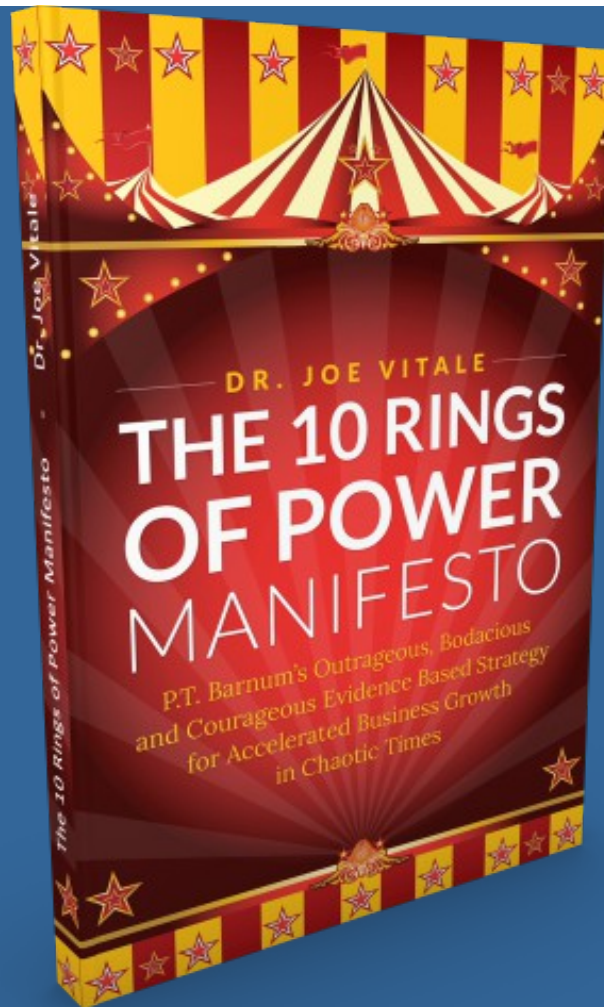




THE 10 RINGS OF POWER

MANIFESTO

By Dr. Joe Vitale

[President, Hypnotic Marketing Inc.](#)

[Author of way too many books to list here](#)

I fully believe that if you faithfully follow

my methods you cannot fail. '

— **P.T. Barnum**, marketer, politician, showman, author, speaker,
publicist, 1891, five days before he died

“Nearly 20 years ago, when I was the Senior Marketing Manager for Nightingale-Conant Corporation, Dr. Joe Vitale sent me copy of his new book “There’s a Customer Born Every Minute: PT Barnum’s Secrets to Business Success”. I devoured the book in one evening. I underlined things, I took pages of notes, and have referred to the book ever since. I thought so highly of his information and marketing savvy, I even convinced Vic Conant to publish an audio version which we titled ‘The Power of Outrageous Marketing’, and it went on to be an international bestseller. Now 20 years later, my friend Dr. Joe Vitale sent me a galley copy of his new 10 Rings of Power Manifesto to review, and all I can say is “FANTASTIC!” This was long overdue. The 10 Rings of Power Manifesto takes the best of his previous P.T. Barnum marketing material and completely updates it for today’s technologies, while also sharing thought-provoking stories of modern day marketing geniuses. If you want to learn the 10 marketing tactics P.T. Barnum used to grow into the “Greatest Showman in the World” you need to read this manifesto. If you want to learn the marketing tactics of today’s modern day P.T. Barnums - you need to read this manifesto. Most importantly, if you want to grow your business quickly and profitably, you must read this manifesto and take immediate action on what you learn. Joe will show you how!”

— **Peter Wink**, author, “Getting Clear of FEAR”

THE PROBLEM:

Face it. Marketers are trying to grab *your* customers *right now*:

- ▶ Americans receive 4,000 to 10,000 advertisements every day.
- ▶ Average consumers see 20,000 brand messages a day.
- ▶ Online users see an average of 11,150 ads monthly.
- ▶ One study showed 15,220,700 texts are sent every *minute*.
- ▶ Another revealed 269,000,000,000 emails are sent every day.
- ▶ TV News averages 16 minutes of commercials per hour.

What do you have to do to succeed in today's fiercely competitive and overwhelmingly changing environment?

How do you stand out in the marketplace?

How do you get new leads or prospects?

How do you constantly innovate?

How do you stay healthy and sane in a world of stress, fear, disbelief and cynicism?

How do you retain customers?

How do you, as Star Trek's Spock said, "Live long and prosper" - in the raging war of modern business?

How do you break through all this noise and clutter and get your prospects' attention?

You can relax. I have a solution.

"In 2006 Joe Vitale deconstructed my thinking and showed me how to rebuild with a new mindset and in a positive, forward direction. My results have been nothing less than miraculous and my life's journey is forever changed. I'm paying it forward by working with new entrepreneurs on six continents, and now I can also say that I'm the author of too many books to mention."

— **Connie Ragen Green**, Author, Publisher, Entrepreneur

THE SOLUTION:

A dead man holds the solution you need.

He taught it to me and I want to share it with you.

It is a strategy involving 10 steps. I call them “10 Rings of Power.” You might consider them The 10 Commandments of Business. These “rings” or commandments make up a whole formula for achieving success - no matter what the business environment is doing.

These 10 Rings of Power are evidence based. That means they have been *proven* to work throughout history. They have a 157-year track record of success. They will continue to work with even easier and faster implementation as they are combined with breakthrough innovations in technology.

The 10 Rings will work no matter what business implements them, from -

- ▶ solo entrepreneur to
- ▶ start-up to
- ▶ expanding businesses to
- ▶ online sales to
- ▶ non-profits to
- ▶ already established and profitable enterprises who want to stay alive and in front of the most fierce race of all time: modern business today.

I originally discovered and codified these 10 Rings of Power in the mid 1990s. I explained them in my 1998 book, revised and expanded in 2006, titled *There's A Customer Born Every Minute*.

