



## **You're Not Broken - How To Create Your Perfect Abundant Life w**

**Chris Duncan**

### **Transcript**

Ryan Moran [00:00:04]

Chris Duncan, I've been so excited to meet you. I've been so excited to chat with you. I loved the book *You're Not Broken*, and I just want to tell you, I told a friend of mine that I felt like it was the missing piece to my personal development work. It sort of tied a lot of things together. You're nodding like you get that a lot.

Chris Duncan [00:00:25]

Wow. Thank you so much. That's what it was for me, too. One of the things about that book is it's ... The work isn't necessarily mine. It's a combination of what I picked up and learned in order to finally get it. And I remember having that experience, like, wow, now that's it. I've got it all.

Ryan Moran [00:00:47]

And I want to go into what that is. But to kick things off, I was hoping you could tell the story about meeting the two men who were fishing, and how that impacted your perspective moving forward.

Chris Duncan [00:01:00]

Wow, yeah. Thank you so much. And hey, it's such a pleasure to be here with you, Ryan. I've seen your work and everything you're doing around, and it's ... Like attracts like, and I'm grateful to be here. So, mate, it was a really interesting experience. It was an early Tuesday morning. I just flew in ... I live in Australia, so I'd just flown back from Singapore for a speaking engagement.

Chris Duncan [00:01:24]

At that time, I had an education company, a digital marketing agency. I had three gyms, one in Canada, two here. I had two hair salons. Gosh. I'm sure there was something else happening as well. There was something else. A personal development business. I had all this stuff happening, and I come back and I was exhausted and it was a Tuesday morning. I was like, I just want to go for a walk. Then I opened some mail because I'd been away for a while. I hadn't seen my wife. And in the mail, I'd missed something in my tax, and I had this extra, I don't know, six figure tax bill that I had to deal with.



Chris Duncan [00:01:54]

And I'm like ... I had the money, but no one wants to just go pay this extra thing you didn't know of. And so ... And I was exhausted, and I was going for the walk, and this was sort of ... This is what, seven ... Six, seven years ago. And at that time, I was really big on all the social media. My life looked great. To everyone else, I was an international speaker and big audience. I look great, but I'm, on the inside, just having the worst time.

Chris Duncan [00:02:24]

And so, I go for this walk, and as you said, I sit down on this beautiful park beach. I'm living in the Gold Coast in Australia. Magical place. Magical. You should come out sometime. It's incredible. So, I'm sitting there and I'm like, bit of peace and quiet, process this. And these noisy two old men start making their way along the boardwalk, and I'm thinking, oh, my God, I just want a bit of peace and quiet.

Chris Duncan [00:02:47]

Anyway, they come along and they just look homeless, and [INAUDIBLE 00:02:51] and they happen to just park right next to me when I park. They park themselves. They start fishing, and they start talking. And their conversation is going along the lines of just how grateful they are for their day, and it makes sense. They were fishing yesterday, they're going to do it tomorrow, and that's what their life is.

Chris Duncan [00:03:07]

And I'm judging it. I'm like, you guys are doing nothing, and you're not adding any value to the world and everything else. And then they're talking, I don't know whether they get a sense that I'm judging them or something, but they start saying, yeah, not like all those pencil pushes stuck in the office. And they start talking about all of this. And so I'm listening, and I'm there, and I'm frustrated. And then I realize that these guys have more freedom than me, making millions of dollars a month with all of this staff, and I realize, they actually have more freedom than me.

Chris Duncan [00:03:40]

And I don't know what they did for ... I don't know ... But I know that they hadn't gone and sold a company and retired. And so here I am, Ryan, preaching financial freedom. Back then, my podcast was called the Total Freedom Podcast, and I had all the ability to have the freedom, but there they were. And I made this decision, and it's a crazy decision, and I just realized right then, I said, you know what? I could have more freedom with \$5,000 a month with two consulting clients than I have right now.



Chris Duncan [00:04:09]

And right then and there, I said, the most important thing is that I actually live what it is they want. And within three months, man, I sold ... I just sold up. I gave businesses away. I streamlined right back. And it was a really profound moment for me because I got that real sense of more ... Less is more, you know?

Ryan Moran [00:04:30]

So, you see these two fishermen. I think in one ... Either your book or in one of your videos, you refer to them as ... They appear homeless. They could have been homeless men. You don't know anything about their life, but you can tell that they're actually doing what they want. You are in the pursuit of the state of life where you could do what you want. That's what we call freedom, but they were actually in freedom.

Ryan Moran [00:04:57]

They were doing what they wanted. So, that was the time that you shifted over into consciously creating your life. And the book that I read right before I read You're Not Broken was William Whitecloud's The Magician's Way. And you referenced that book in You're Not Broken. I was hoping you could share what you learned from William Whitecloud that ultimately inspired the next chapter of your life.

Chris Duncan [00:05:27]

Yeah. Well, William, amazing, amazing friend. I actually speak to him every single week, and what I learned from Will is the power of creative focus. The power of creative focus. And so, I'll tell you a quick story if you'd like. So, for me, whenever I went to a personal development conference or something like that, it was flashy, it was well put together. There'd be slides, there would be welcoming, there's a workbook, it's organized. It's amazing.

Chris Duncan [00:05:54]

To me, that was how you are if you're a pro. And I've known William for about eight years before I ever went into any of his work. We sat together at a conference. We got to know each other that way. And then I went, and I turned up, and he invited me. And I'll never forget turning up. And we had to grab our own seat from the back. There was no projector. There was no air conditioning. He didn't have a whiteboard. He sat behind a desk. He was wearing just ... He wasn't dressed up. He didn't try at all.

Chris Duncan [00:06:23]



Throughout the seminar, he swore, it got hot. One of the days ... It was amazing. One of the days, because it was in a really ... A surf lifesaving club. One of the days, we had to leave early because there was a function coming on, and so imagine all these people paid thousands of dollars, and then he's like, yeah, guys, we have to leave early today, so you're just going to have to finish the work outside, because someone else is coming in to use the space. And it was just so, in my mind, so not what it needed to be, but by his creative focus, I'd seen more profound shifts in that than I'd ever seen before because he just held the end result and he lived the end result that the shift and the change would happen.

Chris Duncan [00:07:09]

And he didn't need to be a certain way. I was too busy trying to be a certain way. I needed to wear the right stuff, I needed to say the right things, I needed to be everything else to be able to have it. Will just held the end result. And to me, that, and The Magician's Way, that's the most profound thing. A magician could just hold the end result and doesn't try to fix himself, doesn't try to be something, doesn't try to do, because there's these two worlds you live in. It's like, either you live in the end result, the end created, finished project of how you want it to be and you be it to see it, or you try to be everything else in order to have that.

