



RHONDA BYRNE

Author, Creator, Executive Producer of *The Secret*, and Author of *The Power*

Rhonda Byrne's intention is: *joy to billions.*

Rhonda began her journey with *The Secret* film, viewed by millions across the planet. She followed with *The Secret* book, a worldwide best seller available in 46 languages.

In *The Secret* Rhonda revealed the law of attraction. In her new book, *The Power*, Rhonda continues her groundbreaking work by revealing the single greatest force in our universe.

Rhonda uncovers *The Secret*

In early September 2004, Rhonda discovered an unfailing principle that underlies every aspect of our lives. She was astonished that this life-transforming information was not widely known and practiced. In that moment, Rhonda made it her life's focus to share this knowledge with all people around the world, so that billions could powerfully transform and improve their lives.

Rhonda immediately began studying the work of the world's finest minds – great thinkers, artists, scientists, inventors, discoverers, and philosophers – drawing from fields as divergent as quantum physics, metaphysics, psychology, and religion. She found again and again that the knowledge of this one principle had run like a golden thread through the lives and the teachings of all the prophets, seers, sages, and saviors in the world's history, and through the lives of all truly great men and women.

Already a successful television and film producer, Rhonda began practicing what she learned, and used *The Secret* to make the film *The Secret*.



Millions have viewed the film since its release in March 2006, and the book *The Secret* has been a New York Times bestseller since its release in November 2006, with more than 19 million copies in print.

Rhonda writes *The Power*

In *The Power*, Rhonda shares the essence of everything she has learned since *The Secret* was released. As part of her continuing journey of discovery, and her daily practice of the law of attraction, Rhonda gained extraordinary new levels of insights. *The Power* is the book she was compelled to write.

Readers of *The Power* will come to understand that the life of their dreams has always been closer than they realized. Perfect health, incredible relationships, a career you love, a life filled with happiness and the money you need to be, do, and have everything you want, *all* come from *The Power*. To create anything, to change anything, all it takes is just *one* thing.

Rhonda's background

Rhonda was born in Australia and began her career as a radio producer before moving into television production. Many of her shows won industry awards and were screened in major countries outside Australia. Rhonda's experience, background, and skill in film and television production were instrumental in the creation of *The Secret* film.

In May of 2007, Rhonda Byrne was recognized as one of the world's most influential people in TIME magazine's "The TIME 100: The People Who Shape Our World", and shortly afterwards appeared in Forbes' "The Celebrity 100" list. Rhonda currently lives outside of Los Angeles.

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Making of *The Secret* - A Brief History

Towards the end of 2004, and following a string of traumatic events in her personal and professional life, Rhonda Byrne discovered a great secret - the secret laws and principles of the universe. Rhonda's daughter had given her a copy of *The Science of Getting Rich*, a book written in 1910 by Wallace D. Wattles. Of that moment, Rhonda says, "Something inside of me had me turn the pages one by one, and I can still remember my tears hitting the pages as I was reading it. It gave me a glimpse of *The Secret* and it was like a flame ignited inside of my heart."

What followed was a two-month odyssey of research and investigation as Rhonda traced *The Secret* back through thousands of years, incorporating almost every religion and field of human endeavor throughout history.

Almost immediately her life was transformed, as she began to put into practice all she had learned. And in that moment her greatest wish, and new life mission, was to share this knowledge with the world.

With a successful background in international television production, Rhonda was perfectly placed to make that dream come true. She vowed to make a movie, to carry joy to every corner of the Earth, and to share this knowledge with billions. And so the great journey that was *The Secret* began.

Rhonda spent the next two months teaching everything she knew to key staff members at her production company, Prime Time Productions. One of her strongest intentions was that Prime Time would use *The Secret* to make *The Secret*... that it would be an effortless, joyful journey as the team attracted everything and everyone needed to fulfill this vision.

From the outset, conventional filmmaking procedures involving endless meetings, tight schedules, strict budgets, deadlines and revisions were dispensed with in favor of powerful *Secret* processes such as intention, visualization, appreciation, gratitude and faith. Or more simply, the team would Ask, Believe, and Receive.



