

**BECOMING
THE RICHEST MAN
IN POST MODERN BABYLON**



Collections Of Money Related Wisdom Gathered
From Timeless Principles And Parables

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Foreword

I may simply speak from my own experience. None of the concepts and insights I share are inherently true or false, correct or incorrect. They merely reflect my own results, and the astonishing results I've seen in the lives of 1000s and 1000s of my people. Having stated that, however, I trust that if you practice the principles you learn in this book, you'll totally transform your life. Don't simply read this book. Study it as if your life depended on it. Then try the principles out for yourself. Whatever works, continue doing. Whatever doesn't, you're welcome to cast aside.

I know I might be biased, but when it comes to cash, this may be the most significant book you've ever read. I realize that's a bold statement, but the fact is, this book supplies the missing link between your want for success and your accomplishment of success. As you've likely found out by now, those are two different worlds. To be sure, you've read other books, listened to tapes or CDs, gone to classes, and learned about many get-rich systems be they in real property, stocks, or business. But what happened? For most individuals, not much! They get a short blast of power, and then it's back to the status quo.

Finally, there's an answer. It's easy, its law, and you're not going to circumvent it. It all comes down to this: if your subconscious isn't "set" for success, nothing you learn, nothing you understand, and nothing you accomplish will make much of a difference.

Becoming The Richest Man In Post Modern Babylon

Collections Of Money Related Wisdom Gathered From Timeless Principles And Parables.

Chapter 1:

The Basics

Synopsis

During my twenties, I started several different businesses, each with the dream of attaining my fortune, but my outcomes went from dismal to worse. I worked my rear off however kept coming up short. I had heard of this thing called profit, I simply never saw any of it.

I kept thinking, “If I simply get into the correct business, get on the correct horse, I’ll make it”. However, I was wrong. Nothing was working...at any rate for me. And it was the last part of that sentence that finally struck me. How come other people were succeeding in the exact same business I was in and I was still bankrupt? What happened to “Mr. Potential”? So I started doing some serious soul-searching. I examined my real beliefs and saw that even though I said I truly wanted to be rich, I had some deep-seated concerns about it.

Mostly I was afraid. Afraid that I may fail, or worse, succeed and then for some reason lose it all. Then I’d truly be a schmo. Worse, I would blow the one matter I had going for me: my “story” that I had all this “potential”. What if I discovered I didn’t have what it took and I was bound for a life of conflict?

Behind It All

As luck would have it, I got a little advice from an exceedingly wealthy friend of my father's. He was at my parents' home playing cards with the "boys" and, in passing, acknowledged me. This was the 3rd time I'd moved back home, and I was living in the "lower-level suite", differently called the basement. I reckon my dad had sounded off to him of my deplorable existence as when he saw me; he had the understanding in his eyes commonly reserved for the grief-stricken at a funeral.

He stated, "I began in the same way as you, a total disaster." Excellent, I thought, this was making me feel much better. I ought to let him know that I was busy...watching the paint flake off the wall. He continued: "But then I got a little advice that altered my life, and I'd like to pass it on to you". Oh, no, here comes the father-son bawl out, and he's not even my father! Ultimately, he came out with it: "if you're not doing as well as you'd wish, all that means is there's something you don't understand."

Being a nervy fellow at the time, I believed I knew pretty well everything, but regrettably, my bank account stated something different. So I ultimately started to listen. He carried on, "Did you know that most wealthy individuals think in really like ways?" I stated, "No, I never truly considered that."

To which he responded, "It's not a precise science, but for the most part, wealthy individuals think a particular way and poor individuals think a totally different way, and those ways of thinking decide their behaviors and therefore determine their outcomes". He continued, "If

you believed the way wealthy individuals do and did what wealthy individuals do, do you trust you could become wealthy too?" I remember answering with all the assurance of a cornmeal mush ball, "I think so". "Then", he responded, "All you have to do is copy how wealthy individuals think."

Being the skeptic I was at the time, I stated, "So what are you thinking today?" To which he responded, "I'm thinking that wealthy individuals keep their commitments and mine is to your dad today. The guys are waiting for me." Although he walked out, what he stated sank in.

Nothing else was working in my life, so I imaged what the heck and gave myself whole-heartedly to studying wealthy individuals and how they think. I studied everything I could about the interior workings of the brain, but concentrated mainly on the psychology of cash and success. I discovered that it was truthful: wealthy individuals truly do think differently from poor and even middle-class individuals.

Finally, I became aware of how my own thoughts were keeping me back from riches. More crucial, I learned many powerful strategies and techniques to really recondition my brain so that I'd think in the same ways wealthy individuals do.

Ultimately, I said, "plenty yakking about it, let's put it to the test." I chose to attempt yet another business. I started utilizing what I'd learned by modeling wealthy individuals, both in terms of their business techniques and their thinking strategies.

The beginning thing I did was commit to my success and playing to win. I swore I'd focus and not even consider leaving this business till I

was a millionaire or more. This was radically different from my prior attempts, where, as I always thought short-term, I'd perpetually get sidetracked by either better opportunities or when things got hard. I likewise started challenging my mental approach whenever I started thinking in financially damaging or counterproductive ways. In the past, I trusted that what my brain said was truth.

I learned that in a lot of ways, my brain was my biggest obstruction to success. I decided not to entertain thoughts that didn't empower me towards my vision of riches. Did it work? Yes!

The business was so successful that I began doing one-on-one business consulting. I assume it was quite effective for individuals as they kept bringing acquaintances, partners, and associates to our sessions. I observed something unusual: You could have 2 individuals sitting side by side in precisely the same room, learning precisely the same principles and techniques. One individual would take these tools and rocket to success. But what do you believe might happen to the individual sitting right next to him or her? The answer is, not a lot!