Chris Duncan [00:07:43]

I'm not smart enough, I need to get smarter, I need to do this. And this just wastes all this time. And so, Will is no dummy. He's a very intelligent ... He would have known all of these things were happening. He knows that, but he just holds that end result. And that was actually even more profound than the book, was going to one of his ... Going to that and noticing that. And so, what I noticed, you sort of reflect that mirror back to the fishermen story, is the fishermen were just in their end result. They were just focused on having it, where I was too busy trying to have it, you know? Yeah, you get it?

Ryan Moran [00:08:13]

Yeah. So, a friend of mine asked me to summarize You're Not Broken, like what's the book about? And my summary of it is that most of us think about what we want, and we feel bad in comparison to where we currently are, and we see all the issues that are preventing us from getting to where we want to go. And so we start addressing the things that are holding us back. I believe this happened to me, this is where I'm struggling, this is what I'm trying to address.

Ryan Moran [00:08:48]

Whereas your approach, after synthesizing all of these different modalities, is that you can think about what you want and just make decisions that are creatively moving you toward those



visions. You don't have to go back and revisit all that stuff. You can just see what comes up for you, clear that in alignment with where you're trying to go, and that is the work. And I wanted to get your feedback on how accurate you would say that summary is of your belief process.

Chris Duncan [00:09:22]

It's brilliant. I love it. I feel that there's two worlds you can live in. You can live in a creative-focused world or a problem-focused world. Now, through our work, we've helped people recreate their bodies, regain eyesight when they were blind, have tumors disappear, diabetes, all these ... Amazing, just unbelievable stuff. But we never work on the problem. The number one problem with personal development is, unfortunately, it teaches your unconscious identity ...

Ryan Moran [00:09:54]

Wait, are you addressing a problem by highlighting a problem?

Chris Duncan [00:09:59]

Well, the thing is is that awareness of how it is helps you to then shift to what it is that you're going to create.

Ryan Moran [00:10:07]

I'm just playing with you, Chris.

Chris Duncan [00:10:09]

Yeah, yeah, but it's a good point. But really, it's a really big thing is personal development and the problem reality actually doesn't work, and here's why it doesn't work, is the unconscious takes everything as suggestion, okay? So, if I'm in a creative reality and I want to create confidence, as I tune into confidence, then I can shift everything that's in the way, anxiety ... But what happens at the end is I'm finished with confidence.

Chris Duncan [00:10:38]

But if I sit here and I go, I need to get rid of anxiety and I need to fix this and I need to fix this, you will shift it, but because the universe abhors a void, there can't be a nothing. So, the only thing that's left, if you go and do a healing, you focus on healing, you do the healing, you do the shift, you get rid of the problem. If the problem is no longer there, the only thing that you taught your unconscious is that you need to go find problems and fix them.

Chris Duncan [00:11:07]



And this is called the problem reality because energy has to go somewhere. One of the great things that we balance this all on and sit on is that energy takes the path of least resistance. And so, if you are in a creative reality and say, so, now I have total freedom and I have an over \$20 something million dollar company and it's amazing, but we focus on creating it how we want it to be. So, the creative structure is the key.

Chris Duncan [00:11:34]

So, you did a great job. And I just think that the biggest thing that everyone must understand is that, unless you live in a creative structure first, no matter what great, amazing modality you use, all you will do is teach your unconscious that you're actually broken and need to go find more things to fix yourself. And so, what happens is you find somebody after years and years and years and years and years, they're just finding the next health problem that they need to fix, you know?

Chris Duncan [00:11:58]

They feel a little bit sad, so they get therapy, then they change their diet, then they do this. And every single one of these are a good thing, but there's one common theme. I'm broken and this must fix me, and this must fix me, and this must fix me. They're just looking at problems. And if you pick up one side of the pen, you've got to pick up the other side, you know? So, if you're somebody that fixes problems, well, you better always have problems, otherwise, who are you?

Chris Duncan [00:12:18]

And then you build a whole identity around it and become problem solver, and then 20 or 30 years pass and you see a person that's just been to every personal development conference. They've got a list of everything that they've studied and tried and done and they still don't have what they want because the only thing that they decided was they need to fix themselves. So, yeah.

Ryan Moran [00:12:37]

So, let's play with this with a couple of examples. So, you're talking to an entrepreneur. I'm thinking of an entrepreneur in my mind right now who is ... My work is helping people build their first million dollar business and then scale it and sell from there. So, you have an entrepreneur who has done all the products, all the courses, all of the seminars, gone to the conferences, and is still stuck doing \$20K a month, barely profitable, if at all.

Ryan Moran [00:13:05]



And they're saying, I know as much as all these other people. What do I need to change? That person would go through and go to the next seminar and they might have a breakthrough, but they're still seeing the next problem, the next roadblock that they're going to run into. I get that. But what would you say that that person should do differently? What would the state of creation be for that person in the context of building a million dollar business?

Chris Duncan [00:13:29]

I love it. Well, first off, one of the points that I would suggest is, and you would have seen this in the book, one of the focus points of actually what we call a negative vision, one of them is creation by limitation. And so, I would ask them, well, is it \$950K? Is it \$1.2 million? What's the real truth? What do you really want? And they'll realize that the million doesn't really matter. There's something else that matters even more than that, so they might change it.

Chris Duncan [00:14:00]

So, I like million as a milestone, but they might change it to a super profitable business that I love because when they are ... When they get into a super profitable business that they love, it's something that is expansive and fun and filling, and it's got that I love in it. So the first ...

Ryan Moran [00:14:17]

That is a beautiful distinction, Chris. And I just want to say that back how I understood it, because what you're saying is the million is a great benchmark, but it's also a limitation because it doesn't address what the individual actually wants, which is something that they love that is super profitable. So, if we don't address what the underlying true desire is, then the million is just going to be another roadblock. It's just going to create more limitations and problems. Is that what you're saying?

Chris Duncan [00:14:49]

Yeah, that's a part of it. Let me add to it as well. So, I've got a thing called a negative vision, and a negative vision is a vision that's actually designed to fix a part of us that feels broken, but we don't see it that way. So, for example, why is it a million? And they say, because if I do a million, then I'll be ... I'll prove to my dad or I'll be valid in the world, because it doesn't make sense. Why wouldn't it be a million and a half? Or why wouldn't it be \$850? There's no ...

Ryan Moran [00:15:21]

I'll prove to myself that I'm a good entrepreneur. I'll prove to myself that this wasn't all a failure. I'll prove to myself that this was all worth it.

Chris Duncan [00:15:30]



So, there are six. There are six that we see. We've worked now with about 12 million people through our small programs, and two and a half thousand people in our masterminds. There's six common patterns that you see. The first one is I'm not worthy. So, they say, I'm not worthy. If I do this, I will then feel worthy. So, then they'll say, I'm worthy of love of my mum or my dad, of which I'll be worthy. And so, they don't want the goal. They want that all ... Allowed to feel worthy.

