



John Assaraf

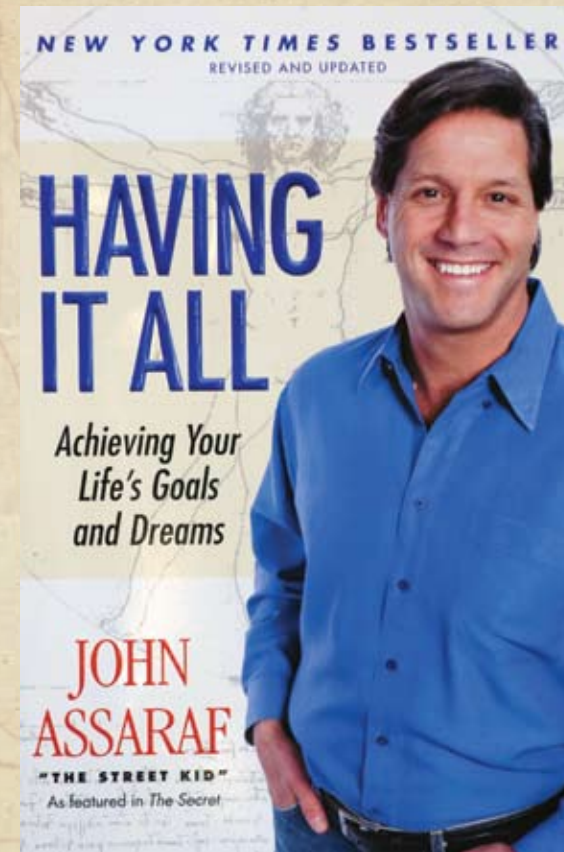
Having It All

By Patty Kovacevich

Business growth guru John Assaraf earned his nickname as a street kid by repeatedly getting into trouble from a very young age. Family difficulties made it necessary for John to begin his working life at the tender age of eight, a time when most children are just learning spelling and math. This troubled kid eventually grew up, however, to become a successful millionaire, a world teacher, and an inspiration for millions of people today.

“In my childhood we were taught to be grateful simply to have food on the table and a roof over our heads. And one thing we always had in abundance was love,” tells Assaraf. Self respect and self esteem are very important. I didn’t really develop genuine self confidence until young adulthood. Nothing is more important or healthier than having a positive self-image. My parents loved us dearly, did the very best they could, and encouraged good principles, but the allure of belonging kept me running with a bad crowd through most of my youth.”

It wasn’t until John found strong mentors, in particular one whom he most admired, Alan Brown a real estate mogul, helped him develop the formula for proficient life and business skills which he used to turn his own life around. Alan was one of the most important figures in John’s self development and transition towards creating a successful, meaningful life for himself. Assaraf says he so admired Alan Brown and his other mentors that he decided simply to copy their actions and follow their suggested thinking and behaviors without questioning the whys and the wherefores. He felt it seemed an easier and faster way to achieve success. Obviously it worked. John incorporated learning better skills, in addition to conducting honest business with smart business tactics, and at the young age of 19, he made an impressive \$30,000 his first year in real estate. At 20, he made a cool \$150,000. Though such remarkable financial success transformed his life, there still remained within him an inner restlessness that today he describes as more like an inner guidance calling him to become much more than just an astutely driven business wizard.



Photography by Martin Mann

“You have to change from the inside out.”



“Whatever you focus on, you will create.”

“Pursuing money to the exclusion of everything else does not bring lasting happiness. I thought money alone would do it for me. But none of the money I earned brought me deep satisfaction and self worth. Fortunately I acquired self-respect and integrity by working honestly, but I also began to realize that my personal definition of true success included much more than just the acquisition of money.”

Assaraf decided to incorporate health, spirituality, relationships, charity and loving what he did into the equation. In 1982, he took a break and traveled the world for almost two years. Observing both the splendor and the difficulties of different cultures, as well as having personal introspection and recognition of the miracle of life opened his mind and his heart. He realized the beauty of people who had far fewer material riches, but far more spiritual and moral riches. He also became aware of the infinite differences of people around the world, yet the common thread of alikeness that we all share as human beings. His travels taught him that on the most basic level we are really all the same. We all have trials and tribulations; we all want the same thing. And John began his own inner journey for genuine peace and happiness and a life of true meaning.

