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**FRONT COVER:**

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# Table Of Contents

Forward

Chapter 1:  
The Way We Think

Chapter 2:  
What We Bring About In Our Lives

Chapter 3:  
Playing To Win Or Lose

Chapter 4:  
Doing And Dreaming

Chapter 5:  
Do You Think Big Or Small

Chapter 6:  
Chances Or Roadblocks

Chapter 7:  
You Have To Promote

Chapter 8:  
Make Your Business Work For You

Wrapping Up

# Foreword

Thoughts lead to feelings, feelings lead to activities, and activities lead to results. Everything starts with your thoughts—that are produced by your brain. Isn't it astonishing that our brain is pretty much the basis for our life and yet most of us have no idea as to how this potent apparatus functions? So let's begin by taking a simple look at how your brain works. Metaphorically, your mind is nothing more than a huge file cabinet, similar to what you'd find in your office or home. All data that comes in is labeled and filed in folders so that it's easy to retrieve to help you survive.

Did you hear that? I didn't say thrive, I said survive.

In each situation, you go to the files of your brain to determine how to react. Say, for instance, you're considering a financial opportunity. You automatically go to your file labeled cash and from there decide what to do. The only thoughts you may have about cash will be what are stored in your cash file. That's all you may think about, because that's all that is in your brain under that category.

Let's have a look at how to use these files correctly.

***Secrets Of The Subconscious Millionaire Mind***

***How To Wire Your Financial Blueprint To Create Unlimited  
Wealth On Autopilot In An Internet Age.***

# Chapter 1:

## *The Way We Think*

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### Synopsis

You decide based on what you feel is logical, judicious, and appropriate for you at the time. You make what you believe is the correct choice. The issue, however, is that your correct choice might not be a successful choice. In fact, what makes perfect sense to you might systematically produce utterly poor results. For example, let's say I'm in the mall. I see this green handbag on sale for 25 percent off. I immediately go to my brain files with the question "Should I get this handbag?" In a nanosecond, my brain files come back with the response: "You've been seeking a green handbag to go with those green shoes you purchased last week. Purchase it!" As I rush to the checkout, my brain isn't only thrilled about having this beautiful handbag, but glowing with pride because its 25 percent off.

To my brain, this purchase makes utter sense. However, at no point did my brain come up with the thought "True, this is a truly nice handbag, and true, this is a good deal, but today I'm 3000 dollars in debt, so I'd better wait." I didn't come up with that data because no file in my brain contains that. The file of "When you're in debt, don't purchase any more" was never established and doesn't exist, which means that specific choice isn't an option.

Do you catch my drift?

## **Our Brains**

If you've got files in your cabinet that are non-supportive to financial success, those will be the sole choices you may make. They'll be instinctive, automatic, and make utter sense to you. But ultimately, they'll still produce financial failure or mediocrity at the best.

Conversely, if you've got brain files that support financial success, you'll naturally and automatically arrive at choices that produce success. You won't have to consider it. Your normal way of thinking will result in success, sort of like Donald Trump. His pattern way of thinking brings about wealth.

When it comes to cash, wouldn't it be unbelievable if you could inherently think how wealthy people think? Well, you may! The opening move to any change is awareness, meaning the opening move to thinking the way wealthy individuals think is to know how wealthy individuals think.

Rich individuals think really differently from poor and middleclass individuals. They think differently about cash, wealth, themselves, others, and pretty well every other aspect of life. We're going to examine a few of these differences and, as part of your reconditioning, install alternative "wealth files" into your brain.

With fresh files come fresh choices. You may then catch yourself when you're thinking like poor and middle-class individuals and consciously switch your focus to how wealthy individuals think. Remember, you may decide to think in ways that will support you in your happiness and success rather than ways that don't.

A few cautions to start out. In no way, shape, or form do I mean to demean poor individuals. I don't believe that rich individuals are better than poor people. They're just richer. At the same time, I wish to make certain you get the message, so I'm going to make the distinctions between the rich and poor as extreme as possible.

When I talk about rich, poor, and middle-class individuals, what I'm referring to is their mindset—how different people think and act instead of the actual sum of money they've got or their value to society.

I'll be generalizing. Again, my objective is to make certain you get the point of every principle and utilize it. For the most part, I will not always be referring to the middle class specifically, because middle-class individuals commonly have a mix of rich and poor mindsets.

Several of the precepts might appear to deal more with habits and activities than with ways of thinking. Our activities come from our feelings, which come from our thoughts. Consequently, every rich activity is preceded by a rich way of thinking.

Finally, I'm going to ask you to be willing to relinquish being right! What I mean by that is, be willing to relinquish having to do it your way. How come?