The only business book on the marketing secrets of PT Barnum

I also revealed them in my 1999 audio program, *The Power of Outrageous Marketing*. I described the 10 rings within the context of 1800s showman P.T. Barnum. I further illustrated the 10 rings with examples of history's most famous business people, from Houdini to Branson to Musk.

The only audio program revealing Barnum's marketing secrets

P.T. Barnum was the foundation for the 10 Rings of Power due to the overwhelming evidence that his methods worked in the 1800s, and can still work today with some refinement, creativity, and adaptation.

Barnum was far more than a circus promoter: he was an entrepreneur, politician, promoter, marketer, speaker, author, negotiator, networker, and he had (to many people's surprise) spirituality, too.

He may be dead but he's not forgotten.

In December 2017, *The Greatest Showman*, yet another movie loosely based on Barnum's life, was released to public applause. While it was a musical, it further proved that Barnum was a master at promotion and marketing.

He was the Moses of Marketing.

He was the Disney of the 1800s.

But few people today actually know his thinking processes or marketing methods, let alone how to apply them.

While my book and audio program about Barnum's 10 Rings of Power are still available and worth studying, I felt it was time for a direct, abbreviated, and modern explanation of how the 10 Rings of Power can be used today.

Considering the intense competition, accelerated innovation, and rapidly changing business environment of the current era, it's time for an update.

Besides, if you don't do something different to grab your prospects' attention, how will they ever know you even exist?

As you read the examples of huge successes that are outlined in this manifesto, keep in mind that they all started small and unknown.

Remember that it doesn't matter if you are a non-profit, or a start-up, or a solo entrepreneur.

And remember to ask yourself: If they can achieve this historic level of success with the 10 Rings of Power, why *not you, too?*

To begin...

1. **Unlimited Prospects** - 7,000,000,000 possibilities.
2. **Attention First** - Without it, nothing.
3. **Beyond Expectations** - The power of ‘WOW!’
4. **Relentless Reminders** - Mind capture.
5. **Feed the Monster** - The monster that feeds you back.
6. **Expand Circles** - Go “up” to achieve more.
7. **Win-Win-Win** - Every connection profits.
8. **Faith over Fear** - Inside out to success.
9. **Write into Being** - Achieving fame, fortune and immortality.
10. **Speak for Wealth** - Your mouth attracts money.

Just listed on the page, the 10 Rings of Power are lifeless but curious. What

does each ring mean?

How do you use it?

Let’s look at each “ring” and bring it to life for *your* business.

And the curtain rises to reveal...

THE STRATEGY:

1. Unlimited Prospects.

Most people in business think in a tightly narrow view of the world. They regard their prospects as the people on their block, if they are a retail business, to the people on Facebook, if they are an online business. But the truth is there are more than 7,000,000,000 potential prospects for you. That is the current population of the planet.

Obviously not all seven billion people are your right market. But more of them are than you may have previously thought. The first step in reaching an expansive view of possibilities is to regard your customers and prospects from a wider view of potential. The most successful businesses, on the level of being so great others write books about them, went fishing in the ocean, not a pond; they used a net, not a rod.

While it's true that a common mistake in business is thinking your potential customer base is "everybody" it's also a common mistake to underestimate your market. While all 7,000,000,000 may not need your service, probably a greater percentage of them do than you may at first realize. This first ring is about expanding your mind and thinking in terms of potential and possibility.

It's easy to think your prospects are on Facebook. With more than 600 million active users, most likely some of them are there. But not everyone is. Not everyone has heard of Facebook. Not everyone owns a computer. So considering where else your prospects might be located would be a wise use of some research.

Story: Bill Phillips loved training people to get physically fit. His clients were high profile celebrities, such as actor Clint Eastwood and actress Demi Moore. Bill was satisfied. But Gary Halbert, a famous marketer, advised him to think bigger. Who else could Bill train? How much bigger was his potential audience? Instead of training individuals, what if Bill inspired a movement? What if Bill helped hundreds of thousands of people to get fit? As a result, Bill created Body-For-Life, a 12-week program that challenged average people to get back in shape. Bill's movement triggered a nationwide awakening and rush to the gym. His book, *Body-For-Life*, sold more than three million copies in three years. His company selling nutritional products sold for a reported \$160 million. Instead of training a person, he taught a nation to train.

TO-DO:

2. Attention First.

In the traditional model of marketing, the tested formula has always been AIDA. AIDA stands for Attention, Interest, Desire and Action. Marketing and advertising executives and entrepreneurs have used the formula for more than 100 years.

In those earlier times, each aspect of the AIDA formula got 25% focus. But today the formula looks more like this:

A = 80%

I = 10%

D = 5%

A = 5%

Given today's intense marketplace of distraction, the most important element is A for Attention. In other words, if you don't get Attention for your business, nothing you offer will matter. Nobody will know.

The companies using this ring to their advantage are too numerous to mention. A few come to mind:

- ▶ Austrian company Red Bull, maker of the now popular energy drink, captures the globe (see ring #1) by tying itself to events, such as: Red Bull Air Race in the UK, Red Bull Indianapolis Grand Prix, Red Bull Soapbox Race in Jordan, etc. (Of course, Red Bull is also famous for dropping Felix Baumgartner from space. Felix broke the sound barrier, fell 23 miles, and grabbed 1% of all conversations online that day.)
- ▶ Back in 1906, a newspaper organized a race to get publicity for itself. It pulled six times as many followers after the event. The race? The first Tour de France.