That's when it got obvious that you may have the greatest "tools" in the world, but if you've got a tiny leak in your "toolbox", you've got an issue. It's not what we don't know that keeps us from succeeding; it's what we know that just ain't so that's our greatest obstacle. This book isn't as much about learning as it is about "unlearning"! It's essential you realize how your old ways of believing and acting have gotten you precisely where you are today.

If you're truly wealthy and truly happy, fine. But if you're not, I invite you to think about some possibilities that might not fit into your

“box” of what you presently believe is right or even appropriate for you.

I’m going to ask you to trust the ideas you're reading. Not because you know me personally, but as 1000s and 1000s of individuals have already changed their lives as a result of the things in this book. Addressing trust, it reminds me of one of my pet stories.

It’s about a man who's walking along a cliff and all of a sudden loses his balance, slips, and falls away. Luckily, he has the presence of mind to snatch on to the ledge, and he’s hanging there for dear life. He hangs and hangs and at last yells out, “Is there anyone up there who may help me?” There’s no reply.

He continues calling and calling, “Is there anyone up there who may help me?” At last, this huge bellowing voice calls back, “This is God. I may help you. Simply let go and trust.” Next thing you hear: “Is there anyone else up there who may help me?”

The lesson is simple. If you wish to move to a higher level of life, you have to be willing to let go of a few of your old ways of thinking and being and acquire fresh ones. The results will finally speak for themselves.

Chapter 2:

You Must Grow

Synopsis

We live in a world of duality: up and down, light and dark, hot and cold, in and out, quick and slow, right and left. These are but a couple of illustrations of the 1000s of opposite poles.

For one pole to live, the other pole must also live. Is it possible to have a right side without a left side? Not a chance. Therefore, even as there are “outer” laws of cash, there must be “inner” laws.

The outer laws include matters like business knowledge, revenue management, and investment strategies. These are crucial. But the inner game is even as crucial.

An analogy would be a carpenter and his tools.

Having top-of-the-line tools is imperative, but being the ace carpenter who masterfully utilizes those tools is even more vital.

Develop

I've a saying: "It's not adequate to be in the right place at the right time. You have to be the right individual in the right place at the right time."

So who are you? How do you think? What are your notions? What are your habits and traits? How do you truly feel about yourself? How confident are you in yourself? How well do you relate to other people? How much do you trust other people? Do you truly feel that you deserve wealth? What is your power to act despite fear, despite worry, despite inconvenience, despite discomfort? May you act when you're not in the mood? The fact is that your character, your thought, and your beliefs are a vital part of what determines the level of your success.

The key to success is to raise your own power; when you do, individuals will naturally be attracted to you. And when they show up, bill them! Have you heard of individuals who have "exploded" financially?

Have you noticed how a few individuals have a lot of cash and then lose it, or have excellent chances begin well but then go sour on them? Now you know the real cause. On the outside it looks like ill luck, a downturn in the economy, a lousy partner, whatever. On the interior, however, it's a different matter. That's why, if you come into big cash when you're not prepared for it on the inside, the chances are your riches will be short-lived and you'll lose it.

The huge majority of individuals plainly don't have the inner capacity to produce and hold on to large sums of money and the increased

challenges that go with more cash and success. That, my friends, is the chief reason they don't have much cash. A perfect instance is lottery winners.

Research has demonstrated over and over that regardless of the size of their winnings, most prize winners eventually return to their original financial state, the amount they may comfortably handle.

On the other hand, the contrary occurs for self-made millionaires. Notice that when self-made millionaires lose their revenue, they commonly have it back inside a relatively short time.

Donald Trump is a great illustration. Trump was worth billions, lost everything, and then a few years later, got it all back again and more. Why does this phenomenon happen? Because even though some self-made millionaires might lose their revenue, they never lose the most crucial ingredient to their success: their millionaire mind. Naturally in "The Donald"'s case, it's his "billionaire" brain.

Do you realize Donald Trump could never be simply a millionaire? If Donald Trump had a net worth of only 1 million dollars, how do you believe he'd feel about his financial success? Most individuals would agree that he'd likely feel broke, like a financial failure!

That's because Donald Trump's financial "thermostat" is set for billions, not millions. Most individuals financial thermostats are set for generating 1000s, not millions of dollars; a few individuals financial thermostats are set for generating 100s, not even 1000s; and some individuals financial thermostats are set for below zilch. They're frickin' freezing and they don't have an idea as to why!

The truth is that most individuals don't accomplish their full potential.

Most individuals are not successful. Research shows that eighty percent of people will never be financially free in the way they'd like to be, and eighty percent will never claim to be really happy.

The reason is easy. Most individuals are unconscious. They are a little numb at the wheel. They work and believe on a superficial level of life —based only on what they may see. They live strictly in the seeable world.



Chapter 3:

Visible vs. Invisible

Synopsis

Envisage a tree. Let's think this tree constitutes the tree of life. On this tree, there are fruits. In life, our fruits are known as our results. So we view the fruits (our results) and we don't like them; there aren't enough of them, they're too little, or they don't taste great.

So what do we tend to do? Most of us place even more attention and focus on the fruits, our outcomes. But what is it that really produces those particular fruits? It's the seeds and the roots that produce those fruits.

It's what's below the ground that produces what's above the ground. It's what's invisible that produces what's visible. So what does that mean? It means that if you wish to alter the fruits, you'll first have to alter the roots. If you wish to alter the visible, you must first alter the invisible.

Naturally, some state that seeing is believing. The question I have for such folks is "Why do you bother paying your electric bill?" While you can't see electricity, you may certainly recognize and utilize its power. If you've any doubt as to whether it exists, simply stick your finger in an electric socket, and I guarantee that your doubts will promptly disappear.