He went back into real estate where once again using his business skills and unconventional, creative thinking, he soon created a highly successful multi-billion dollar company. He also began intense study of the neurosciences and quantum physics, of how the Universe works and the natural laws that govern our existence as well as a discipline of daily meditation and relaxed focus, releasing inner anguish and a calling forth of harmony with all that exists.

“When you understand how to dance with the universe, as well as the ‘natural laws,’ and how they affect your day-to-day life, you can begin to work from a higher order of vibration or creation, using your mental faculties and moving your physical body to do what it needs to do and see what it needs to see in order to manifest your goals and dreams. If you want to achieve more money, a happier lifestyle, or any other goal in life, you have to change from the inside out – the reverse order from what you’ve probably been taught. It’s a bunch of crap that you have to work hard, bust your butt, or go to school and get only the best grades to do well in life,” Assaraf declares. “There’s an easier and more effective way to achieve your goals and dreams. When you use your body’s nuclear, chemical, and physical ability in conjunction with the power of the universe and your higher self, everything flows perfectly as it should, exactly as it does in nature. You just need to learn to identify your own unique abilities and to get out of your own way so you can become more and you earn more.”

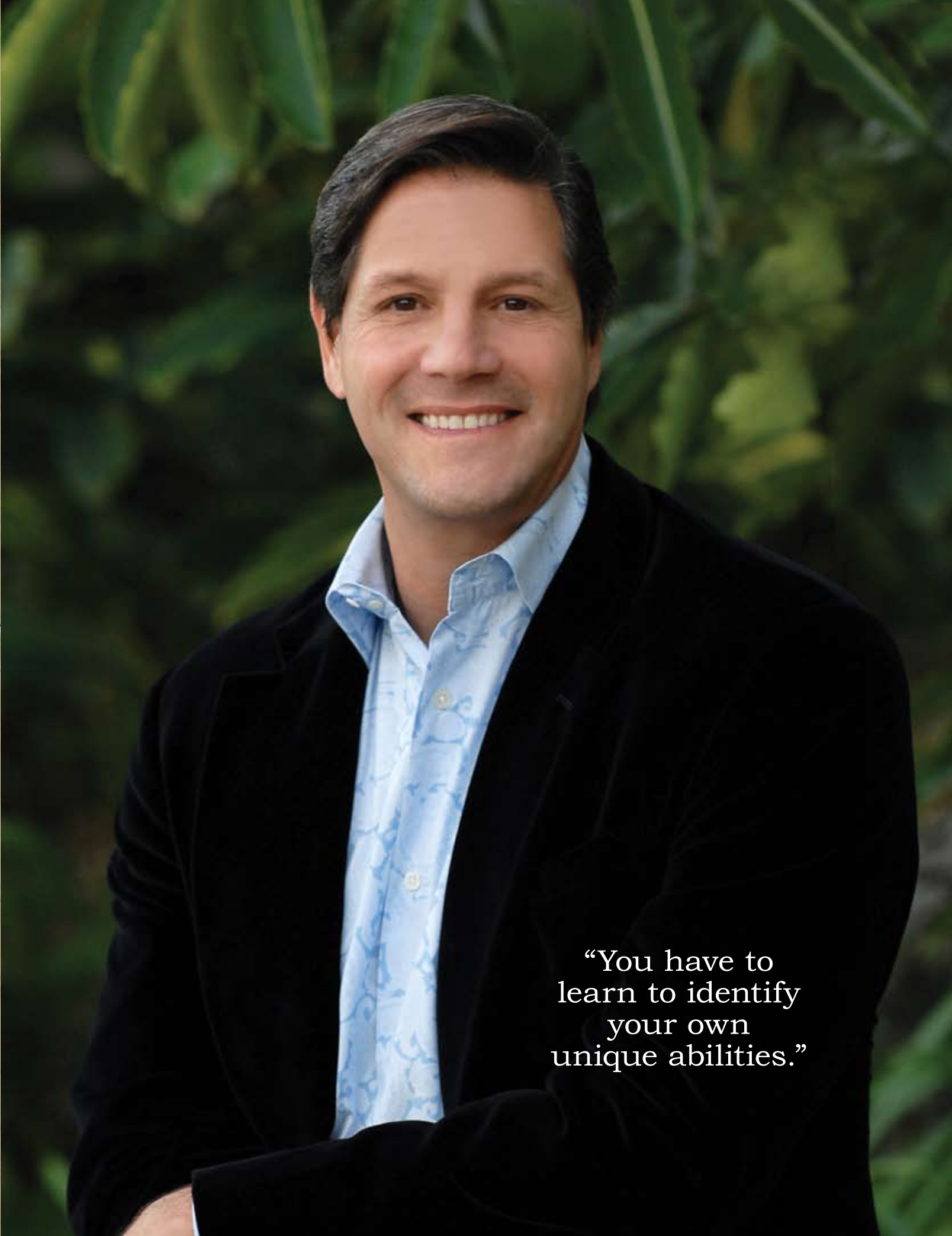
In '99 Assaraf pioneered another new venture, this time, a progressive internet startup featuring virtual online tours. This venture produced one of the fastest IPO's in NASDAQ history and also provided the imaging infrastructure for companies such as EBAY. Once again success was his along with a lifelong dream of moving to San Diego. He calls San Diego “one of