- ▶ In 1996 Taco Bell ran an ad in the NY *Times* saying they were buying the Liberty Bell and renaming it the Taco Liberty Bell. It was an April Fools stunt. Taco Bell generated two million dollars in additional sales -- in two days.
- ▶ In 2004, Sir Richard Branson made it into the Guinness Book of World Records by crossing the English Channel in an amphibious vehicle in record time. Branson is no stranger to stunts to get attention for himself or his enterprises.
- ▶ Start-up company Dollar Shave Club attracted much needed attention with a goofy video that made fifteen million watch it. They later attracted attention with an unusual new product: “butt wipes” for men. Most recently, in 2018, the company was running television commercials to reach their potential audience. (See Ring #4).
- ▶ Angry Birds was unknown in 2011. How did they become a force to reckon with today? They teamed up with Finnair, an airline in the company’s home country of Finland, and offered eight people a flight on an “Angry Birds” plane. The offer gained attention for the airline as well as for the game.
- ▶ Tony Robbins, now a bestselling self-help guru, was virtually unknown until he started hosting fire-walking events. The unusual seminar brought him media attention that he would not have had otherwise. In 2015, Forbes estimated his worth at \$480 million.
- ▶ Non-profits use this Ring (as well as all the others), too. More than 17 million people participated in the Ice Bucket Challenge of 2014. That’s where people poured ice over their head, on camera, and challenged friends to do the same, or to make a contribution to ALS research. The stunt raised over \$115 million.

Story: Mark Joyner wanted to get people on a tele-seminar online to promote his new program. He needed an attention magnet. He asked for my help. I meditated on the idea and decided to hypnotize him live on the call. He agreed. We sent out emails and news releases announcing the event. In the past, he had gotten a few hundred people on a call. This time, with the promise to witness the world's first live hypnosis session online and on the call, more than 12,000 people attended. That was a record-breaking amount. Mark not only attracted the biggest crowd of his career but made the most sales of his new product in a single day: \$450k.

TO-DO:

3. Beyond Expectations.

“Service” is a buzzword that is often empty of true meaning to paying customers. Today people want service to *exceed* their expectations. You tell them the product will be delivered on Friday and whether you deliver on Friday or not, nobody is impressed. Say you'll deliver on Friday but deliver one day early, on Thursday, and you *begin* to “wow” the customer. People want pleasantly surprised not routinely disappointed.

Great service stories are easy to find:

- ▶ In 1936 a young man named David Abt borrowed \$800 and opened a store selling radios. Seventy-four years later, Abt Electronics has 500 employees and 200 delivery trucks - in one location in Chicago. The reason the store grew and continues to grow is summed up in one word: service. Customers get what they want. The answer to virtually every question asked is, "Yes!" This "beyond expectations" way of doing business triggers a word of mouth marketing effect that can live for generations.
- ▶ Uber is another obvious example. People were tired of standing in line waiting for a cab ride. This brilliant service connects people needing rides with people who want to earn money driving. (This is also an example of a win-win-win, which is Ring #7.)
- ▶ There's also AirB&B, which unites people travelling with people willing to rent out a room. (Again, another example of a win-win-win, per Ring #7.)
- ▶ Of course, Alibaba has to be listed. Some studies say it is *the largest* online commerce site on the planet. Transactions in 2017 went past \$248 billion that year, more than Amazon and eBay combined. Alibaba puts customers first, merchants second, and shareholders last. Their focus is on stellar service, to the point of being unforgettable. (Founder Jack Ma is called "The company's spiritual leader," which is a tie-in to Ring #8.)

Story: My pool needed repair. I called a service. A repairman came out, assessed the situation, and said he'd be back on Friday to fix the pool. That was 17 years ago. I still wait for him on Fridays. Contrast that lousy service with my new pool service company. The new one comes out every Wednesday like clockwork. I never have to worry about the pool. And I will be loyal to them forever. The first pool company is out of business. The second has expanded to serving 300 homes and hired 15 more employees. Service pays.

TO-DO:

4. Relentless Reminders.

Throughout history the enterprises that profited the most and fared the best during recessions and depressions were the businesses that advertised in good times as well as bad. Today social media, as well as print and other forms of advertising, need to be employed. Not one aspect of it; *all of it.*

You may notice that many companies offering a free downloadable app pay for television commercials to tell you about it. They don't rely on only online promotions, even though their app is used online. They know much of their audience is sitting at home watching television. So they advertise there.

You may also notice that giant companies like Google, known for their online Goliath presence and promotions, use direct mail campaigns and traditional advertising to get their message out. They don't just rely on the Internet. They use "relentless reminders" to keep their name on your mind.

But this shouldn't surprise you. For example:

- ▶ The first television commercial was on July 1, 1941. Bulova Watch company paid for a brief mention before a baseball game. It should impress you that Bulova began in 1875 and is still in business today.
- ▶ Besides Google increasing their investments in television commercials, Amazon invested \$135,000,000 on TV spots - for a period of only two months - many more times what Wal-Mart and Target spent.

Story: Back in the early 1990s I was invited to be an extra in an infomercial for a client.

I didn't do anything more than get filmed walking to my mailbox and looking at my mail. My name was never shown or spoken. I was unknown. Yet to my surprise neighbors, repair people, and complete strangers would stop me and say they saw me on television. It was my first taste of the power of the media, and especially television. Today I use all services available to me, from TV spots to social media to email to my blog, and so forth, all to keep "relentless reminders" going to my prospects. And today I am established as an authority in several fields, from marketing to music to metaphysics.

TO-DO:

5. Feed the Monster.

The greatest titans and tycoons in business throughout history have all fed the media stories about their exploits and developments. This is why —

- ▶ Tesla's Elon Musk is always in the news.
- ▶ Amazon's Jeff Bezos is always in the news.
- ▶ Virgin's Richard Branson is always in the news.

In the history books, P.T. Barnum, Harry Houdini, Evel Knievel, and other unforgettable people, now considered legends, used the media to extend their reach and imbed their names in our memories.

How? They told the media what they were doing. They issued news releases. They fed the media their stories. The media is an information monster that never gets satisfied. Feed it. This is one of the best lead generation strategies you could ever implement. It's also one of the most underused marketing tools. Use it.

Amazon screenshot proving 2005 bestseller

Story: In April of 2005 the latest Harry Potter book was about to be released and presales for it made it a number one bestseller before it was even printed. But I also had a book released and I wanted my book to be a bestseller, too. I began issuing news releases with the focus of them saying, "Lone Author in Texas Goes Up Against Media Empire." It was the classic David and Goliath story. It gained sympathy for me and got printed and distributed. As a result my book, *The Attractor Factor*, became a number one bestseller, *beating* the latest Harry Potter book. Feeding the media monster made my book standout.