Chris Duncan [00:15:59]

Okay, now, check this out. If you have an identity of not worthy and chasing worthy, if you're ever able to have that goal which equals worthy, and you've lived a whole life as not worthy, well, then who are you? If you live 30 years as I'm not worthy and I'm going to try to create worthy, and then this is what will create worthy for me, and then you create it, well, all of a sudden, the unconscious goes, I won't know who I am. I won't know who I am.

Chris Duncan [00:16:33]

So, as soon as you get close to it, it finds as many reasons to go create other unworthy, because unworthy is safe. Okay? I'll get to the other five in a second, but just stick with this. All the listeners, really hear this, is the first thing that a human being must do is learn to survive. To belong to their family is the number one thing that a small baby human must do. If you don't belong to the people that give you food and shelter and water, you are in big trouble.

Chris Duncan [00:17:02]

So, whatever experience that you come into, you code that up as belonging. Anything that is against that is absolutely scary to the unconscious mind. So, one of the things that the unconscious does is it comes down into it and we go here, we start having a human experience. We realize, we say, I don't have it all. There are things I can do to get more love and praise and worth and all these things, and there's things I can do that I get told off, I get punished, I can get less.

Chris Duncan [00:17:29]

And so, we make up an idea, this creates worth and this creates less, and I, since I can do something to get worth, since I can do something to get worth, to feel praised, well, then, I inherently must be ... Unworthy. So, this person designs their whole life in the chase and the pursuit of things that will make them feel worthy, knowing they can never, ever, ever have it. And so, my amazing superconscious device here, this is how their life looks.

Chris Duncan [00:18:01]





They start here in the current reality, and they go and focus on what it is that they want to create, and they always find themselves bouncing back. And they go for it, and they bounce back, because the underlying premise was I'm not worthy, and I'm going to create this. Okay, so, the difference is this, is there's a whole heap of ways to make sure you're in what we call a true choice. And Ryan, there's only one reason for a true choice. There's no other reason. There's only one reason, and that is because I would love to have it.

Chris Duncan [00:18:35]

So, if someone says to me, Chris, I'm choosing a million dollar business, I'd say, why is it a million? They say, oh, because if it was a million ... Say, well, how about this? What you would really love, probably, is I choose more money than I can spend, or they might like the choice of I choose a business I love every day, a super profitable business I love. That's what you really want, whether it's a million or \$5 or \$10 or \$15, as long as it's something you love and makes you more money, that's what you really want.

Chris Duncan [00:19:07]

So, anyway, to answer your question, the first thing that this entrepreneur must do is they must get into a true choice, not a negative vision, whatever that is for them. A true choice. And so, most of us are stuck trying to fix a way that we feel incomplete by putting visions that we think will solve it in an unending quest to gain what we feel like we lost in childhood.

Ryan Moran [00:19:36]

Yeah, we really start to set goals instead of making choices, and what you're saying is, the goal of this weight or body fat percentage or this amount of followers, these egometrics through which we compare ourselves, are often done from the negative creation. It's done from a place of actually trying to fix a problem, and that problem is whatever that feeling or emotion that is underlying that you are trying to overcome. And when you do that, your brain will sabotage because it's actually creating an unsafe environment. Is that a fair summary?

Chris Duncan [00:20:20]

Correct, correct. So, there are five others just so that the listeners aren't sitting there going, oh, gosh, is ... What are the other five? So, the first one is I'm not worthy and I'm going to try to create this to become worthy, never being able to have it. The second is I'm not good enough. I'm going to prove to the world, okay? A lot of entrepreneurs are actually trying to prove to the world, you know? I'm going to prove how good I am.

Chris Duncan [00:20:42]



They can never have anything that they code up as proving, so they just keep making it bigger. The third one is I don't belong. So, they have a feeling of not belonging. And this person struggles the most with rejection. So, they're actually going to belong. They actually want to belong, and anytime they try to go for something, it feels like anyone rejects that thing, they have to go and do something else.

Chris Duncan [00:21:04]

The next is I'm insignificant. So, I'm insignificant, I'm going to do this, and now I'm seen and visible and significant. The next is I'm not capable. So, this person doesn't feel like ... This person is always getting more ... They never have enough money, enough time, enough knowledge, and they don't have enough of something. And the last one is I'm not perfect. This person goes, well, I really want to have this, and if I had this, I would finally be perfect.

Chris Duncan [00:21:26]

And so, here's the human story unless we rise to superconscious awareness. The human story is, I have this underlying assumption about myself, and there's something missing, whether it's perfection or belonging or capability. If I could create this thing ... This is the deceit. If I could just have this, then none of this would be a problem anymore and I'd return to being whole. But the problem is, as we go for it, this whole way of being safe with our family would have to completely drop away.

Chris Duncan [00:21:58]

So, we get to about here in the middle, and right here, the unconscious starts going, this is really scary and unsafe. So, it creates all sorts of things. It can create what we call an outside event. So, some people I talk to brought up every time they try to really get close to what they want, someone in their family gets sick. Another person, they are the one that gets sick. Another person, they have a business partner always let them down. Another person, something in the legal system, something in the ... Oh, Chris, I was about to have it all, and then I got the Google slap. Something comes in, right? Some ...

Chris Duncan [00:22:32]

Or something happens in here. I just don't want it anymore. I get this all the time, and I'm like, was that person that started and did all that for the ... All that time that was going to be an entrepreneur, and now you're about to have it and you don't want it anymore? Are you kidding me? Was that person an idiot? So, they start lying to themselves, and then all these things happen, right? So, then they have the assumption, and this is where it gets really interesting.

Chris Duncan [00:22:52]



They get about halfway, the unconscious starts kicking up all of these things because it's scared that you're going to finally let go of your safety pattern, gets scared. Then it goes, I don't feel good all of a sudden. So, all of these ... I don't feel good. So, it races to therapy, personal development, now Ayahuasca or MDMA therapy, or go to do mushrooms. Race to all of these. As they race to go do all these things, the unconscious is always listening. So, they're teaching the unconscious, I must go fix myself. So, they go over here. They feel good for a little bit, but guess what? Now they're back at point A again.

Chris Duncan [00:23:31]

So, guess what? The goal comes back again. Guess what? Oh, that's going to make me feel good enough. That's going to make me belong. I'll go for that. I'll go for that. I'll go for that. Unconscious starts freaking out. You're no longer going to belong if you don't have that. You know ... I better go fix it. And then they end up back here, which we talk about in the book a lot. And so, the antidote, and sorry to talk so much, but I'm so passionate, I'm so grateful to be here, the antidote is the way we start.

Chris Duncan [00:23:55]

That comes back to what you asked. The antidote is that you realize that you actually have it all now, and you realize that two fishermen have the freedom already, and Chris Duncan, if you want to go have the freedom right now, you can go and have that. Go and have it. You've got it now, brother. You've got it now. And when you realize you can have all the health you want right now, all the fun, the freedom, the joy, the abundance, you can have it all now and you go, I've got it now, I'm worthy now, I'm already all of it, I'm already whole, we call this the magnetic moment and opening the wizard's gate, which is when you realize you've got it all already. And you go, okay, if I have it all already, what would I just love to create?