The Roots

In my experience, what you can't see in this world is far more potent than anything you may see. You might or might not agree with this argument, but to the extent that you don't apply this principle in your life, you must be suffering. How come? Because you're going against the laws of nature, whereby what is below the ground produces what is above the ground, where what is invisible produces what is visible.

As humans, we are a part of nature, not above it. Therefore, when we align with the laws of nature and work on our roots—our “inside” world—our life flows swimmingly. When we don't, life gets harsh. In each forest, on each farm, in each orchard on earth, it's what's under the ground that produces what's above the ground.

That's why positioning your attention on the fruits that you have already grown is futile. You can't alter the fruits that are already hanging on the tree. You may, however, alter tomorrow's fruits. But to do so, you'll have to dig beneath the ground and fortify the roots. Among the most crucial things you may ever understand is that we don't live on only one plane of existence. We live in at least 4 different realms at once. These 4 quadrants are the physical world, the mental world, the emotional world, and the spiritual world.

What most folks never recognize is that the physical realm is simply a “printout” of the other three. For instance, let's suppose you've just composed a letter on your computer. You hit the print key and the letter comes out of your printer. You view your hard copy, and lo and behold, you discover a typo. So you take out your trusty eraser and erase the typo. Then you hit print once more and out comes the same typo. Oh my gosh, how could this be? You just erased it! So this time

you get a larger eraser and you rub even harder and longer. You even study a three-hundred-page manual called Effective Erasing. Now you've got all the "tools" and cognition you require. You're ready. You hit print and there it is again! "No way!" you exclaim, stunned in amazement. "How could this be? What's going on here? Am I in the twilight zone?"

What's going on here is that the true trouble can't be changed in the "printout", the physical world; it may only be changed in the "program", the mental, emotional, and spiritual worlds. Revenue is a result, wealth is a result, health is an outcome, illness is a result, your weight is an outcome. We live in a world of cause and effect.

Have you ever heard somebody assert that a lack of cash was a bit of an issue? Now hear this: A lack of cash is never, ever, ever an issue. A lack of cash is merely a symptom of what is going on underneath. Lack of cash is the effect, but what is the root cause? It comes down to this. The only way to alter your "outer" world is to first alter your "inner" world.

Whatever results you're acquiring, be they rich or poor, great or bad, positive or damaging, always remember that your outer world is merely a reflection of your inner world. If matters aren't going well in your outer life, it's because things aren't going well in your inside life. It's that easy.

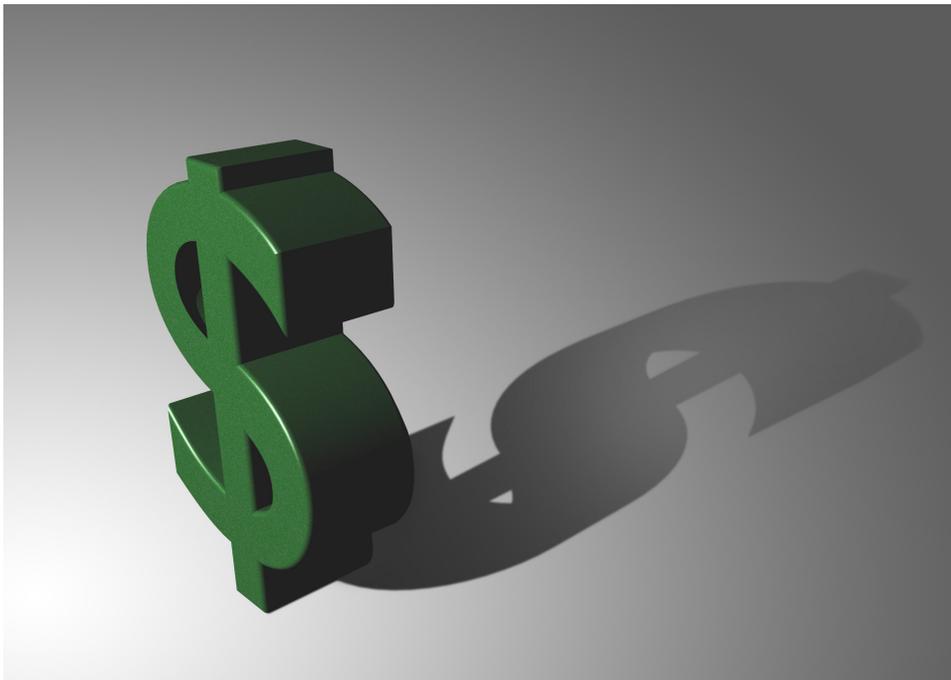
Chapter 4:

Proclamations

Synopsis

In my seminars, we utilize “accelerated learning” strategies that let you learn quicker and remember more of what you learn. The key is “participation”. Our approach follows from the old expression “What you hear, you forget; what you see, you recall; what you do, you comprehend”.

So I’m going to ask that each time you reach the end of a major precept in this book, you first place your hand on your heart, then make a verbal “proclamation”, then touch your head with your forefinger and make another verbal “proclamation”. What’s a proclamation? It’s merely a favorable statement that you make emphatically, aloud.



Say It

Why are proclamations such a useful tool? As everything is made of a sole thing: energy. All energy travels in frequencies and vibrations. Consequently, every declaration you make carries its own vibrational frequency.

When you say a proclamation out loud, its energy vibrates throughout the cells of your body, and by touching your body at the same time; you may feel its singular resonance. Proclamations not only send a specific message to the universe, they likewise send out a potent message to your subconscious.

The difference between a proclamation and an affirmation is slight, but in my mind, mighty. The definition of an affirmation is “a favorable statement affirming that a goal you wish to accomplish is already occurring”. The definition of a proclamation is “to state an official intent to tackle a particular course of action or acquire a particular status”.

An affirmation says that a goal is already occurring. I’m not crazy about this as, frequently when we affirm something that is not yet true, the little voice in our head commonly responds with “This isn’t real, this is BS.”