As a result, right when the company was ready to begin production, as if by magic, the perfect people began to appear to help make *The Secret*. Suddenly the office was filled with brilliant, creative and talented people, all working to complete the most ambitious project any of them had ever worked on. Without exception, every single person was taught *The Secret*, and together they collaborated in total harmony working towards the goal of joy to billions.

When the team arrived in the United States to film the living masters of *The Secret*, they only had one interview lined up. But they brought with them an entire crew, and the firm intention that they would film every person they needed for the film. Wherever the team went, more and more amazing teachers would emerge - great writers, leaders, philosophers, doctors, and scientists. And in a matter of a few short weeks, fifty-two 'teachers' of *The Secret* were filmed.

Back in Australia for post-production, normally the most arduous process of any film production, *The Secret* team continued to use *The Secret* to make *The Secret*. The ensuing four months saw daily gatherings of the team to set intentions for one another and for the project, enabling the law of attraction to work its universal magic. The aim was to dream big, set ambitious goals, and truly believe in endless possibilities.

These "Intention Meetings" came to be a source of creative inspiration through the completion of the film, and more than anything else, injected *The Secret* with a pure intention of spreading joy to billions. With this in mind, celebrations were held early for the imagined great success of the film around the world, several months before it had even been released. The team envisioned screenings in exotic cities in far-flung places, being heralded by the world's media as an unprecedented phenomenon, even appearing on Oprah Winfrey!

Today, when people talk with Rhonda and the team about the great success of *The Secret* all around the world, the most common question asked is whether they could have imagined how big this would become. The answer is always the same... YES, they knew it would be so because they used *The Secret* to make *The Secret*.

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Creative Team and Cast Featured in *The Secret* Film and Book

Core Filmmaking Team

Creator and Executive Producer, Rhonda Byrne – Recognized in TIME magazine's "The TIME 100: The People Who Shape Our World 2007" for her role in helping powerfully transform the world, Ms. Byrne is the creative visionary behind *The Secret*.

Supervising Producer, Paul Harrington – Joining Prime Time Productions shortly after its inception, Paul has worked side-by-side with Rhonda Byrne, producing many successful television shows in Australia before producing *The Secret*. Paul is also the author of *The Secret to Teen Power*.

Production Manager, Glenda Bell – Having worked as producer, location manager, and production manager on many television shows and live events, Glenda was the perfect choice to manage the production of *The Secret*.

Director, Drew Heriot – An Australian film and television director, Drew was the principal director of *The Secret*.

The Secret Cast Members

- **John Assaraf** – International best selling author, lecturer and business advisor; www.onecoach.com
- **Michael Bernard Beckwith** – Founder of the Agape International Spiritual Center; www.agapelive.com
- **Lee Brower** – Founder and CEO of Empowered Wealth as well as founder of The Quadrant Living Experience, LLC; www.leebrower.com
- **Jack Canfield** – Co-creator of the best selling *Chicken Soup for the Soul* series; www.jackcanfield.com
- **Dr. John Demartini D.C. BSC** – Doctor, philosopher and international speaker on the subjects of healing and philosophy; www.drdemartini.com
- **Marie Diamond** – Internationally known Feng Shui master and creator of Diamond Feng Shui, Diamond Dowsing and Inner Diamond Feng Shui; www.mariediamond.com
- **Mike Dooley** – Co-founder of Totally Unique Thoughts, a retail chain of stores and a web-based inspirational and philosophical Adventurers Club; www.tut.com



