



RHONDA BYRNE

Author, Creator, Executive Producer of *The Secret*

As the creator, author and producer of *The Secret* in both the book and feature-length film versions, Rhonda Byrne's intention is to empower all others to live a life of joy.

In late September 2004, Rhonda discovered an unfailing and unerring principle that permeates and underlies every single aspect of our lives. She was astonished that this life-transforming information was not widely known and practiced. In that moment she 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 applying and studying this all-powerful knowledge, which was to become *The Secret*. She studied 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 saviours in the world's history, and through the lives of all truly great men and women. Without exception she saw that all they had accomplished or attained had been done in full accordance with this one most powerful principle.

Already a successful television and film producer, Rhonda began practicing what she learned, using the Secret to make the film *The Secret* – attracting the resources she needed to have the production be an effortless and joyful odyssey. And just over one year later, *The Secret* was released to the world.



The Secret reveals the most powerful law of the universe and explains how anyone can use this law to create unlimited happiness, love, health, and prosperity in their lives.

Millions have viewed *The Secret* film since its release in March 2006. Rhonda's book *The Secret*, available as an audio-book and printed book, is a #1 *New York Times* bestseller and has more than 16 million copies in more than 40 languages in print. Thank you letters in the hundreds of thousands have poured into Rhonda and her team, all expressing deep gratitude for the sharing of *The Secret*. And according to Rhonda, this is just the beginning.

Rhonda was born in Australia and began her career as a radio producer. Her creative leadership led to a series of number-one rated programs. Rhonda moved into television production, joining Australia's Nine Network, where she worked with one of the country's most highly respected directors, Peter Faiman.

In 1994, Rhonda formed her own production company, Prime Time Productions. Her company produced top-rated shows such as *The World's Greatest Commercials*, *Great Escapes*, *OZ Encounters* and *Learners*. 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*.

Rhonda expanded her Australia-based film and Television Company, Prime Time Productions, and now works with her teams in Melbourne, Chicago, Austin, and Los Angeles to create new and exceptional films, books, and other tools and experiences that inspire, uplift, and transform lives.

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/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, producing many successful television shows in Australia before producing *The Secret*.

Director, Drew Heriot - An Australian film and television director, Drew was the principal director of *The Secret*, and is currently living in the United States.

The Secret Cast Members

- **John Assaraf** - International best selling author, lecturer and business advisor; www.johnassaraf.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 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



Product Fact Sheet

As of October 8, 2009

Overview

The Secret reveals the most powerful law in the universe. The knowledge of this law has run like a golden thread through the lives and the teachings of all the prophets, seers, sages and saviours in the world's history, and through the lives of all truly great men and women. All that they have ever accomplished or attained has been done in full accordance with this most powerful law.

Without exception, every human being has the ability to transform any weakness or suffering into strength, power, perfect peace, health, and abundance.

The Secret explains with simplicity the law that is governing all lives, and offers the knowledge of how to create—intentionally and effortlessly—a joyful life. This is *The Secret* to everything—the Secret to unlimited happiness, love, health, and prosperity.

This is *The Secret* to life.

The Secret Book



- *The Secret* was published by Atria Books/Beyond Words, an imprint of Simon & Schuster, in November of 2006 and is available for \$23.95 MSRP.
- To date, the best-selling book has more than 16 million copies in print and has appeared at the top of national best seller lists including *USA Today*, *The New York Times* and *The Wall Street Journal*.
- The book is now available in 38 languages.
- The book has been a best seller in every country where it has been launched.
- The book is available in English and other languages at *The Secret Store* (www.theseecret.tv) or at retail outlets worldwide.



The Secret Audio Book (CD)



- The audio book, narrated by author Rhonda Byrne, was released by Simon & Schuster Audio on November 2006 and is available for \$29.95 MSRP.
- The audio book is one of Simon & Schuster's top selling offerings of all time with more than 1 million copies in print.
- *The Secret* audio book is currently available in English at *The Secret Store* (www.theseecret.tv) and other selected retail outlets nationwide.

The Secret Film (DVD)



- The 91-minute feature film was released on DVD in March of 2006 and is available for \$24.95 MSRP.
- The film is now available on DVD in 17 languages through *The Secret's* worldwide distributors and available in 30 languages online. Currently the DVD is available in 31 languages.
- The English version of the film is available at www.theseecret.tv or selected retail outlets.

The Secret Film (Online)



- *The Secret* film was initially released in March 2006 as a web-based, pay-per-view film purchase for \$4.95.
- 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 www.theseecret.tv.

The Secret Soundtrack (CD)



- The full stereo soundtrack recording from the groundbreaking feature film *The Secret* is available for \$9.95.
- Available at *The Secret Store* at www.thesecond.tv.

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 a powerful tool to live the Secret.
- *The Secret Gratitude Book* inspires readers to focus on the thoughts and feelings of gratitude. It is designed to help anyone intend and create everything they want for the future, through the simple process of gratitude and is filled with guidance and inspirational insights about the role of gratitude in our lives.
- Beautifully designed with a magnetic flap closer and a ribbon marker, *The Secret Gratitude Book* is a powerful way for anyone to transform their lives with the power of gratitude.
- *The Secret Gratitude Book* is \$19.99 MSRP. It is available at retailers nationwide and at *The Secret Store* at www.thesecond.tv.



The Secret Daily Text Messages



- Live *The Secret* everyday with daily inspirational text messages from the creator of *The Secret*, Rhonda Byrne.
- *The Secret* daily text messages are delivered directly to user's cell phone, Monday to Friday.
- Users can sign up by entering their cell phone numbers at [The Secret Store](http://www.thesecond.tv) at www.thesecond.tv and a monthly service charge of \$3.99 will be added to their regular phone bill.

The Secret presents "The Science of Getting Rich" (CD)



- "The Science of Getting Rich" audio book 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* at www.thesecond.tv for \$19.95.

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