses and things coming out of him everywhere and this nurse needed to put in another IV and she was trying and she was poking and poking and she could not find a vein and you could see her energy. She was getting, all you know, stressed about it and she kept saying to my dad I'm so sorry, mr Proctor, I'm so sorry. And this is what my father did. Rather than snap or do anything, he put his hand on her hand and he looked her in the eyes and he said don't worry, dear, you're doing an incredible job. You just keep doing. Whatever you have to do, it's all going to be fine. In that instant I

could that nurse her whole energy calmed down and what's interesting is she found a vein right away because he put her at ease. Now here's the real lesson in that.

Dad was not in a good place. He could have snapped at her. He could have done whatever he took that moment to make her feel special, to make her feel seen and to make her feel valued. And by doing that he altered the way she was. He didn't let his current circumstance dictate how he was going to react or respond. He responded in kind and boy oh boy, if we can all live that way you know how many people we see sometimes treat a stranger better than somebody really close to us, sometimes treat a stranger better than somebody really close to us and if we can get to the point where we do not let our current circumstance dictate how we react or respond, if we let ourself be the best version of us every day, no matter what is going on in our world, we're going to treat those close to us even better and we will attract better into our life because we're not focused on whatever is currently going on.

If we can do that, good things will come into our life and we'll be a much better person because of it. And I got to witness my father do that right at the end of his life when, quite frankly, he didn't have to. You know, he was going, he was in bad shape. He was still committed to making sure that he did not let his current circumstance dictate how he was going to act, and he was still always going to make everybody in his presence feel better because they were in his presence. That's a great, great lesson.

1:10:39 - Chloe

It's beautiful and it's such a testament to who he was and the work that he did and the mindset and the fortitude that he built over his lifetime. It's so beautiful and I'm so grateful for your work. Truly, I really think that this book and the lessons that you're sharing, that you've learned and the things that your father instilled in you, is such a beautiful tribute to him and such a beautiful gift, particularly, I think, to us parents who are navigating some of these challenges, because truly, you know, we are shaping our children and their paradigm and how they're going to grow up and see the world, and also they're also looking at us and how we're living our lives and how we're modeling our worlds for them. So I think the more that we can both work on ourselves and work on growing that positivity in them, you know, I think it might just change the world a little bit. So I'm really truly very grateful for your work and incredibly grateful for your time and wisdom today.

1:11:42 - Brian

Thank you, Chloe. You know what it's been great being here with you and I've really enjoyed this conversation, so thank you.