TO-DO:

6. Expand Circles.

No successful business has ever achieved their results without a little help from friends. The buzzword today is “networking” but the principle is relationships.

- ▶ One non-profit company (Circles USA) working to end poverty created a program where a wealthy person is introduced to a circle of non-wealthy people. The idea is to have the wealthy person influence the un-wealthy with his or her thinking.
- ▶ The late motivational author and speaker Jim Rohn often said, “You are the average of the five people you spend the most time with.” His advice was to be aware of your current relationships and change them if needed to increase your wealth and success.

Anyone wanting to succeed in business today needs to expand their circle by going “up” in status. Very often this is achieved with a mastermind group.

While the word “mastermind” often means something negative, like a criminal mastermind, the word as Napoleon Hill (author of *Think and Grow Rich* fame) explained it refers to a small group of people who meet and pool their resources to expand their circles and achieve faster, better, more profitable results.

Fitness model Jennifer Nicole Lee on a mastermind with Leo Vitale

Story: Ray Dalio, billionaire author of the bestselling book *Principles*, tells the story of being told he would need his esophagus removed. Rather than accepting the diagnosis, he created a small mastermind of medical experts. Dalio often questions himself and others by going to people and polling their opinions. Dalio had four medical authorities review his case. They decided to retest him. As a result, he got to keep his esophagus and just make a few lifestyle changes. Had he not created a mastermind to help him, his life would have been dramatically different. The group is often wiser than the individual.

TO-DO:

7. Win-Win-Win.

The traditional business model often looks at a “you win-they lose” model of partnership. A more modern improvement of the model is a “you win-I win” model of negotiation. But a more advanced and timely model is the new “you win-I win-they win” model.

This multiple win approach refers to you winning in a negotiation and getting what you want, but also the partner winning in getting what they want, and in addition the end user, most likely the customer, getting what they want. There is a more elevated global implication of success with this new model.

- ▶ Many crowd-funding services like Kickstarter practice win-win-win partnerships. In the case of Kickstarter, the artist or business startup seeking funds gets a proven vehicle to get his or her message to the world with a page on Kickstarter’s popular site. The public gets to contribute to artists or start-ups they like, and they receive gifts and bonuses for their contributions. Kickstarter takes a percentage of the funds raised. Win-win-win.
- ▶ When P.T. Barnum negotiated a deal with Tom Thumb’s parents (since Tom was underage at the time), it began at a fair thirty percentage to the family. But as Tom’s fame grew, Barnum raised the pay to fifty percent. The public got to see the world’s first celebrity, Tom became a millionaire, and Barnum shared in the profit and glory. Win-win-win.
- ▶ Mentioned earlier, services like Uber and AirB&B are win-win- win models. The customer wins, the driver or host wins, and the company wins as well.

Story: David Garfinkel is a brilliant copywriter. By most accounts, we should be competitors. But we aren’t. Throughout our careers we have helped each other. One memorable case was back in 1999 when my wife and I wanted to buy a home outright, including furniture, moving costs, and such. We wanted to raise the money overnight. David helped me create a one-year program where I acted as a marketing consultant and copywriter for a client. The client would pay me \$25,000 as a one-time fee for the year, but pay in advance. Ten people took me up on the offer. I raised what I needed and bought the house. David received a percentage. David won, I

won, and the clients won. Win-win-win.

TO-DO:

8. Faith over Fear.

While numerous successful businesses were and are built on Judaeo-Christian principles, the ring here is referring to a nonreligious view of engagement in business. Rather than taking actions and making decision based on fear and insecurity, the decisions are made out of faith.

This faith is a belief in yourself, your business, and your possibility of success, as well as in a benevolent universe that can support your choices if they are made from a place of win-win-win for all life.

Many successful people today were once homeless, yet with faith and persistence, made it.

- ▶ Actress Halle Berry once stayed in a homeless shelter.
- ▶ Actor Jim Carrey once lived in a camper on a relative's front lawn.
- ▶ Businessman Frank O'Dea lived on the streets before becoming the co-founder of Canada's largest chain of coffee shops.
- ▶ Finance guru Suzie Orman lived in a van for months but is today worth \$25,000,000.
- ▶ Singer Jewel was homeless for a month yet today is a multiplatinum winner.
- ▶ Houdini ran away from home at age 12 and begged on the streets.
- ▶ Guy Laliberte was a street performer before creating Cirque du Soleil.
- ▶ John Paul DeJoria lived in his car before becoming a billionaire.
- ▶ Andres Pira was homeless before reading *The Secret* and becoming a billionaire - before the age of 35.

Thailand billionaire Andres Pira with Joe Vitale

Story: In 1974 I held a shotgun to my head. I was broke, unhappy, alone, and saw little hope for the future. I remember standing in a garden in the back yard of the house I rented a room in. The sky was clear, though it was night, and stars twinkled. The only thing that kept me from ending it all was curiosity. “What if tomorrow is the turning point?” I asked myself. “What if this all changes next week, or next month, or next year, but I end it all now?” I decided to choose faith. While the next ten years would involve homelessness and misery, and be no picnic, I also transcended it by living one day at a time. Faith won. And I’m grateful it did. I would have missed out on an astonishing career.

TO-DO:

9. Write Into Being.

Virtually every successful businessperson has known the value of being an author. They often hired coauthors and ghostwriters rather than writing the books themselves, solely because they saw the investment was a long term win.

Whether an autobiography, a business playbook, a how-to manual, or something else, being an author gives a business authority, credibility, and publicity, as well as a touch of immortality. Some authored books that triggered business success; others wrote book to increase their visibility.

A few examples -

- ▶ Harvey MacKay was an unknown envelope company executive until he wrote *Swim with the Sharks Without Being Eaten Alive*.
- ▶ Richard Branson has written several books, including *Losing My Virginity*.
 - ▶ Steve Jobs wrote *Steve Jobs: His Own Words and Wisdom*.
- ▶ Tony Robbins was unknown when he wrote *Awaken the Giant Within*.
 - ▶ Sheryl Sandberg wrote *Lean In: Women, Work and the Will to Lead*
- ▶ Andrew Carnegie wrote *Autobiography*.
- ▶ Arianna Huffington wrote *Thrive*.
- ▶ P.T. Barnum wrote *Struggles and Triumphs*, his autobiography, and put

the book in the public domain so anyone could publish it and he'd still reap the publicity.