- **Bob Doyle** – Creator and facilitator of the Wealth Beyond Reason program, a multi-media curriculum on the law of attraction and its practical application; www.wealthbeyondreason.com
- **Hale Dwoskin** – Author the *New York Times* bestseller, *The Sedona Method*, a technique for releasing limiting and painful feelings, beliefs and attitudes; www.sedona.com
- **Morris Goodman** – Dubbed “The Miracle Man” after recovering from a plane crash, Mr. Goodman travels the world sharing his inspiring story; www.themiracleman.org
- **John Gray, PhD** – Author of the bestselling relationship book, *Men Are from Mars, Women Are from Venus*; www.marsvenus.com
- **John Hagelin, PhD** – World-renowned quantum physicist, educator, public policy expert and author of *Manual for a Perfect Government*; www.hagelin.org
- **Bill Harris** – Professional speaker, teacher, business owner and founder of Holosync, an audio technology that results in the benefits of deep meditation; www.centerpointe.com
- **Dr. Ben Johnson, M.D., N.M.D, D.O.** – Works with The Healing Codes Company, which distributes teachings of a form of unconventional healing; www.healingcodes.com
- **Loral Langemeier** – Founder of Live Out Loud, which provides financial education and support to help people reach their monetary goals; www.liveoutloud.com
- **Lisa Nichols** – Founder and CEO of Motivating the Masses and Motivating the Teen Spirit programs, as well as author of *Chicken Soup for the African American Soul*; www.lisa-nichols.com
- **Bob Proctor** – Author of the international bestseller, *You Were Born Rich*; www.bobproctor.com
- **James Arthur Ray** – Founder of The Science of Success and Harmonic Wealth, which teaches people how to receive unlimited success in all areas: financially, relationally, intellectually, physically and spiritually; www.jamesray.com
- **David Schirmer** – Highly successful share trader, investor and investment trainer. Owner of Trading Edge; www.tradingedge.com.au
- **Marci Shimoff, MBA** – Co-author of *Chicken Soup for the Woman’s Soul* and *Chicken Soup for the Mother’s Soul* as well as co-founder and president of The Esteem Group, which offers inspirational programs for women; www.marcishimoff.com
- **Dr. Joe Vitale, MSC.D** – Certified hypnotherapist, metaphysical practitioner, ordained minister and Chi Kun healer as well as author of numerous books concerning principles of success and abundance; www.mrfire.com



- **Dr. Denis Waitley, PhD.** – Author, lecturer and consultant on high-performance human achievement; www.waitley.com
- **Fred Alan Wolf, PhD** – Physicist, lecturer and author of *Taking the Quantum Leap*; www.fredalanwolf.com

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Product Fact Sheet

As of August 17, 2010

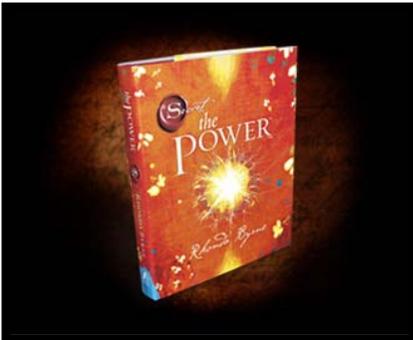
Overview

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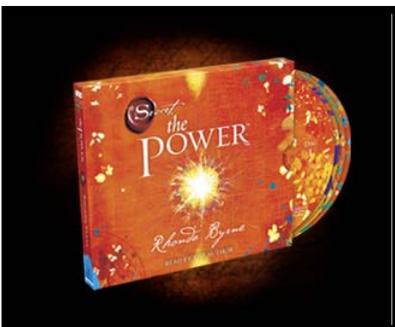
Now with her groundbreaking new book, *The Power*, Rhonda reveals the single greatest force in our universe. In *The Power*, readers will come to understand that the life of their dreams has always been closer than they realized, and that all it takes is just *one* thing to change their relationships, money, health, happiness, career, and their entire life.

The Power, Hardcover Book



- *The Power* was published by Atria Books, an imprint of Simon & Schuster in August, 2010.
- *The Power* is the handbook to the greatest power in the universe – *The Power* to have everything you want.
- Plans for translations are underway.
- \$23.95 US MSRP.

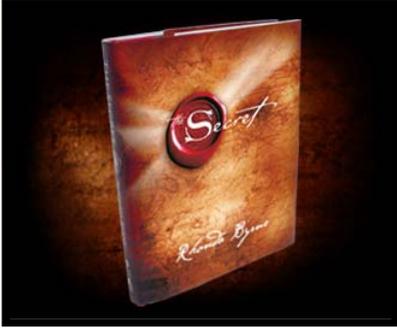
The Power, Audio Edition (CD) (coming soon)



- The audiobook of *The Power*, read by the author Rhonda Byrne, is being published by Simon & Schuster Audio.
- *The Power* audiobook is currently in production and will be available soon as a download and in CD form from The Secret Store (www.theseecret.tv).
- \$29.95 US MSRP.