On the other hand, a proclamation isn't stating something is real, it's saying that we have an intent of doing or being something. This is a position the little voice may buy, as we're not saying its real right now, but again, it's an intent for us in the future.

A proclamation, by definition, is likewise official. It's a formal statement of energy into the universe and throughout your body.

A different word from the definition is important-action. You have to take all the actions essential to make your intent a truth. I advocate that you state your proclamations out loud every morning and every evening. Doing your proclamations while looking into a mirror will accelerate the procedure even more.

Now I have to admit that when I first heard of all this, I stated, “No way. This proclamation stuff is far too hokey for me.” But because I was broke at the time, I determined, “What the hell, it can't hurt”, and began doing them. Now I'm wealthy, so it shouldn't come as a big surprise that I trust that declarations truly work.

Either way, I'd instead be truly hokey and truly rich than truly cool and truly broke. How about you? That stated, I invite you to place your hand on your heart and repeat the following...

Place your hand on your heart and say the following proclamations...

- “My inside world produces my outer world.”
- “What I heard about cash isn't necessarily true. I opt to adopt fresh ways of thinking that support my happiness and success.”
- “What I modeled around income was their way. I pick my way.”
- “I release my non-supportive cash experiences from the past and create a fresh and rich future.”
- “I note my thoughts and entertain only those that empower me.”
- “I produce the precise level of my financial success!”
- “My goal is to become a millionaire and more!”

- “I commit to being wealthy.”
- “I think big! I decide to help 1000s and 1000s of individuals!”
- “I promote my value to other people with passion and enthusiasm.”
- “I’m an excellent receiver. I’m open and willing to receive massive sums of money into my life.”
- “I decide to get paid based on my results.”
- “I always think ‘both.’ ”
- “I center on building my net worth!”
- “I’m a great money manager.”
- “My cash works hard for me and makes me more and more cash.”
- “I am committed to constantly learning and growing.”

Touch your head and state... “I’ve a millionaire mind!”



Chapter 5:

What Is Your Financial Future

Synopsis

When I'm appearing somewhere, I'm well-known for making the accompanying statement: "Give me 5 minutes, and I may anticipate your financial future for the rest of your life".

How? In a short conversation, I may identify what's known as your cash and success "future". Each of us has a personal cash and success design already embedded in our subconscious. And this future, more than anything and everything else combined, will decide your financial fate.



What's Really Crucial

What is a cash design? As an analogy, let's consider the design for a house, which is a preset plan for that particular house. In the same way, your money design is merely your preset plan or way of being in relation to cash.

I wish to introduce you to an extremely crucial formula.

It decides how you produce your reality and riches. Many of the most respected instructors in the field of human potential have utilized this process as a foundation for their teachings. Known as the procedure of manifestation, it goes like this:

$$T \rightarrow F \rightarrow A = R$$

Thoughts lead to feelings. Feelings lead to activities. Activities lead to results.

Your financial design consists of a combination of your thoughts, feelings, and activities in the arena of cash.

So how is your cash design formed? The answer is easy. Your financial design consists chiefly of the info or "programming" you got in the past, and particularly as a tyke.

Who were the main sources of this programming or conditioning? For most individuals, the list includes parents, siblings, acquaintances, authority figures, instructors, religious leaders, media, and society, to name a couple.

Let's take society. Isn't it true that particular civilizations have one way of thinking and dealing with cash, while other civilizations have another approach? Do you believe a youngster comes out of the womb with his or her attitudes toward cash, or do you believe the youngster is schooled how to deal with money? That's correct. Every youngster is schooled how to consider and act in relation to money.

The same holds true for you, for me, for everybody. You were schooled how to think and act when it comes to cash. These instructions become your conditioning, which becomes automatic reactions that run you for the rest of your life.

Unless, naturally, you intermediate and revise your mind's view. We stated earlier that thoughts lead to feelings, that feelings lead to activities, that activities lead to results. So here's an intriguing question: Where do your thoughts come from? Why do you think differently from the next individual?

Your thoughts develop from the "files of data" you have in the storage cabinets of your brain. So where does this data come from? It comes from your preceding programming.

That's correct, your preceding conditioning influences each thought that bubbles up in your brain. That's why it's frequently referred to as the conditioned mind. To reflect this understanding, we may now re-script our procedure of manifestation in the following manner:

$$P \rightarrow T \rightarrow F \rightarrow A = R$$

Your programming leads to your thoughts; your thoughts lead to your feelings; your feelings lead to your activities; your activities lead to your results.

Therefore, just as is done with a PC, by changing your programming, you take the beginning crucial step to altering your results.

So how are we trained? We're trained in 3 basic ways in each arena of life, including cash:

Verbal training: What did you listen to when you were young?

Modeling: What did you watch when you were young?

Particular incidents: What did you go through when you were young?

The 3 aspects of training are significant to comprehend, so let's go over each of them.



Chapter 6:

Verbal Training

Synopsis

Let's start with verbal training. What did you hear about cash, wealth, and wealthy individuals when you were growing up?

Did you ever hear phrases like money is the root of all evil, save your cash for a rainy day, rich individuals are greedy, rich individuals are crooks, filthy rich, you have to work hard to bring in cash and money doesn't grow on trees.

Or did you here you can't be wealthy and spiritual, cash doesn't buy happiness, cash talks, the rich get richer and the poor get poorer, that's not for individuals like us, not everybody may be rich, there's never enough, and the notorious we can't afford it ?

In my home, each time I asked my father for any cash I'd hear him screech, "What am I made of... money?"

Jokingly I'd reply, "I wish. I'll take an arm, a hand, even a finger." He never laughed.