- ▶ J.K. Rowling created a billion dollar empire with her Harry Potter series of books.

A few of Joe Vitale's books

Story: Everything I've accomplished can be traced back to my being an author. My first high paying clients for copywriting came to me because I was the author of a book on copywriting. (*Hypnotic Writing*). I was invited to be in the movie *The Secret* because of a book. (*The Attractor Factor*.) My first appearance on television shows was because of a book. (*There's A Customer Born Every Minute*.) When you become an author, you become the *author-ity* on the topic of your book, and people then want to do business with you. Write and grow rich.

TO-DO:

10. Speak into Wealth

Speaking on stage is a proven way to reach new prospects. Whenever you are on stage in front of your prospects, they consider you the “go to” person when they need your business. Your speaking gives you credibility and authority. Whether you start with Toastmasters, the local social clubs, a mastermind group, or business meetings in your industry, public speaking is a way to get your and your business noticed and remembered.

Throughout history this technique has helped those who used it:

- ▶ Mark Twain paid off all his debts by travelling on the speakers' circuit.
- ▶ P.T. Barnum rose from bankruptcy to solvency by travelling and speaking about “The Art of Money Getting.”
- ▶ Chris Gardner was once homeless yet today makes big money as a motivational speaker and author. (He was the subject of the movie, *The Pursuit of Happiness* starring Will Smith.)

Today business people can earn large extra paychecks, as well as extend their publicity, by speaking. Even people who were terrified of speaking

have learned to overcome their fear and achieve success.

A few famous examples -

- ▶ Warren Buffett was so afraid of public speaking he couldn't stand and say his name. He attended a Dale Carnegie class and overcame it. Today he's worth more than \$65 billion.

- ▶ [Mahatma Gandhi suffered from panic attacks. He overcame his fear by finding a cause he was so passionate about that it drowned his concerns.](#)
- ▶ Helen Keller, though deaf and blind, became famous largely because of her speaking ability.

Story: Except around family growing up, I was shy and introverted. I didn't want to speak in public. Ever. But when my first book was published in 1984 (*Zen and the Art of Writing*),

I knew one way to sell it was to gather an audience and speak to them. If they liked me at all, they'd buy the book. My first talk had an audience of six people. I nearly fainted in front of them. But I kept going out and speaking. I'd give a presentation and someone in the audience would invite me to speak at their business group. Over time, it became Joe [√]itate on stage in Bangkok easier and the crowds became larger. I spoke

to 19,500 people live in Peru. I went on *Larry King Live* on national television twice. I've traveled to countries as far away as Kuwait, Russia, Poland and Thailand. These speaking gigs are high paying and often lead to mega book sales and individual client paychecks. Yes, you can speak and grow rich.

TO-DO:

The Next Step:

Of course, just knowing the 10 Rings of Power can help you. You can begin to question if you are using them all, or at all, and how you can better implement them if you are.

But what would be better than just knowing them?

What would insure that you examine and expand your mental limits, and then implement the 10 rings so you achieve the results you previously only dreamed about?

I offer you...

“No one else I know of could help someone come up with a Barnum-like Big Idea and then help them take it to fruition = becoming a huge phenomenon, which means BIG money, fame, recognition, and unique world positioning. See Joe Vitale’s outrageous list of accomplishments to know this is the real deal.”

- **David Garfinkel**, Copywriter, Author, Consultant

**A BOLD INVITATION FROM DR. JOE
VITALE:**

The 10 Rings of Power Mastermind

**An Exciting Experiment in Implementing
P.T. Barnum's 10 Rings of Power**

Dear Friend:

So, what are you going to do?

As you know by now, continuing to conduct business in the same way you
have been doing it may or may not keep you afloat.

Times change rapidly.

You can sink any day.

The best way to predict the future is to create it.

But you'll need to think outside of your own mental box to accomplish it.
Your thinking is your thinking; it can't possibly see the world of
possibilities.

You are limited by your own perceptions.

Billionaire investor and author (of *Principles*) Ray Dalio asks himself the
question you need to ask: "How do I know I'm right?"

And the only way to know if you are right about anything is to ask others
you respect.

But how?

Where do you find these people you respect, and get their help?

Where do you get other input and perspective?

And that takes you to my solution.

Look up “mastermind” and most definitions explain it as someone planning a complex scheme. The bad guys got together and “masterminded” a robbery. Other definitions say a “mastermind” is a person with outstanding intellect.

But self-help author Napoleon Hill coined the name “mastermind” in his 1925 book, *The Law of Success*. He wrote, “The coordination of knowledge and effort of two or more people, who work toward a definite purpose, in the spirit of harmony.”

In short, it’s a select, small group of people gathered to support one another in their goals. Mastermind groups have a long and colorful past. I went to Google, searched “famous mastermind groups in history” and discovered -

- ▶ The Knights of the Round Table,
- ▶ President Franklin Roosevelt’s Brain Trusts,
- ▶ The Inklings with authors C.S. Lewis and J.R.R. Tolkien,
- ▶ The Tennis Cabinet of President Theodore Roosevelt,
- ▶ Benjamin Franklin’s Junto,
- ▶ The Vagabonds of Henry Ford, Thomas Edison, Warren G. Harding and Harvey Firestone.
- ▶ The Metaphysical Club of William James and Oliver Wendell Holmes, Jr.
- ▶ The Cary Solon, members P.T. Barnum, Horace Greeley, and Susan B. Anthony

Clearly mastermind groups are powerful, enough so that some of the greatest thinkers and achievers in history were members of them.

I’ve been in mastermind groups for more than 10 years and have gotten spectacular results. (I ended up in the hit movie *The Secret* due to one mastermind.)