Ryan Moran [00:24:41]

So, Chris, I want to interject here, because there's a question that's just popping off the screen here, and it's when you say that magic moment or that magnetic moment is that you have it now, what is it? Is it the circumstance that you want to create? Or is it the underlying emotion that is the contrast to these six ...

Chris Duncan [00:25:07]

There's no contrast. Yeah, so, first off, there's no contrast, but yeah. Yes, the rest of it is ... The answer is yes. It's that you don't really want the business, you want to feel proud of yourself. You don't really want ... So I've got these silly clocks we talked about. I love it. Russell Brunson, well done. Awesome stuff. So, when I created these, right, I wanted to show ... I didn't really



want that. I wanted to feel that I was good at something. I wanted to feel these things. Everything that we think we want, we can actually have right now. That's the key, the ...

Ryan Moran [00:25:37]

So, I really want to emphasize this point because the first thing that I hear you say when you say realize you have it now is I'm thinking about that person that wants the million dollar business, because somebody reads a personal development book or a law of attraction book and says, believe that you'll have it and you'll have it, that person says, but I don't have a million dollar business, Ryan Daniel Moran. I don't have it, so now I'm fooling myself. So, what does that person practice instead of pretending they have a million dollar business when they don't?

Chris Duncan [00:26:10]

Yeah. Thank you. So, let's really clarify. First off, everything in the physical is created first in the invisible. From this computer to these headphones to an iPhone to ... It's all in the invisible. Everything is first in the invisible. There can be ... You can line up 20 different people that all have a million dollars cash, and every single one of them will have a different experience of that. And whatever that experience of that, they are allowed to and can have that right now before they even have it.

Ryan Moran [00:26:46]

What do you mean by they have an experience of it?

Chris Duncan [00:26:49]

Well, I might experience the ability of choice. Someone else might experience the ability of safety. Someone else might have the experience of fun. Someone else might have the experience of gratitude or joy.

Ryan Moran [00:27:02]

Of confidence.

Chris Duncan [00:27:03]

Of ... Yeah, whatever it is. That is what you're actually wanting. The million is just the reason or the excuse, the vehicle, the thing that we have plucked out of the ether to decide that that's what's going to allow us to have it, which is a lie, because if you've never practiced having it, if you've never practiced actually having it, your unconscious doesn't feel that it's safe, and if it doesn't feel that it's safe or survivable, it will never allow you to keep whatever it is you attach to that. So, you have it now by being it. So, someone says to me, Chris ... I say, so, what ... If you had all the money in the world, what is it that you'd truly do right now? Stop ...



Chris Duncan [00:27:48]

If you're listening to this, stop and pause the thing and go, hey, if I had all the money in the world, let's say \$10,000 a day just coming into your bank account every single day, \$10 grand every day, and the only thing you're allowed to do is not give it away. What would you do? How would you feel, right? What would you actually do with that? And what would that allow you to be?

Chris Duncan [00:28:04]

So, here's a really good question, Ryan, is you say, so, what is it that I want, right? And then they say, a million. And then you say, having that, what would that do for you? And they might say whatever it is, and then you say, great. How can you have that right now? And that's when you're in it. That's when you be it to see it. And that's what I mean by having it.

Ryan Moran [00:28:26]

And so, the it is the emotional relationship between you and what it is that you want, the emotional experience of what you think that thing, that circumstance, is going to easily provide for you. That is the it that can happen now.

Chris Duncan [00:28:45]

That's it. We could be sitting here on a Saturday and we can close our eyes and go, I choose it to be a Monday, and it ain't going to be a Monday no matter how many things you try to read about some magical ... See, it ain't going to happen. But you can do and feel everything that you would feel on that day, and then you wait the time for it to turn up. Because, see, the seed, if I hold a seed, let's call it, I don't know, an acorn as a seed or a carrot seed, if I have a seed, you don't see behind that seed, that's a fucking forest, bro. That's a forest.

Chris Duncan [00:29:19]

You look at that seed, you break it apart. What's there? Nothing. Little ... There's nothing there, but that has the potential of a forest. You can't tell me that's not a forest in the Invisible. That's a forest. Then it needs to turn into that forest, but there's a joy in the journey of it turning into something. Does that make sense? So, the ...

Ryan Moran [00:29:35]

Yeah, and that's actually a beautiful analogy.

Chris Duncan [00:29:37]



The seed is the forest, man. The seed is the forest. The person listening to this, whatever you're planting into that field of the universe right now, that's what's going to grow. The seed is the forest. It's just allowing yourself to grow, because we don't want it all right away. If you had it all right away, that's actually not the human experience. Think about this. Last quick metaphor is, imagine you turn up at a restaurant, right? And this restaurant has every single chef that ever existed, ever in eternity. Millions of chefs. And they bring out this book, and the book is bigger than you could imagine. It'd have to be ... And it's got everything you could ever order in history of food, and you're hungry.

Chris Duncan [00:30:14]

And you sit there. The thing is, you can have anything you want, but you can't have everything because as soon as you're on your fifth meal, you're too full to enjoy anymore, you see? So, the experience ... We don't actually want it all now. We don't just want to go, hey, cool. Yeah, cool. Billion dollars, boom, here. There's actually joy in not having it and allowing it to manifest, but you're still it ...

Ryan Moran [00:30:39]

I've heard this analogy before. Abraham Hicks uses it quite a lot, and the ... Abraham Hicks. You're looking at me like you don't know who that is.

Chris Duncan [00:30:48]

No, no, no. I was wondering which one. I know who they are.

Ryan Moran [00:30:52]

Okay, well, oh, sorry. Well, Esther Hicks uses this quite a bit, and the distinction there, when you really process that idea, is when you talk about the million dollars and you say you don't actually want it now, Chris Duncan says you don't really want it right now, person says, yeah I do, yeah I do. But when you think that you want it now, you want it because you believe it will bring relief to the suffering that you are currently experiencing. But the relief, the antidote, as you put it, is connecting with the emotional relationship that you have to that thing. Would you agree with that?

Chris Duncan [00:31:32]

I would so agree. How about this for some stats? I love whoever ... You might do a bit of research on this, but I believe it's something like 76% of all lottery winners end up broke. 15% of NFL players end up in financial hardship, and they get given it like that, right? So, they are ... Here it is all, bang.



Ryan Moran [00:31:59]

Yeah, all at once.

Chris Duncan [00:32:00]

If they haven't ... Yeah. I mean, I followed basketball, loved it. Love basketball, massive fan. Allen Iverson, you know? He got all his money, then lost it all. He's got a clause in his contract. He can't receive \$30 million until he's 50 or something, which is a great clause. But they lose it, right? Because their unconscious isn't ready to actually accept it, you see? And so, as much as someone listening here goes, I would love it just to turn up right now, all the research shows that if it did turn up, you'd find a way to lose it and you'd get rid of it.