The Secret, Hardcover Book



- *The Secret* was published by Atria Books, an imprint of Simon & Schuster, and Beyond Words, in November 2006.
- To date, the best-selling book has more than 19 million copies in print and has appeared at the top of national bestseller lists including *USA Today*, *The New York Times* and *The Wall Street Journal*.
- The book is available in 46 languages. It has been a bestseller in every country where it has been launched.
- \$23.95 US MSRP.

The Secret, Audio Edition (CD and Download)



- The audio edition, narrated by author Rhonda Byrne, was released by Simon & Schuster Audio in November 2006.
- The audiobook is one of Simon & Schuster's top selling audiobooks with more than 1 million copies in print.
- The *Secret* audiobook (CD) is available in English and Spanish at The Secret Store (www.theseecret.tv) for \$29.95 US MSRP, and at selected retail outlets worldwide.
- The audiobook is available to download at The Secret Store (www.theseecret.tv) via iTunes and Amazon.

The Secret Film (DVD)



- The 91-minute feature film was released on DVD in March 2006.
- The film is now available on DVD in 32 languages.
- The film is available from The Secret Store (www.theseecret.tv) for \$24.95 US MSRP, and at selected retail outlets worldwide.



The Secret Film (Online)



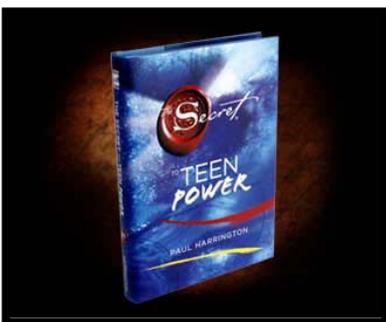
- *The Secret* film was initially released in March 2006 as a web-based, pay-per-view film.
- This 91-minute feature length film presentation is available in full screen, high quality video direct to your computer screen.
- Viewings are available in English at The Secret Store (www.theseecret.tv).

The Secret Soundtrack (CD)



- The full stereo soundtrack recording from the groundbreaking feature film *The Secret* is available at The Secret Store (www.theseecret.tv) for \$25.95 US MSRP, and at selected retail outlets worldwide.

The Secret to Teen Power, Hardcover Book



- *The Secret to Teen Power* by Paul Harrington was published by Simon Pulse, an imprint of Simon & Schuster, in September 2009.
- *The Secret to Teen Power* explores the Law of Attraction from a teenager's point of view. This book is filled with powerful tips and strategies to help young readers discover their purpose, and achieve happiness and harmony in every area of their lives.
- \$17.99 US MSRP.
- It will be available in 32 languages in 2010.



The Secret to Teen Power, Audio Edition (CD and Download)



- The audio edition, narrated by Cassidy Lehrman, Ray Santiago and Elijah Rock, was released by Simon & Schuster Audio in March 2010.
- *The Secret to Teen Power* audiobook CD is available in English at The Secret Store (www.theseecret.tv) for \$29.99 US MSRP, and at selected retail outlets worldwide.
- The audiobook is available to download at The Secret Store (www.theseecret.tv) via iTunes and Amazon.

The Secret Daily Teachings



- *The Secret Daily Teachings* contains 365 brand new insights that build on *The Secret's* powerful truths.
- *The Secret Daily Teachings* is available in English and 5 other languages.
- *The Secret Daily Teachings* is available at The Secret Store (www.theseecret.tv) for \$14.95 US MSRP, and at selected retail outlets worldwide.

The Secret Gratitude Book



- Rhonda Byrne wrote *The Secret Gratitude Book* to help everyone live the principles of *The Secret* easily and effortlessly.
- *The Secret Gratitude Book* is filled with guidance and inspirational insights about the role of gratitude in our lives. It is beautifully designed with a magnetic flap closer and a ribbon marker.
- It will be available in 13 other languages in 2010.
- \$14.95 US MSRP.



The Secret presents The Science of Getting Rich Audio Edition (CD)



- *The Science of Getting Rich* audiobook is the Wallace D. Wattles timeless classic that gave impetus to many of the seminal insights contained in *The Secret*.
- The book is read by Dr. Denis Waitley, one of America's most respected authors, lecturers, and consultants on high performance human achievement.
- It is available at The Secret Store (www.thesecond.tv) for \$24.95.

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