I also co-wrote (with Bill Hibbler) a book on how to create and run mastermind groups, titled *Meet and Grow Rich*

I created the Rolls-Royce Mastermind in 2008 and ran it for four years.

People flew in from all over the world for a one evening mastermind with me. (Today I still offer a version of it in The Miracles Mastermind.) It became so famous ABC News covered the one I did with fitness model Jennifer Nicole Lee on national television.

But -

I Want to Go Beyond All That...

I want to elevate the bar and expand the possibilities.

What would be the greatest mastermind of all time to join today?

What would it be called?

Most people have no idea what the 10 Rings of Power are let alone how to employ them. Most people implement one or two of them.

But, as you now know, there are 10 rings.

Use all 10 and you can achieve success at a level that will dazzle yourself and get the rest of the world noticing.

It's also what I have done to achieve success in numerous different fields, from marketing to books to speaking to coaching to music.

But how do YOU apply the 10 Rings of Power to YOUR business?

*All of the examples I gave **in** the manifesto are huge businesses now, but they didn't START that way.*

*If they can do it, **why can't you?***

*The answer is you need the combined resources of
a unique mastermind.*

So I decided to call my new group, "The 10 Rings of Power Mastermind."

It will be limited to 10 people from a variety of businesses.

These people will get the wisdom and resources of the group, as well as

personal instruction on how to apply the tried and true 10 Rings of Power of the titans of history.

You will help direct the group with your input and suggestions.

Anyone wanting to succeed beyond what they think is currently possible will want to attend, but only 10 can.

The first person is already paid and in the group: a billionaire from Thailand.

If you are interested in helping to create the 10 Rings of Power Mastermind in 2018 -

For information on The 10 Rings of Power Mastermind,

Please contact caroline@mrfire.com or call (888) 743-2824

To Your Success!

Dr. Joe Vitale

Author of way too many books to list here

President, Hypnotic Marketing, Inc.

www.MrFire.com

PS - Want to know more about me? Turn the page...

ABOUT DR. JOE VITALE

“Just when you think you understand how the world works Joe Vitale comes along and takes you to a whole new place. He’s engaging, entertaining, enlightening and - oh boy - does he ever stretch your thinking.”

- **Ian Percy**, Reg. Psych. and member of both the US and Canadian Speaker Halls of Fame.

A few facts -

- * I started as a homeless nobody, lived in poverty for a decade, and went on to fame and fortune. Today I live the lifestyle of the rich and famous. Incredibly successful people hunt me down for consultations and engagements, like the princess in Kuwait who paid me six figures to speak at her event, and the son of the man who produced The Beatles who wants me in a movie and television show he is producing, and the billionaire in Thailand who hired me to write his rags to riches story.
- * I've written more books than most people read in a decade - about 75 so far, with numerous ones being bestsellers, such as *The Attractor Factor* and the recent *The Secret Prayer*. These books have become #1 bestsellers on Amazon, in the overall category of ALL books. I have been published in every way you can name, and have secrets and insights about each approach. I have three new books coming out 2018.
- * I recorded multiple bestselling self-help programs, for the largest and most famous audio producer in the world, and saw many of them become record-breaking bestsellers - even out selling Earl Nightingale's famous programs. I know how to create, package, and sell programs so the world hears about them.
- * I pioneered Internet marketing, wrote one of the first books every published about it in the 1990s, created outrageous attention grabbing stunts like being the first to hypnotize someone live online, using the Internet to out sell a Harry Potter book, getting 12,000 people on a conference call, and selling a hefty package and making half a million dollars *in three days*.
- * I travel around the world, speaking in countries as diverse as Russia, Peru, Poland, Thailand, and Kuwait, and of course being a keynote speaker at major events in the USA, including for the National Speakers Association, and at mega-wealth events with Donald Trump and Tony Robbins on the same bill as me.
- * I invented Hypnotic Writing, Hypnotic Marketing, Buying Trances, The Secret Mirror, The Secret Reflection, Miracles Coaching, Wealth Trigger, Hyper-Wealth, The Awakened Millionaire Academy, The Awakening Course, The 10 Rings of Power Mastermind, and much more, all of which are staggeringly successful. I know how to generate ideas, package them, and market them to the masses.

- * I wrote sales copy for more authors, speakers, consultants, CEOs, celebrities and more, than I care to remember, increasing their sales, improving real world numbers, and more. I'm talking everyone from The Red Cross to hospitals and non-profits to Abraham of Jerry and Esther Hicks fame. I created *Hypnotic Writing* and wrote a book explaining it.
- * I have attracted national media exposure, being a guest on everything from *Larry King Live* (twice) to Donny Deutsch's *Big Idea* show, to being on ABC, Fox, CNN, CNBC and more. I've been in the *New York Times* and *Newsweek*. I know the value of media exposure in establishing you as an authority and the "go to" person.
- * I have been in 15 movies, with *The Secret* being the most famous, and three more coming out in 2018. (And I got in one of the movies *because of a mastermind*.)
- * I am coming out with my own television show in 2018. It's going to combine a TED-style talk with Oprah-style interviews and the selling Power of QVC, and is designed to inspire people to go for their dreams.
- * I wrote *Attract Money Now* and give it away as a list builder and gift to humanity. I also give away numerous other books, including *The Miracles Manual* and *The Abundance Manifesto*. I know the value of "karmic marketing" in helping the planet and yourself.
- * I brought *ho'oponopono* to the world, through my books, *Zero Limits* and *AT Zero*, reaching an estimated 5,000,000 people.
- * Near the age of 60 I recreated myself as a musician and, at last count now at age 64, recorded 15 albums. I called myself the world's first self-help singer-songwriter to separate myself from the overwhelming competition. Reverbnation voted me #1 singer-songwriter. My music videos have attracted hundreds of thousands of views. I have over three hundred thousand fans. My albums with Guitar Monk Mathew Dixon have made more money than most musicians ever make in an entire career. Two of my songs are in two movie soundtracks. I know how to reframe and repackage to market to success.
- * At the age of 62 I studied strongman training and learned how to bend nails, bolts, bars and horseshoes - with my hands. This led to my writing a book called *Anything Is Possible: The 7 Steps to Doing the Impossible*.

