



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 envisaged 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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