What You Heard

Here's the hitch. All the statements you picked up about money when you were young stay in your subconscious as part of the design that's running your financial life. Verbal training is exceedingly powerful. For instance, when my son was 4 years old, he ran over to me and with excitement stated, "Let's go see a movie. There's a theater near us." For the life of me, I couldn't figure out how this kid could already be a captain of geography. A couple of hours later, I got my response in the form of a television commercial advertising a movie, which had at the end the common tagline: "Now playing at a theater near you". A different example of the might of verbal training came at the expense of one of our seminar participants. John didn't have an issue bringing in money; his challenge was sustaining it.

At the time John came to the course he was earning over \$700,000 a year and had been doing so for the past 10 years. Yet he was still barely scraping by. In some manner, he managed to spend his cash, lend it, or lose it all by arriving at poor investment decisions. Whatever the reason, his net worth was exactly zilch!

John shared with us that when he was growing up, his mother always used to state, "Rich individuals are greedy. They make their cash off the sweat of the poor. You should have merely enough to get by. After that you're a hog." It doesn't take a rocket engineer to work what was going on inside John's subconscious. No wonder he was bust. He was verbally stipulated by his mom to believe that rich individuals are greedy. Consequently, his brain linked up wealthy with greedy, which naturally is bad. As he didn't wish to be bad, subconsciously he couldn't be wealthy.

John loved his mother and didn't wish her to disapprove of him. Plainly, based on her beliefs, if he were to get wealthy, she wouldn't approve. Consequently, the only matter for him to do was to do away with any extra cash beyond simply getting by; otherwise he'd be a hog!

Now, you'd think that in selecting between being wealthy and being approved of by mother or anybody else for that matter, most individuals would take being wealthy. Not a chance! The brain just doesn't work that way. Sure, wealth would seem to be the lucid choice. But when the subconscious must pick between deeply rooted emotions and logic, emotions will almost always succeed.

Let's return to our story. In less than 10 minutes at the class, utilizing some exceedingly effective experiential strategies, John's cash design altered dramatically. In only 2 years, he went from being broke to becoming a millionaire.

At the class, John started to comprehend that these non-supportive beliefs were his mom's, based on her preceding programming, and not his. We then took it a stride further and helped him to produce a scheme whereby he wouldn't lose his mother's blessing if he got wealthy. It was easy.

His mother loved Hawaii. So John invested in a beachfront condominium on Maui. He sends her there for the whole winter. She's in heaven, and so is he. First of all, she now loves that he's wealthy and tells everybody how generous he is. Secondly, he doesn't have to deal with her for 6 months of the year. Splendid!

In my own life, after a slow beginning, I started doing well in business but never seemed to make cash with my stocks. In getting aware of my cash design, I recalled that when I was young, every day after work, my dad would sit down at the supper table with the paper, check the stock pages, bang his fist on the table, and exclaim, “Those stupid’ stocks!” He then spent the next 30 minutes ranting about how stupid the whole system is and how you have a better chance of earning cash playing the slot machines in Vegas.

Now that you comprehend the might of verbal training, can you see that it’s no wonder I couldn’t make any cash in the securities market? I was literally trained to fail, trained to unconsciously pick the wrong stock, at the wrong price, at the wrong time. How come... To subconsciously validate my cash design that stated, “Stocks are stupid!” All I can say is, by digging out this monolithic, toxic weed from my inside “financial garden”, I started getting flooded with more fruits! Virtually the day after I reconditioned myself, the stocks I selected started to flourish, and I’ve continued to have amazing success in the stock exchange ever since. It appears incredibly unusual, but when you truly understand how the cash design works, it makes perfect sense. Once again, your subconscious training decides your thinking. Your thinking decides your decisions, and your decisions decide your activities, which eventually decide your results.

There are 4 key components of change, each of which is crucial in reprogramming your financial design. They're simple but deeply powerful.

- The 1st component of change is awareness. You can’t alter something unless you know it exists.

- The 2nd component of change is understanding. By understanding where your “way of thinking” starts, you can recognize that it has to come from outside you.
- The 3rd component of change is disassociation. Once you recognize this way of thinking isn’t you, you may separate yourself from it and select in the present whether to keep it or let it go—based on who you are now, and where you wish to be tomorrow. You may observe this way of thinking and see it for what it is, a “file” of data that was stored in your brain a while ago and might not hold any information or value for you any longer.
- The 4th component of change is reconditioning.

Awareness: put down all the statements you heard about cash, riches, and rich individuals when you were young.

Understanding: put down how you believe these statements have impacted your financial life up to now.

Disassociation: Can you see that these thoughts comprise only what you learned and are not part of your anatomy and not whom you are? Can you see that you've an alternative in the here and now to be different?

Proclamation: Place your hand over your heart and state...

- “What I heard about cash isn’t necessarily real. I prefer to adopt fresh ways of thinking that support my happiness and success.”

Touch your head and say...

- “I've a millionaire mind.”

Chapter 7:

Modeling

Synopsis

The 2nd way we are trained is called modeling. What were your parents or guardians like in the area of cash when you were growing up?

Did one or both of them handle their cash well or did they mishandle it? Were they spenders or savers? Were they sharp investors or were they non-investors? Were they risk takers or cautious?

Was cash consistently there or was the flux more sporadic? Did cash come easily in your household, or was it forever a struggle? Was cash a source of joy in your home or the cause of bitter debates?

Why is this info crucial? You've likely heard the saying "Monkey see, monkey do". Well, persons aren't far behind. As youngsters, we learn virtually everything from modeling.

Although most of us would hate to admit it, there's more than a grain of reality in the old saying "The apple doesn't fall too far from the tree."

What Are You Following

This prompts me of the story about a woman who fixes a ham for dinner by lopping off both ends. Her amazed hubby asks why she lops off the ends. She responds, "That's how my mother fixed it." Well, it just so happened that her mother was coming for dinner that night. So they asked her why she cut off the ends of the ham. Mother responds, "That's how my mother cooked it." So they call granny on the phone and inquire why she cut off the ends of the ham. Her response? "Because my pan was too little!"