Photo by Kevin Cullen



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In May John Assaraf and Murray Smith's new book "The Answer" comes out. It is all about growing a business, achieving financial freedom and living an extraordinary life.



“Self respect and self esteem are very important.”

the most beautiful places in the world,” and has since called it home with his beloved wife Maria and his two young sons, Keenan, 12, and Noah, 11.

As if successfully building four multi-million dollar companies from scratch, writing a New York Times best-seller, “Having It All,” making TV appearances on “Larry King Live”, Anderson Cooper 360, Donny Deutsch, and “The Ellen DeGeneres Show,” as well as being a featured expert in the global blockbuster transformational film, “The Secret” is not enough, in 2005, John co-founded OneCoach, a company that coaches, trains, and consults individuals to become highly successful entrepreneurs and small-business owners. Worldwide headquarters are right here in Del Mar.

Assaraf launched OneCoach with Murray Smith, his business partner and close friend of 25 years. The company generated \$7 million in its first year. In December, 2007, the company launched its global franchise opportunity program, the next step in its revenue goal of \$100 million in three years.

“Over 95 percent of businesses that people start today will fail within five years. They fail not because they run out of money but because people lose hope that their business could one day supply them with the lifestyle they dreamed it would provide. We actually provide entrepreneurs the hope of what to do and

the steps of how and when to do it. Our higher purpose and mission is to help transform the world, one entrepreneur at a time. We teach them effective decision making, solid strategies, and wise tactics. Building a successful business is a process. OneCoach itself consists only of successful entrepreneurs, one of the many factors that make it an exceptional and unique business growth program.”

According to Assaraf, most business coaches have knowledge but have not actually built hugely successful companies brick-by-business-brick as have OneCoach franchisees and consultants.

OneCoach is systematic and sequential, with an infinite amount of business-building and money-making ideas and information, along with training and guidance from some of the very best coaches and entrepreneurs from around the world. From an online library of select information, to teleconferencing and one-on-one individualized consulting, the company is dedicated to helping business owners achieve their hopes and dreams by providing customized tools, information, and connections so they can confidently build a highly successful business and achieve financial freedom in order to live extraordinary lives.

“Willingness to dare comes from my deep inner faith. Having faith means trusting when you haven't seen the evidence yet. The most important faith you can have is in your Creator, in the Universal Intelligence, in God, whatever you call your Source. I'm a risk-taker but I believe in doing

my best due diligence prior to taking action. When I feel something has merit, I do everything I can to eliminate any potential threat, then I charge forward. There's a belief behind those actions that no matter what happens, it's going to be okay, that everything always works out the way it's supposed to. If you don't risk money, you can't make a lot of it. If you don't risk emotions, you can't have a deep, fulfilling relationship. If you don't risk potentially getting injured when you exercise, you don't have the possibility of getting truly healthy. If you don't risk falling short of your dreams, you'll never come close. I trust one hundred percent of my being to the universe. If you start fearing that you're going to die, you won't live. If you focus on failure, you can never succeed. If you fixate on being hurt in a relationship, you can never feel loved. And so on. It all follows the law of attraction. Whatever you focus on, you will create. I don't think it's true, I know it's true. To achieve the life of your dreams, you must first have total and undeniable faith in yourself and in God, not only when you're strong, but also when you're down or challenged. Faith comes from a quiet space inside our soul, a space that speaks to us of greatness and fuller expression and understanding. It comes from observing and listening, from watching a child's innocence, love, and beauty. It comes from love and loving. This is truly the essence of having it all.”

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For more information:
www.onecoach.com
www.JohnAssaraf.com



Photo by Kevin Cullen