Chris Duncan [00:32:31]

You have to go through the process of being it and allowing your unconscious to have safety with it. And there's no other way, as much as we all go ... Yeah, so it's funny, even to add what we were talking about, even if you did get it, you still don't get to keep it if it's that way.

Ryan Moran [00:32:48]

You would ... I want it all at once. Well, you can have it. You're just going to lose it just as quickly.

Chris Duncan [00:32:52]

You will, because it is so unsafe, right? If you've got the longing of being ... And so, they give it away. They find ways to lose it. They over capitalize. They over invest and they don't have it. So, you've got to be it. You got to internally be it. AND once you actually are it, you get it. And a great example, and obviously this is Capitalism.com, so obviously the person who wins capitalism pretty much is Warren Buffett.

Chris Duncan [00:33:16]

Warren Buffett. And the thing about Warren, right, I think he's been in the top five richest people for 30, 40 years or something. Incredible. As far as capitalism goes, he's the Michael Jordan of it. And what I love about him is, lives in the same house, drives the same car, eats the same food as he always did because he's always been it. He's been it. He didn't change when he got it because he already was it.

Chris Duncan [00:33:44]

He's equal. So, he's not scared about having it. He just gets it. He didn't change. He works in the exact same place because it's not about it changing. When we code up, if I have it, my life would be completely different, what our unconscious brain hears is that there is going to



change everything. My family, my friends, where I live, where I dress. So, it is completely foreign and scary. So, you got to be it. There's actually no other way.

Ryan Moran [00:34:11]

The example that's coming to mind was, years ago, I had a real problem eating my feelings, right? If I felt negative feelings, I would eat them. Late at night, there's a distraction from work. And so, the thing I wanted more than anything was six pack abs. If I have six pack abs, then I will be worthy, then I will be recognized, then I'll be enough, then I'll be complete. And so, any time I did not feel complete or worthy or significant, what would I do? I'd go to the fridge.

Ryan Moran [00:34:47]

And so, these two things were at war with one another. Constant war. I hired a top trainer in Austin. He got me ripped, and then when we stopped, I wanted to eat the house. And so, those two things, right? That rubber band is pulling back. They were always at war with each other until you change the emotional relationship. So let's talk about changing that, Chris.

Ryan Moran [00:35:12]

You started going on this passionate rant about the antidote, about having it now, but what we've talked about up until this point has mostly been about the problems and the suffering that people experience as they're trying to fix their problems. So, this magnetic moment of realizing that what you want is the emotional relationship, how do we code that in? Because even if I'm aware of the underlying problem that is keeping me stuck, I'm still not ... I still don't have the muscle of feeling the confidence, of feeling the financial security. So, how do we code that in?

Chris Duncan [00:35:54]

Thank you. Great question. And I think the first preface is to acknowledge the reason why we bring all that awareness here is so that everyone listening stops running that old race down the proper reality. So, now let's talk about ... As you said, now let's talk about what to do. The first thing is there is a daily practice where you teach your unconscious what it is that you want is already happening.

Chris Duncan [00:36:23]

If your unconscious experiences what it is that you are choosing to create as already happening now, if you already be it, that builds an unconscious belief that it's already happened and therefore it is safe and survivable, okay? So, the unconscious is actually your ally. It's your friend. It's here to do what it is you want. Just because at some age you decided, I'm from New





Zealand, so for most of this is I'll have an accent, just because at some age I got told this is how to talk, it doesn't mean that that can't shift.

Chris Duncan [00:36:55]

We have this unconscious memory. So, there's actually a daily practice and we use something called the super conscious recode which taps into a higher self to help the unconscious catch up fast, okay? And so, the daily process is five steps, and I actually have mine written out right here, my choices, and we call them choices. So, the first thing is there's four, what we call, orienting choices that you must make, and they point or orient you into the magnetic moment so that you realize you already have it now.

Chris Duncan [00:37:28]

The way we do it through the five steps is step one is we make the choice. So, we say, we write it down, I choose. I'll take one of the orienting choices. I choose a life I love. So, I choose a life I love. That's step one. Second step is we emotionally connect and become that now. So, we say, I choose to live a life of, end result of a life of love.

Chris Duncan [00:37:51]

What is a moment that I'll be experiencing when that is already true? I'll find one in the future. It's me and my wife walking on a beach, thinking about our businesses, blah, blah, blah, kids, whatever whatever it is, right? We connect into that. We close our eyes and we spend a minute to two minutes flooding our being with how that already is. Okay? That puts us in the creative structure that I talked about earlier.

Chris Duncan [00:38:14]

So, now we're saying, this is where I want it to go. Okay? Now, the third step ... So, first step is choose, second step is emotion. Third step is what's called structural tension. You come back to the now because you realize, hey, that's where I want to be. That's the rock. That's the power. And just so everyone gets it, where you put the power is where you will flow. It's like putting a bowling ball on a trampoline.

Chris Duncan [00:38:42]

Wherever you put that bowling ball, whatever else you put on the trampoline will roll towards it. So, you put the power in the universe there and say, that's where we're going to flow to. That's the gravity. Come back to now. You say, okay, so what's it like now? Okay, so now is ... So, we'll use an example over here. I choose to have ... One of our other choices is I choose the end result of living healthy and vital. Healthy and vital body. Beautiful choice.



Chris Duncan [00:39:07]

So, choose that. We feel ... We come back, and right now, I don't feel that. Right now, I eat my feelings. Right now, blah, blah, blah, blah, blah. Okay, great. Then we do ... Then we notice where we are now. Step four is we do a process called recode to shift all of this. And here's where the power of this process is. Since all the power is in the future moment, as you start moving what's holding the present, and you do this every single day, all of a sudden you just start living that. Does that make sense?

Ryan Moran [00:39:41]

It makes sense.

Chris Duncan [00:39:42]

So there's five steps. Choose what it is you want to create, make sure it's a true choice. Step two, feel it, be it, go into it. Spend a minute maximum ... Two minutes maximum in it. Third, what's up now? What's life like now? What's going on now? Four, we do a process called recode where I see a superconscious ... Shift the superconscious, shift everything that's in your way. And then the last step is you take action. You take action, you act. You act.

Chris Duncan [00:40:09]

And if someone commits to 15 minutes every day of doing this process and going through first the orienting choices and then other things that they would like to create when they're already in the magnetic moment, the results in three, six, or twelve months are amazing. We had someone create a space school. We had someone who was blind regain their eyesight. We've had people reconnect families. We've had people lose ... Well, you guys are in the United States ...

Chris Duncan [00:40:37]

So, some would lose 230 pounds and then keep it off for two years and not change a single thing about their diet. They're just choosing, they're just being in it. We've had tumors pop out on the operating table, diabetes ... Just anything. But we're never focusing on all those things. We're focusing on health and vitality because the body wants to ... Anyway, sorry, I keep rambling, but those are the five steps, yeah.