The point is that broadly speaking, we tend to be identical to one or a combination of our parents in the field of money. For instance, my dad was an entrepreneur. He was in the home-building industry. He built anyplace from 12 to a 100 homes per project. Every project took a big amount of capital investment. My dad would have to put up everything we had and borrow heavy from the bank till the houses were sold and the money came through. Therefore, at the beginning of every project, we had no cash and were in debt up to our eyes.

As you may guess, during this period my dad wasn't in the best of moods nor was generosity his forte. If I asked him for anything that cost even a cent, his standard response after the common "What am I, made of cash?" was "Are you looney?" Naturally, I wouldn't receive a dime, but what I'd get was that "Don't even consider asking again" eye. I'm sure you know the one. This scenario would last for about a year or two till the houses were ultimately sold. Then, we'd be rolling in moolah. Suddenly, my dad was a different individual. He'd be glad, kind, and exceedingly generous. He'd come over and ask me if I needed a couple of bucks. I felt like giving him his eye back, but I

wasn't that stupid so I simply stated, "Sure, Dad, thanks", and rolled my eyeballs.

Life was great... Till that dreaded day when he'd arrive home and announce, "I found a great parcel of land. We're going to build once more." I clearly remember stating, "excellent, Dad, good luck," as my heart sank, knowing the battle that was about to blossom again. This pattern lasted from the time I could remember, when I was about 5, till the age of 20, when I moved out of my parents' home permanently. Then it stopped, or so I believed.

At 20 years of age, I completed school and became, you guessed it, a builder. I then went on to a lot of other types of project-based businesses. For some unusual reason, I'd make a little fortune, but just a short time later, I'd be bust. I'd get into a different business and trust I was on top of the world again, only to bump bottom a year later.

This up-and-down practice went on for nearly 10 years before I recognized that perhaps the issue wasn't the sort of business I was picking out, the partners I was selecting, the employees I had, the state of the economy, or my decision to take time off and unwind when things were going well. I ultimately realized that perhaps, just perhaps, I was unconsciously reliving my dad's up-and-down money pattern.

All I can say is, thank god I learned what you're learning in this book and was able to recondition myself out of that "yo-yo" model and into having a systematically growing income. Nowadays, the urge to change when matters are going well (and to sabotage myself in the process) still bobs up. However today, there's a different file in my

brain that observes this feeling and states, “Thank you for sharing; now let’s become refocused and get back to work”.

A different instance comes from one of my seminars in California. As usual, individuals were filing up to the stage, one by one, to say hello or whatever.

I’ll never forget one aged gentleman as he came up sobbing. He could barely catch his breath and continued wiping his tears with his sleeve. I inquired what was wrong. He stated, “I’m 64 years old and I’ve been reading books and going to seminars since they were formulated.

I’ve seen every speaker and attempted everything they taught. I’ve attempted stocks, real property, and been in over a dozen different businesses. I returned to university and got an MBA. I’ve got more knowledge than 20 average men, yet I’ve never made it financially. I’d always get a great start but wind up unrewarded, and in all those years I never recognized why. I thought I must just be a dolt... Till today.

“At last, after hearing you and doing the procedures, it all adds up. There’s nothing wrong with me. I simply had my dad’s cash design stuck in my head and that’s been my curse. My dad experienced the heart of the Depression era. Daily he would attempt getting jobs or selling things and get home unrewarded. I wish I’d have understood modeling and cash patterns 30 years ago.

What a waste of time, all that learning and knowledge has been.” He started to weep even harder. I responded, “No way is your knowledge a waste of time! It’s simply been latent, waiting in a ‘brain’ bank, waiting for the chance to come out. Now that you’ve developed a

‘success design,’ everything you’ve ever learned will become usable and you’ll rocket to success.”

For many of us, when we hear the truth, we recognize it. He began to lighten up and started breathing deeply again. Then a huge smile came across his face. He gave me the greatest hug and stated, “Thanks, thank you”. Last I heard from him, everything was flourishing: he's accumulated more riches in the last 16 months than in the past 16 years combined. I love it!

Once again, you may have all the knowledge and skills in the world, but if your “design” isn’t set for success, you’re financially damned. We frequently get seminar participants whose parents were involved in Second World War or who lived through the Depression.

These individuals are frequently in shock when they recognize how much their parents’ experiences have affected their beliefs and habits around cash. A few spend like crazy as “You could easily lose all your income, so you may as well enjoy it while you can.” Other people go the opposite route: they hoard their cash and “save for a rainy day”.

A word of wisdom: preserving for a rainy day may sound like a great idea, but it may produce big troubles. One of the principles we teach is the power of intent. If you're saving your cash for a rainy day, what are you going to get? Rainy days! Quit doing that. Rather than saving for a rainy day, center on saving for a joyful day or for the day you win your financial freedom. Then, by merit of the law of intent, that’s precisely what you'll get.

Before we stated that most of us tend to be identical to one or both parents in the area of money, but there’s likewise the flip side of the

coin. A few of us wind up being precisely the opposite of one or both parents. How come that happens? Do the words rage and rebellion ring a bell? In brief, it simply depends upon how ticked off you were at them. Regrettably, as youngsters we can't say to our parents, "Mom and Dad, have a seat. I'd like to talk about something with you. I'm not fond of the way you're handling your cash or, for that matter, your lives, and consequently, when I become a grown, I'll be doing things rather differently. I hope you understand. "

No, it doesn't go quite that way. Rather, when our buttons are pressed, we commonly freak out and what comes out sounds more like "I detest you. I'll never be like you. When I grow up, I'm gonna be wealthy. Then I'll get whatever I wish whether you like it or not." Then we run to our bedroom, bang the door, and begin pounding our pillow or whatever else is at hand, to release our frustration.