(which will come out in 2018). I keep stretching and I keep inspiring others to stretch.

* I developed a spiritual approach to wealth, ignoring cutthroat methods and always focusing on a balanced, healthy approach to success, based on passion and purpose. I know how to create win-win- win negotiations and conduct business from the heart.

* I can listen to virtually anybody for about 20 minutes and see or create a unique money making idea specific to him or her. I have done it with friends and strangers, helping them create products, and with my own wife, helping her create a bestselling cookbook, and my own father, making him an author at age 90.

* I created a movement to end homelessness, called Operation YES, raised funds for those in poverty, and compiled a book to help others who struggle. I know how to think big, confront limitations, and urge people to go for their highest ideals.

* I discovered the “missing secret” in self-development, the idea of *counter-intentions*, and have been teaching it to people for over a decade, in my books, audios, and programs. This one method alone can accelerate results for anyone.

* I’m considered an expert on the Law of Attraction, and know how to use it, teach it, and go beyond it. I’ve explained deeper concepts than it in my books and audio programs, such as *The Awakening Course*. Most people have a superficial or erroneous understanding of LOA. I help them get clear. I help them get results.

* I invented e-classes back in the 1990s, which everyone and his brother offers today. I know how to repackage material as an authentically new product.

* I wrote *There's A Customer Born Every Minute*, the only business book on P.T. Barnum, the famous circus promoter who was also a speaker, writer, politician, entrepreneur, publicity genius, and more. Studying Barnum (and others like him, like Houdini, Branson, and Trump) gave me the ability to “Barnumize” almost any business by finding or creating the Big Idea and promoting it to the world for fame, fortune and immortality.

* I created the Rolls-Royce Phantom Mastermind, where people flew in from all over the world to spend a few hours with me in the famous luxury car, going to dinner, sharing, and getting coaching from me. ABC television news covered one of them. I know how to think bigger than big and light a fire under people to go for their dreams.

Dr. Joe Vitale main website is -
<http://www.JoeVitale.com>

Follow Dr. Joe Vitale:

Twitter: [https:// twitter.com / mrfire](https://twitter.com/mrfire)

Instagram: <https://www.instagram.com/drjoevitale/>

Facebook: <https://www.facebook.com/drjoevitale>

Blog: <http://blog.mrfire.com/>

[For details about The 10 Rings of Power Mastermind](#)

[Please write \[caroline@mrfire.com\]\(mailto:caroline@mrfire.com\) or call \(888\) 743-2824](#)

Support: <http://www.JoeVitaleSupport.com>

GLOSSARY

[Afflatus - a sudden unexpected joyous inspiration.](#)

[AIDA - traditional marketing formula: attention, interest, desire, action.](#)

[Applied Metaphysics - the term for using esoteric principles like Law of Attraction and Nevillize for practical purposes like profit.](#)

[ATTENTION - the most important element in the AIDA formula in modern business today.](#)

[Aude Aliquid Dignum - 16th century Latin meaning "Dare Something Worthy," the motto of Dr. Joe Vitale.](#)

[Awakened Millionaire - a person at peace with wealth and spirituality.](#)

[Awakening - the fourth stage of consciousness; what some call enlightenment, as described in *The Awakening Course* by Dr. Joe Vitale.](#)

[AT Zero - a term for being awakened or enlightened or at Zero; see the book *AT Zero* by Dr. Joe Vitale.](#)

[Barton, Bruce. 1920 ad man and author. See *The Seven Lost Secrets of Success* by Dr. Joe Vitale.](#)

[Barnumize - to transform a business into something BIGGER, much as P.T. Barnum might do.](#)

[Big Idea - the unique core benefit of a product or service that makes it stand out from competitors.](#)

[Business Nobody Knows, The - the method of telling a riveting story that reveals the behind the scenes aspect of any business. See *The Seven Lost Secrets of Success* by Dr. Joe Vitale.](#)

[Buying Trance - the theory that everyone is already in a "trance;" explained in *Buying Trances* by Dr. Joe Vitale. See Waking Trance.](#)

[Circles - the idea that people have "circles" of friends and when they change their circle, or introduce someone new to the circle, they get](#)

different results.

Clearing - the process of removing limiting beliefs and counterintentions.

Counter-Intention - an unconscious belief in opposition to an intention.

Data - beliefs in the mind.

Daring Selling - a blunt statement, demonstration or stunt to shake a prospect into giving attention.

Dream Selling - getting attention by describing what the prospect's life will be like with the new product or service.

DR Publicity - Direct Response Publicity; designed to get a response from media activity.

Emotional Appeal - the psychology of appealing to people's core emotions; based on the work of Roy Garn and his book, *The Magic Power of Emotional Appeal*.

EFT - Emotional Freedom Techniques; a way of "tapping" away beliefs and blocks for a clearing.

Expect Miracles - a phrase coined by Dr. Joe Vitale to create a new mindset.

Fourth Dimension - the dimension of space behind the first three dimensions; an energy field of unlimited possibilities, described in the program Hyper-Wealth by Dr. Joe Vitale and Dr. Steve G. Jones.

Great Something, The - another term for Zero, White Board, Universe, or Divine; coined by Dr. Joe Vitale for his title track song on his singer-songwriter album, *The Great Something*.

Healing Music - original music with and without subliminal messages designed to create a clearing in listeners.

Hidden Selling - a method of getting attention for one topic while upselling a product or service tangent to it. Explained in the book *There's A Customer Born Every Minute* by Dr. Joe Vitale.

Ho'oponopono - a Hawaiian spiritual method of healing and clearing, made famous in the books *Zero Limits* and *AT Zero* by Dr. Joe Vitale.

Hyper-Wealth - a way of accelerating results using Fourth Dimension processes created by Dr. Joe Vitale and Dr. Steve G. Jones.

Hypnotic Marketing - a four-step process for getting results, invented by Dr. Joe Vitale. See the book *Hypnotic Marketing*.

Hypnotic Publicity - a way to grab media attention. See the book *Hypnotic Marketing*.