Ryan Moran [00:41:04]

Yeah, I want to poke at that just a little, because this ... Everything that you said up until this point has been like ... This just makes sense ... From a psychological perspective, makes all the sense in the world.



Chris Duncan [00:41:15]

Yeah.

Ryan Moran [00:41:16]

Right? When you started to shift, talk about regaining sight and tumors popping out, that's where it started to get just a hair into the woo.

Chris Duncan [00:41:26]

It's crazy. I never ...

Ryan Moran [00:41:28]

We're taking one step into the ... I'm trying to find the word. Of the supernatural, if you will. So, would you comment on that for the person who is wrestling with that as you're saying this? Bullshit meters across the globe just went up just about 20%, Chris, so what would you say to that?

Chris Duncan [00:41:51]

I'm the biggest skeptic out there, and I'm an entrepreneur and I created Magnetic Mind for entrepreneurs. And all of a sudden, people started saying, Chris, I've done nothing else but your course and this happened. And so, I went in and I did a bit of study about it and I found that there's a lot of study around dissociative identity disorder, also known as multiple personality disorder, where someone shifts their personality and they regain eyesight, so ... And this is crazy. So, listeners, go and have a look at DID, dissociative identity disorder or multiple personality disorder. They have studied at really famous universities, people who shift an identity ... Eye color changes, they actually get different conditions. It's incredible.

Ryan Moran [00:42:40]

Different allergies.

Chris Duncan [00:42:43]

Right. So, I'm no doctor. I'm an entrepreneur. I built a successful business, and I was using the superconscious work, and I just started teaching and sharing it and showing recode and showing these five steps made an incredible difference to me. And then this started happening and I was like, oh. So then I was like, well, I need to try to figure out what's happening.

Chris Duncan [00:43:00]

And the thing that I come across was that I also know that if I cut a graze on my hand, it heals, and my hair grows back, right? All these things happen, all these healings happen. And I also



understand that the third thing was the placebo effect that Joe Dispenza talks about, which is a really strange thing, which means basically that there was an inert substance creating the result, right? Placebo effect. But it's just weird that we need to call it the placebo effect. Why can't we just call it, the person healed himself?

Chris Duncan [00:43:29]

And so, what I have found, when a person's consciousness is focused on how they want it to be and they put all the power in the creation and they truly own it and they go for it, their body responds that that's how it's supposed to be. If they put all the power in how they're broken, they put a whole identity around always needing something else to be broken about. So, I can't explain it. I can just show you people and you can meet them and hear their stories and we'll go, that's incredible, but what I know is where you put your power, where you put your focus, your consciousness creates from.

Ryan Moran [00:44:03]

Yeah. I'm going to sound a little woo saying this, but you referenced Joe Dispenza, and Joe Dispenza makes similar claims about spontaneous healings. People who can't walk suddenly stand up at their events and walk, and you're saying similar things. And we hear these types of claims from other people, and when people talk about it, it is often because of the power of focus in the desired end result.

Ryan Moran [00:44:34]

The person who calls bullshit often doesn't believe in the end result, therefore cannot create it. Now, my understanding of the recode process is this is sort of where you chip away at the doubt or the belief or the limited perspectives that allow someone to see and stand in the end result. Could you clarify if that's what this process is and walk us through what a recode looks like?

Chris Duncan [00:45:07]

Yeah. Thank you. Recode is ... There's 22 different ways that we do recode.

Ryan Moran [00:45:14]

22 different ways.

Chris Duncan [00:45:15]

22 different ways. And what's incredible about it is we teach your consciousness how to shift and change a neural connection and let things go. So, the premise, if you have the ability to forget someone's name, you have the ability to forget your trauma. That is an ability. It is not a



skill you have practiced. Some of us say that we've forgotten more than we know. So, if that's a premise, neuroplasticity shows us this, and there was a bunch of science, Nobel Prize winner science, about the consolidation moments when things consolidate in the brain.

Chris Duncan [00:46:04]

Anyway, so, how the recode works is we rise up and out of our awareness. We teach our brain through a process, which I'm sure you've seen or read about, how to make these shifts and let things go that are stopping them. And once the brain knows how to do, it's incredible. You simply just say, hey, do you see this? Let's shift that. Let's let that go. And we call it treatment, and a massive change history.

Chris Duncan [00:46:33]

And it's a very gentle process, right? And it's a meditative process. You rise ... You focus on what you're creating, you notice where you are now, you rise up out of your current awareness, and we go through the process, and it just melts away. It just lets go. It's a little bit ... Like trying to explain calculus. It's like, hey, just ... It's trying to explain what it's like to be on a roller coaster. You've got to come try it, basically. And there's no risk in giving something a go.

Chris Duncan [00:47:02]

So, most of the time when people try to [INAUDIBLE 00:47:03] I say, hey, how about I just give you ... Come for a free session or spend \$50 and come ... Just come try a recode, just come try ... Just try it out. Give me your worst, your biggest worst fear, your biggest worst block, the number one thing that's stopping you, and if you do the process, I guarantee by the end of it, that will be at least half the problem compared to where it was. It will at least melt 50% off it.

Ryan Moran [00:47:26]

Can you walk us through one, do a trial one, or somehow demonstrate how it works?

Chris Duncan [00:47:34]

How much time have we got?

Ryan Moran [00:47:36]

We have all the time we need, Chris.

Chris Duncan [00:47:43]

Typically there's about ... For the very ... So, with recode, the first session is the longest one because there's about 30 minutes of education of how it works and teaching the consciousness



how it's going to go about. And then it's the closed eye process, so it's about an hour. So, I think the better thing is if you're willing to and if the listeners want it, I can send ... We can add a recorded one here or they can come to a live one. We got a link. You can do a free one, fuck it. I'll get my team ... I'll get a free one organized, if you like.

Ryan Moran [00:48:17]  
Yeah, sounds perfect. Will do.

Chris Duncan [00:48:18]  
Does that sound okay? Otherwise we're going to be ...

Ryan Moran [00:48:21]  
It's going to be a long podcast.

Chris Duncan [00:48:23]  
And if people are driving and everything else, and it's a very deep thing. My very first time that I learned it, and it was based on some amazing work from a lady named Colette Streicher, who taught me the superconscious work. She was ... She's from Houston, Texas. She's just an amazing woman, a great friend of mine, and she'd learned from a doctor named Dr. Garry Flint, who is a psychiatrist and he passed away a couple of years out of Canada.

Chris Duncan [00:48:49]  
And he was figuring out, why is it that they need to keep coming back to me as a therapist? He was doing hypnotherapy, he was doing EMDR, he was doing EFT. Why do they need to keep coming back to me? Why can't I just teach their brain how to do this? And so, he miraculously figured this out, and I'm just a third generation of this. What I added was a profound understanding of structure first to their process.