Finally, the higher self states, "I'm sick of being furious and stressed out. I scarcely wish to be peaceful and happy." So they ask the same brain that produced the link what to do about this situation. To which their brain answers, "If you wish to get rid of your rage, you're going to have to do away with your cash". So they do. They subconsciously get rid of their cash.

They overspend or make a pitiable investment decision or get a financially calamitous divorce, or they undermine their success in another way. But no matter, as now these people are happy. Correct? Incorrect! Things are even worse as now they're not just furious, they're bust and furious. They did away with the wrong thing! They did away with the cash rather than the rage, the fruit instead of the root. Meantime, the true issue is, and always was, the rage between them and their parents. And till that rage is resolved, they'll

never be really happy or peaceful no matter how much cash they have or don't have.

The reason or motivation you have for bringing in cash or producing success is critical. If your motivation for gaining money or success comes from a non-supportive root such concern, rage, or the need to “prove” yourself, your cash will never bring you happiness.

How come? Because you can't resolve any of these issues with cash. Take concern, for example. During my seminars I inquire, “How many of you would cite concern as your chief motivation for success?” Not many individuals stick out their hand. However, then I inquire, “How many of you'd cite surety as among your main motivators for success?” Almost everybody sticks out his or her hand. But get this—surety and concern are both motivated by the same thing. Looking for surety comes from insecurity, which is based in concern.

So, will more cash dissolve the concern? You wish! But the answer is utterly not. Why? Because cash isn't the root of the issue, concern is. What's even worse is that care isn't simply an issue, it's a habit. Therefore, making more cash will only change the sort of concern we have. When we were bust, we were most likely afraid we'd never make it or never have enough.

Once we make it, all the same, our concern commonly changes to “What if I lose what I've attained?” or “Every-one's going to want what I have” or “I'm going to get stomped in taxes”. In brief, till we get to the root of this problem and dissolve the concern, no sum of money will help. Naturally, given a choice, most of us would prefer concern about having cash and losing it than not having cash at all, but neither are excessively enlightened ways to live.

As with those of us driven by concern, a lot of individuals are motivated to accomplish financial success to prove they're "good enough". For now, simply realize that no sum of money may ever make you good enough. Cash can't make you something you already are. Once again, as with concern, the "always having to prove yourself" problems becomes your habitual way of living. You don't even realize it's running you. You call your self a high achiever, a hard driver, determined, and all these traits are fine.

The only question is how come? What is the root engine that drives all this? For individuals who are driven to prove they're adequate, no sum of money may ease the pain of that inner wound that makes everything and everybody in their life "not adequate".

No sum of money, or anything else for that matter, will ever be adequate for individuals who feel they're not good enough themselves.

Again, it's all about you. Remember, your inside world reflects your outer world. If you trust you're not adequate, you will validate that belief and produce the reality that you don't have enough. On the other hand, if you trust you're plenty, you'll validate that belief and produce plenty of abundance.

How come? Because "plenty" will be your root, which will then become your innate way of being.

By unlinking your cash motivation from rage, concern, and the need to prove yourself, you may establish fresh links for earning your cash through purpose, contribution, and joy. That way, you'll never have to do away with your cash to be happy.

Being a rebel or the opposite of your parents isn't always an issue. Contrarily, if you were a rebel and your folks had poor cash habits, it's likely a good thing that you're their opposite.

On the other hand, if your parents were successful and you're rebelling against them, you may be in for serious financial troubles. Either way, what's crucial is to realize how your way of being relates to one or both of your parents in the area of cash.

Awareness: Consider the ways of being and habits each of your parents had around cash and riches. Put down how you might be identical or opposite to either of them.

Understanding: put down the impact this modeling has had on your financial life.

Disassociation: Can you see this way of being is merely what you learned and isn't you? Can you see you've a choice in the here and now to be different?

Proclamation: Place your hand over your heart and state...

“What I modeled around cash was their way. I decide my way.”

Touch your head and state...

“I've a millionaire mind!”

Chapter 8:

Particular Incidents

Synopsis

The 3rd basic way in which we're conditioned is by particular incidents. What did you go through when you were young around cash, wealth, and wealthy individuals? These experiences are highly crucial as they shape the beliefs—or rather, the fantasies—you now live by.



Things That Occur

Let me give you an illustration. A woman who was an operating-room nurse attended a seminar. Lisa had a great income, but for some reason she always spent all of her revenue. When we dug a bit deeper, she revealed that when she was 12 years old, she recalls being at a Taiwanese restaurant with her parents and her sister.

Her mother and dad were having yet another biting argument about cash. Her dad was standing, screaming and thrashing his fist on the table. She remembers him turning red, then blue, then striking the floor from a heart attack. She was on the swimming team at school and had cardiac resuscitation training, which she administered, but to no use. Her father died in her arms.

And so, from that day forward, Lisa's brain linked cash with pain. It's no wonder then that as a grownup, she subconsciously did away with all of her revenue in an effort to do away with her pain. It's likewise intriguing to note that she became a nurse.

How come? Is it possible that she was still attempting to save her dad? At the course, we helped Lisa identify her old money design and re-script it. Today she's well on her way to becoming financially free. She's likewise not a nurse any longer.

Not that she didn't like her job. It's simply that she was in the nursing profession for the improper reason. She's now a financial planner, still helping individuals, but this time one-on-one, to comprehend how their preceding programming runs each facet of their financial lives.

Let me give you a different illustration of a particular incident, one that's closer to home. When my mate was 8 years old, she would hear the bells of the ice cream truck going down the street. She would run to her mother and ask for a quarter. Her mother would respond, "Sorry, dear, I don't have any cash. Go ask Dad. Dad's got all the cash." My mate would then go ask her dad. He'd give her a quarter, she'd go get her ice cream cone, and she was pleased.