Hypnotic Speaking - a way to grab and hold attention and lead to action, invented by Dr. Joe Vitale. See the DVD *Hypnotic Speaking*.

Hypnotic Story - a structure of communication based on Aristotle's four steps of persuasion: 1. Exordium. A shocking statement to get attention. 2. Narratio. You pose the problem the reader/listener is having. 3. Confirmatio. You offer a solution to the problem. 4. Peroratio. You state the benefits of action on the solution.

Hypnotic Websites - a way to make websites more memorable and interactive. See the book *Hypnotic Marketing*.

Hypnotic Writing - a method of communication invented by Dr. Joe Vitale. See his book, *Hypnotic Writing*.

Humbug - a stunt, prank or practical joke. Mostly used in 1800s.

Impossible Thinking - a process of thinking out of the box to find solutions and possibilities.

Influential - a person of status who can influence others with his or her opinion or action.

Inspiration - an insight or intuition outside of normal conscious thought.

Inspired Action - action steps taken more from inspiration and intuition than from intellect.

Intention - a goal, outcome or stated desired result.

Karmic Marketing - the principle of giving now knowing there will be an unexpected return later.

Law of Attraction - principle that you tend to attract what you think and feel the most.

LOA - Law of Attraction.

Law of Right Action - principle that a smart action is always available.

Mastermind - a concept named by Napoleon Hill for gathering a small group of people to support each other in their goals.

Media Magnet - an event to get attention; see Stunt.

Melissa Method - any process for igniting or inviting creativity, named after rock legend Melissa Etheridge.

Memory - all beliefs and past experiences that prevent seeing the purity of the moment and the miracle of now, as well as new solutions.

Mental Equivalent - term coined by author Emmet Fox for creating a complete mental vision of an end result; a type of Nevillizing.

Mentoring - a way to advise someone to better achieve their intentions.

Mind Match - the method of entering a conversation through any sales media, written or spoken, by focusing on what the prospect is already preoccupied with. See Buying Trances.

Mind Surgery - term used for any clearing of limiting beliefs.

Miracle - either something unexpected and joyful, or the reality that the moment is perfect as it is.

Miracles Coaching - the term for the self-improvement process and service created by Dr. Joe Vitale for clearing limiting beliefs.

Missing Secret - the idea of finding and clearing counter-intentions that are below conscious awareness.

Mr. Fire - nickname for Dr. Joe Vitale, due to his method of “lighting a fire” of inspiration in people.

Nevillize - a way of creating by imaging and feeling the end result in the past tense; coined after Neville Goddard. See the book *The Attractor Factor* or *The Miracle* by Dr. Joe Vitale.

Operation YES - a movement to end homelessness, begun by Dr. Joe Vitale.

Outrageous Marketing - any marketing that grabs attention by being different, as described in the audio program *The Power of Outrageous Marketing* by Dr. Joe Vitale.

Paradigm - a way of thinking; a mindset.

Primary Belief - an unconscious driving belief that a paradigm is created around.

Profitable Passion - the process of turning a passion or past time interest into a profitable enterprise.

P.T. Barnum - 1800s circus promoter, politician, author, speaker, marketer, and showman. See the book *There's A Customer Born Every Minute* by Dr. Joe Vitale.

RAS - Reticular Activating System; a part of the brain that helps with intentions.

Remembering Process - a method of discovering solutions by future pacing past an imaginary completion date and remembering back to how it was accomplished. See the book *The Remembering Process* by Daniel Barrett and Dr. Joe Vitale.

Rings of Power Mastermind - a private high-level mastermind organized by Dr. Joe Vitale.

Rings of Power - a ten point system for results, created by Dr. Joe Vitale.

ROP - Rings of Power; the ten tools for achieving success today, inspired by P.T. Barnum and documented by Dr. Joe Vitale.

ROP Mentoring - a breakthrough mentoring program where the Rings of Power are personalized for a person or business.

Secret, The - the bestselling book and movie of the same name, released in 2006, introducing the Law of Attraction, with one of the stars Dr. Joe Vitale.

Secret Mirror, The - a method and online course for personal transformation created by Dr. Joe Vitale.

Secret Reflection, The - a method and online course for personal transformation created by Dr. Joe Vitale.

Self Help Songs - original lyrics designed to create inspiration, motivation or transformation, along with a clearing.

Showmanship - the art of getting attention through emotional appeal.

Socratic Questioning - a method of questioning beliefs to create a clearing.

Spiritual Marketing - a synthesis of marketing and spirituality, revealed in a book called *Spiritual Marketing* and later renamed *The Attractor Factor*, both by Dr. Joe Vitale.

Strongman Feats - feats of strength used as stunts to get attention and prove nothing is impossible. See the book *Anything Is Possible* by Dr. Joe Vitale.

Stunt - an event to get attention.

Third Mind - the concept that a “third mind” is created when a group of people form a mastermind, as described by Napoleon Hill.

TIISG - Turn It Into Something Good; phrase to remind people they can transform anything into a positive. See the book *The Attractor Factor* by Dr. Joe Vitale.

TPM - Turning Point Message. Every story should have a TPM that conveys the most important lesson, benefit, principle or insight. See the book *Hypnotic Writing* by Dr. Joe Vitale.

USP - Unique Story Proposition; the story that reveals the uniqueness of a

business.

Vitaleize - a coined term for adding emotion to sales and marketing using Hypnotic Writing methods. See Hypnotic Writing.

Waking Trance - the state of mind where the eyes are open but the mind is preoccupied; see Buying Trance.

White Board - the state of being where there are no limits; another name for Zero as described by Dr. Joe Vitale in such audio programs as *The Zero Point*.

Zero - referring to the “Zero Limits” state of openness where anything is possible and nothing is impossible. See the book *Zero Limits* by Dr. Joe Vitale.

Zero Limits - a state of all possibilities as limiting beliefs are void. See the book *Zero Limits* by Dr. Joe Vitale.

Zero Point - the essence of life where any intention or inspiration can be developed or received. See Dr. Joe Vitale’s audio program *The Zero Point*.

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