Chris Duncan [00:49:17]  
That's where my addition is. But you stand on the shoulders of giants, and they are incredible individuals. And once I realized you put your conscious focus and your structure in first then do the process, it's just been ... I mean ...

Ryan Moran [00:49:33]  
Super powers.

Chris Duncan [00:49:33]  
Yeah. Man, I mean ...



Ryan Moran [00:49:35]

So, Chris, for the beginning half of our conversation, we talked about those underlying beliefs or fears that were holding us back. I'm not worthy, good enough, don't belong, insignificant, not capable, not perfect. Now, how important, if at all, is it for an individual to understand which of these fears or limitations are in the way of focusing on what they want? How important is that versus just moving the focus into creating what it is that we do want?

Chris Duncan [00:50:11]

As soon as you step into the creation of what it is you do want, your unconscious will tell you exactly what stops you. Exactly. You don't need to put a label on it. Labels are just the human way that we communicate it. So, we have an experience, and we have an experience of the experience, and then we put language onto that experience. So, you do not need to know the language. And in fact, someone's not worthy might feel a lot like someone else's not good enough.

Chris Duncan [00:50:35]

It's just us languaging it. So, that's not important to know at all. One of the things that I don't want people to do is to go on some archaeological dig to try to find all the reasons and all the things that are wrong with them, you know? I need to go to therapy for ten years and talk about it. Okay, well, you could do that, but how about we just focus on what you want, acknowledge what's in the way, melt it away, and get on with life, you know?

Chris Duncan [00:50:59]

What's the point of talking about it for ten years? All you do is you arrive at the same thing. It's a challenge. So, by doing the first three steps of our morning process, choose what you want, feel it, and then notice where you are now, you get everything you need of what is blocking the creation, and then we simply melt it away.

Ryan Moran [00:51:17]

And the ...

Chris Duncan [00:51:18]

Make sense?

Ryan Moran [00:51:18]

Yeah, it does make sense. I'm imagining this as you're saying it, right? And I have practiced what I know about the morning process that's talked about in recode. Some of the things that



I've noticed, and I'm sure everyone can relate to this from any personal development work that they've done, is that they get a glimpse or I get a glimpse of the desired reality and the emotional relationship I have to that desire.

Ryan Moran [00:51:45]

And by about lunch, I've already forgotten it, and I'm back in patterns. And we've all ... You go to Tony Robbins, you go to anything, and then a week later, you're back in your pattern. So, is it about consistently chipping away at that until it is now like a muscle, a pattern of living in what you want? Or is it something different?

Chris Duncan [00:52:10]

And if you chipped it all away, what would you be or have?

Ryan Moran [00:52:15]

Are you asking me?

Chris Duncan [00:52:16]

Yeah.

Ryan Moran [00:52:18]

Just a consistent happiness and optimism.

Chris Duncan [00:52:22]

Yeah, this is good. And so, if you had consistent happiness or optimism by chipping it all away, what would that allow you to have or be?

Ryan Moran [00:52:33]

I would be living in the freedom.

Chris Duncan [00:52:36]

Freedom from what?

Ryan Moran [00:52:40]

Freedom from worry.

Chris Duncan [00:52:42]

Therefore, with a few questions, we understand that we're already in the problem ...





Ryan Moran [00:52:49]

Well done.

Chris Duncan [00:52:50]

And so, what happens is we want to always fix anything that's not perfect. So, that would be in the I'm not perfect yet, Chris. I had some worry throughout the day, you see? So, it's a very easy groove to get back into. So, it's simple. As we notice that we're ... Other things are going on, we just come back and we go, okay, what is it that I really choose? We might do the four oriented choices, and we choose them.

Chris Duncan [00:53:18]

What's in the way of me ... So, here's the four, Ryan. So, the first one is I live a life I love. I choose to live a life I love. The next one is I choose to be the predominant creative force in my life, which is the one we'd work on here. The next one is I choose to live my true nature and purpose. And the fourth one is I choose health and vitality. So, we would step into it. And so, this person, this fictitious person that ... They've fallen back into patterns, what they're actually saying behind that is that they're no longer being the predominant creative force in their life.

Chris Duncan [00:53:47]

Something else is here. So, we would sit them back and we would say, I choose to be the predominant creative force in life. We would have them go into that and become it, which means I'm the one in charge. We would become it. And then we'd say, so what's going on now? And they already know. They say, well, I'm in these patterns.

Chris Duncan [00:54:00]

And then we would say, so ... And we can do some processes here. We could do it together, it'd be fun, but I don't think that this is something we'd be able to go into a full session, but then we'd say, okay, so what is informing me that that's a safe way of being? And we would understand that there was something in our past.

Chris Duncan [00:54:20]

Here's a beautiful thing I love to think about is our current reality is not a problem. Our current reality, where we are right now, our current reality is actually designed to save a younger version of ourselves from an experience of your pain that's already happened. And you go, oh, so there's nothing wrong here. So, I'd investigate it a little bit and then I would just let it go. I'd go, well, how old is the youngest me that decided I needed to be perfect and control myself and be consistent and the ... How old is the youngest me? And would ask the superconscious,



and would probably get, at age three, I'm there with dad, and he's saying, you've just ... You've got to be ...

Chris Duncan [00:55:05]

And you go, oh, well, there it is. We shift that, and no longer the emotional weight is there of dad saying to us, I need to be a certain way, and us creating this experience. And away we go. I've got a great story. I just talked to a client about four days ago. I was working with her in a one on one session, and she had this problem of not belonging. And we went through the process, and we figured out, at age three years old ... Eventually it comes right out. When you do the process, it pops at you.

Chris Duncan [00:55:26]

She's like, Chris, at age three, I'm hanging things on the Christmas tree, and I break one of them, and then my dad tells me off, so I throw one at the wall and smash it. So, she's a three year old, so of course she gets told off to sit in the corner. So, she sits in the corner and watches her whole family do the Christmas tree, have hot chocolate, everything else, and she codes up, I don't belong, and I need to be a good girl for dad.

Chris Duncan [00:55:50]

And her whole life, she's been trying to find and fight belonging, but the truth is, she was just being a three year old. And so, we shift that, and that's what was instructing. So, she's similar, right? So, she's going through her day going, well, I still don't feel like I belong with this guy, and then I don't feel like I belong here. And she's gone through ... Beautiful lady, but she's gone through so many marriages and relationships and everything. Just never feels like she belongs.

Chris Duncan [00:56:17]

And that's what was instructing the relationship. If I belong, I don't know who I am. Always chasing belonging. So, I know that I'm ... Sometimes you ask a question, you want a direct answer. I'm like, well, actually, bro, let's pull it apart here a little bit. And so, the answer is that when you're in the creative structure, all of your energy is just focused on what it is you're creating, and if you focus on anything else, how do I overcome these problems? How do I fix this? How do I be perfect? How do I not do this? How do I ... That's just you trying to ... You're in your shit.