Week after week, the same incident would duplicate itself. So what did my mate learn about cash? Firstly, that men have all the cash. So once we married, what do you believe she expected of me? That's right: cash. And I'll tell you what, she wasn't asking for quarters any longer! For some reason she'd graduated.

Secondly, she learned that women don't have cash. If her mother didn't have cash, obviously this is the way she ought to be. To validate that way of being, she would subconsciously do away with all her cash. She was quite exact about it too. If you fed her \$100, she'd spend \$100. If you fed her \$200, she'd spend \$200.

Then she took one of my classes and learned all about the art of leverage. I fed her \$2,000, she spent \$10,000! I tried to explain, "No, dear, leverage means we're the ones who are supposed to get the 10000 dollars, not spend it."

For some reason it simply wasn't sinking in. The only matter we ever fought about was cash. It nearly cost us our marriage. What we didn't recognize at the time was that the meanings each of us attributed to cash were radically different. To my mate, cash meant immediate joy (as in enjoying her ice cream). I, on the other hand, grew up with the

notion that cash was meant to be amassed as the means to produce freedom.

As far as I was concerned, if my mate spent cash, she wasn't spending money, she was spending our future freedom. And as far as she was concerned, if I held her back from spending, I was removing her pleasure in life. Thank goodness we discovered how to re-script each of our cash designs and, more significantly, produce a 3rd cash design specifically for the relationship.

Now, I've 12 sources of passive income and I no longer need an occupation. Yes, I'm wealthy, but more significantly, my life is enriched, joyous, and abundant! But it wasn't always this way. Cash used to be a burden to me. I trusted strangers to handle my financial affairs just so I wouldn't have to handle it. I lost nearly everything during the last stock exchange crash, and I didn't even recognize it till it was too late.

More significantly, I lost my self-esteem. Paralyzed with concern, disgrace, and hopelessness, I withdrew from everybody and everything around me. I persisted in punishing myself right up till I was dragged to a seminar.

During that transformational weekend, I reclaimed my might and resolved to take charge of my own financial fate. I embraced the proclamations of riches and forgave myself for past errors, really trusting that I deserved to be rich.

And now, I'm really having fun managing my own cash! I'm financially free and know I always will be!

Does all this work? Let me put it this way; I've witnessed 3 miracles in my life:

1. The birth of my son.
2. The birth of my daughter.
3. My mate and I not fighting about cash any longer!

Statistics show that the number 1 cause of all relationship breakups is cash. The biggest reason behind the fights individuals have about cash isn't the money itself, but the mismatch of their "designs". It doesn't matter how much cash you have or don't have. If your design doesn't match that of the individual you're dealing with, you'll have a major hurdle. This goes for marriages, dating couples, family relationships, and even business affiliates.

The key is to understand that you're dealing with designs, not cash. Once you realize an individual's money design, you may deal with your partner in a sense that works for both of you. Rather than becoming upset, select understanding. Do your best to discover what's crucial to your mate in the arena of cash and identify his or her motivations and fears. In that way, you'll be dealing with the roots rather than the fruits and have a good shot of making it work.

Here's an exercise you may do with your mate. Sit down and discuss the history each of you brings to your thoughts about cash—what you heard when you were young, what was modeled in your household, and any emotional incidents that happened. Also, discover what cash truly means to your mate. Is it pleasure or freedom or surety or status? This will assist you in identifying each other's present cash design and might help you discover why you may be disagreeing in this area.

Next, talk about what you want now not as individuals, but as a partnership. Determine and agree upon your common goals and attitudes with regard to cash and success. Then produce a list of these attitudes and activities you both agree to live by and write them down. Post them on the wall, and if ever there's a problem, gently, really gently, remind one another what you chose together when you were both objective, unemotional, and outside the grip of your old money designs.

Awareness: Think about a particular emotional incident you experienced around cash when you were young.

Understanding: put down how this incident might have affected your current financial life.

Disassociation: Can you see this way of being is simply what you learned and isn't you? Can you see you have an option in the here and now to be different?

Proclamation: put your hand on your heart and state...

"I release my non-supportive cash experiences from the past and produce a fresh and rich future."

Touch your head and state...

"I've a millionaire mind!"

Wrapping Up

What is your present cash and success design, and what results is it subconsciously moving you towards? Are you set for success, averageness, or financial failure? Are you programmed for conflict or for ease around income? Are you set for working hard for your cash or working in balance?

Are you conditioned for having a uniform income or an inconsistent income? Are you set for having an elevated income, a moderate income, or a low income? Did you know there are actual dollar amounts for which a lot of us are programmed? Are you set for earning \$20,000 to \$30,000 a year? \$40,000 to \$60,000, \$75,000?

The point I wish to make is that the actual amounts don't matter. Are you programmed for saving cash or for spending cash? Are you programmed for handling your cash well or mishandling it? Are you set for picking winning investments or picking losers?

You may wonder, "How could whether or not I make cash in the stock exchange or in real property be part of my design?" Easy. Who picks the stock or the property? You do. Who picks when you purchase it? You do. Who picks when you sell it? You do. I guess you've got something to do with the equation.

Once again, your cash design will decide your financial life—and even your personal life. If you are a woman whose cash design is set for low, chances are you'll draw in a man who's likewise set for low so you are able to remain in your financial "comfort zone" and validate your design. If you are a man who is set for low, chances are you'll draw in

a woman who's a spender and does away with all your cash, so you may stay in your financial “comfort zone” and validate your design.

Proclamation: put your hand on your heart and state...

“I notice my thoughts and entertain only those that empower me.”

Touch your head and state...

“I've a millionaire mind!”