Chris Duncan [00:56:50]

And so, you need to settle down, refocus on the creation, do the recode, let it go. And the more that you do it, the more you do it, the more that the only thing that's the object is what it



is that you're going after. And so, as a quick example, I wanted to start buying businesses, doing them up and selling them. Right? I'm an entrepreneur, so I was like, this is what I want. And so, I was like, cool. So, here's what I'm going to do.

Chris Duncan [00:57:13]

I'm going to do this. I put this out there, I chose it. Within a week, I'm online, I find this business. They want \$670 something thousand dollars, a 4x multiple, blah, blah, blah. I'm like, no, I'm going to spend \$400 grand. Within six days, \$400 grand, deal is done, everything else. But in that time, I'm thinking, well, should I just ask for \$500? What if I fuck up? What if I this, what if I that? All of this stuff is there. What if I that? What if they've still got to tax it? What if ...

Chris Duncan [00:57:39]

The end result, I want to buy a business, do it up, and sell it. There's the end result. So, what is the [INAUDIBLE 00:57:44] Well, it's \$400 is all I'm going to spend. That's it. And you end up where you want. Does that make sense? But ...

Ryan Moran [00:57:48]

Makes total sense.

Chris Duncan [00:57:50]

Yeah, okay. I'll leave it there.

Ryan Moran [00:57:54]

It is nice to chat with someone that believes in and teaches this stuff and is rich because so much of the spiritual community, they have so many processes and so many programs, and yet they can't figure out money.

Chris Duncan [00:58:17]

Yeah, man. You know ...

Ryan Moran [00:58:18]

It is nice to chat with someone who is leading the charge financially and has used these processes in order to create abundance. And I think one of the things that prevents driven, especially, men like you and me, from finding and treating these processes with a healthy level of respect is because most of the people peddling them are broke. And so, I just really appreciate that there's someone leading the charge that has both.

Chris Duncan [00:58:56]



I really want to reflect that and say, thanks, brother. And actually, that's what changed me. You asked me about the two guys, so I answered the question. But the actual moment, I don't know if it's in the book, was a couple of years before that. It just took me that long to figure it out. And that was when a self made billionaire in Austin pulled me aside and he said, I'm not going ...

Ryan Moran [00:59:19]

You lived here for a while, did you not?

Chris Duncan [00:59:22]

Yeah, yeah.

Ryan Moran [00:59:22]

I lived downtown right by Whole Foods.

Chris Duncan [00:59:25]

Oh, right. I know exactly where that is. We were out, Bee Cave. So just ...

Ryan Moran [00:59:29]

Okay. By the galleria?

Chris Duncan [00:59:31]

Yeah. Yeah. And so, I say, I had a really tough 2016. Really tough. My business partner died. I ended up in \$800 grand worth of debt. I paid to fly Gary Vaynerchuk out to Australia. All sorts of ... Horrible. So, I was going through it, and I was ... Needed to make some money, I needed to get some funding, I needed to get back on it.

Chris Duncan [00:59:57]

And he pulls me aside, and I'll never forget it, and he goes, Chris, I love your idea. He said, but I'm not going to invest in you. I said why? He said, you're addicted to fixing yourself. And I went, what do you mean? He goes, your idea is solid. I get it. But I don't want to invest in you because all you want to do is find the next thing to make you feel good and fix yourself. He said, Chris, you need to be it to see it.

Chris Duncan [01:00:28]

And he said, look at all of these ... It was eight or nine richest families in Austin. And he said they're overweight. They've got divorces, they've got ... Smoke. Some meditate, some don't. Some stay up late, some work hard. So, look at this. He said, you tell me how you're supposed



to be. He said, the only thing that every single one here has in common is they're not trying to fix themselves to have success, they're just creating.

Chris Duncan [01:00:58]

And he's the one that actually said to me, he goes, Chris, you must be here to see it. And he goes, you cannot plant a seed of scarcity and grow an abundance forest. And I was like, wow. And he said, you cannot plant a seed of, I must fix myself, and grow. I've already got it first. And for me, being an entrepreneur, he told me that, and I went, great. So, how do I fix myself? So, how do I do it?

Chris Duncan [01:01:28]

And so, I applied this to myself and we built a very successful business, tens of millions of dollars. And then created ... Then from that, I mean, I need to start sharing it. So, I started sharing it with the whole intention I would only share it with entrepreneurs. I mean, that's who I am, so I would share it with that. We created a subscription model, \$49 a week with 3000 people pay me \$49 a week for personal development. It was incredible.

Chris Duncan [01:01:54]

And then through that, all of these other things started happening. I never wanted to be Superconscious Chris. I never wanted to be that, so I really appreciate and I agree that there's too many people out there saying you need to feel abundance in order to make money when you know that that's just completely false, and I know tons of people who don't feel abundant and are super rich. You don't have to feel grateful to have it.

Chris Duncan [01:02:22]

No, you just need to be it, whatever that it is for you. So, no, I really appreciate that feedback, man. It's super ... It's been something that we haven't really got enough out there into the entrepreneur community, funny enough, because all of a sudden we just got taken on this ride, bro, and this ride of the superconscious program has just been incredible, yeah.

Ryan Moran [01:02:44]

Well, congratulations on your success. Thank you for the book. It's one of my most recommended of the last several years. And it's just great to meet you and hang out with you, Chris.

Chris Duncan [01:02:52]

Bro, it means a lot. And I'm dead serious, when I saw your message come through, I wasn't on my Instagram, someone else showed it to me and I was like, this dude, I've seen him around.



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And I was like, man, I would love just to hang out and chat with him. And I feel like we just talked about me, so I'm looking forward to talking all about your story, which I know was the idea today.

Chris Duncan [01:03:15]

But no, I really appreciate you, brother, and Capitalism.com and really people that are just going after what it is that makes their heart light up and being unapologetic. There's no other reason why ... You want to create more money than you can spend? You want the Lambo? You want ... Whatever, you go do it. Because why not? Life is worth living, go for it. But you don't need all of this guilt. Let's just have it. Have what ... And if it's a charity and if it's ... You're going to reforest stuff, or if it's to field a certain feeling, whatever it is, you can just have it. You don't need to fix yourself. You're already whole.

Ryan Moran [01:03:46]

If you found value in this podcast and you're ready to go deeper, here are three resources where we can help you. One, you can grab my book, 12 Months to \$1 Million on Audible or Amazon. It has over 1000 reviews, and it's the playbook to building a seven figure business.

Ryan Moran [01:04:02]

Second, you can join our community of entrepreneurs who are following a plan to build a 1% net worth by building businesses and investing in profits. You can get plugged in at [Capitalism.com/1](https://Capitalism.com/1). And third, if you're looking to go deeper and build a seven figure business that you can sell, you can work closely with us inside the Capitalism Incubator. And you can get on the waiting list and find out what we do over at [Capitalism.com/inc](https://Capitalism.com/inc). That's [Capitalism.com/inc](https://Capitalism.com/inc).