As your way has gotten you precisely what you've got today. If you wish more of the same, continue doing it your way. If you're not yet wealthy, however, perhaps it's time you consider another way. It's up to you. The concepts you're about to learn are simple but profound. They make true changes for real individuals in real life. If you learn them and utilize them, I'm confident they'll transform your life too.

At the end of each section, you'll come across a proclamation and a physical movement with which to “anchor” it into your body. You’ll likewise find activities to take do support you in acquiring this wealth file. It's crucial you put each file into action in your life as rapidly as possible so that the knowledge can move to a physical, cellular level and produce lasting and permanent change.

Most individuals understand we're creatures of habit, but what they don't recognize is that there are really two kinds of habits: doing habits and not-doing habits. Everything you're not doing right now, you're in the habit of not doing.

The only way to alter these not-doing habits into doing habits is to do them. Studying will assist you, but it's a whole different world when you go from studying to doing. If you're really serious about success, prove it, and do the activities suggested.



# Chapter 2:

## *What We Bring About In Our Lives*

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### Synopsis

If you wish to produce wealth, it's crucial that you trust that you're at the wheel of your life, particularly your financial life. If you don't trust this, then you must inherently trust that you've little or no control over your life, and therefore you've little or no command over your financial success. That's not a wealthy attitude.

Did you ever notice that it's commonly poor individuals who spend a fortune playing the lottery? They really trust their wealth is going to come from somebody picking their name out of a hat. Sure, everybody wishes to win the lottery, and even wealthy individuals play for fun once in a while. But first, they don't spend half their pay on tickets, and second, winning the lotto is not their chief "scheme" for producing wealth.

You have to trust that you're the one who produces your success, that you're the one who produces your mediocrity and that you're the one producing your struggle around cash and success. Consciously or unconsciously, it's still you. Rather than taking responsibility for what's happening in their lives, poor individuals choose to play the role of the victim. A victim's prevailing thought is often "poor me." So presto, by virtue of the law of intent, that's literally what victims get: they get to be "poor".

Note that I said they play the role of victim. I didn't say they are victims. I don't believe anybody is a victim. I believe individuals play the victim, as they believe it gets them something.

## What We Get

How may you tell when individuals are playing the victim? They leave 3 obvious clues.

### Clue #1: Fault

When it comes to why they're not wealthy, most victims are pros at the "fault game". The object of this game is to see how many individuals and conditions you may point the finger at without ever viewing yourself. It's fun for victims at least. Regrettably, it's not such a blast for anybody else who's ill-fated enough to be around them. That's because those in close proximity to victims become easy targets.

Victims fault the economic system, they fault the government, the stock exchange, their broker their type of business, their employer, their employees, their manager, the head office, their up-line or down-line, they fault customer service, they fault the shipping department, their partner, their mate, the higher power, and naturally they always blame their parents. It's always somebody else or something else that's to blame. The issue is anything or anybody but them.

### Clue #2: Rationalizing

If victims aren't faulting, you'll frequently find them rationalizing their situation by stating something like "Money's not truly significant". Let me ask you this question: If you stated that your mate, or your boyfriend or your partner or your friend, weren't all that significant, would any of them be around for long? I don't believe so, and neither would cash!

Would you have a motorcycle if it weren't significant to you?  
Naturally not. Would you have a pet if it weren't significant to you?  
Naturally not. In the same way, if you don't believe cash is significant,  
you plainly won't have any.

You may really dazzle your acquaintances with this insight. Imagine you're in a conversation with an acquaintance who tells you, "Money's not significant." Put your hand on your forehead and look up as if you're getting a message from the heavens, then shout, "You're broke!" To which your shocked acquaintance will undoubtedly reply, "How did you know?" Then you hold out your palm and you respond, "What else do you wish to know? That'll be 50 dollars, please!" Let me put it flat out: anybody who states cash isn't significant doesn't have any!

Rich individuals understand the importance of cash and the place it has in our society. On the other hand, poor individuals validate their financial clumsiness by utilizing irrelevant comparisons. They'll argue, "Well, cash isn't as significant as love." Now, is that comparison dense or what? What's more crucial, your arm or your leg? Perhaps they're both significant.

Listen up, my friends: cash is extremely significant in the areas in which it works, and exceedingly insignificant in the areas in which it doesn't. And although love might make the world go round, it certainly doesn't pay for the building of any hospitals, churches, or houses. It likewise doesn't feed anyone. No wealthy individuals believe money isn't significant.

Clue #3: Whining

Whining is the absolute worst possible thing you may do for your health or your wealth. The worst! How come? I'm a huge believer in the universal law that states, "What you center on expands."

When you're whining, what are you centering on, what's correct with your life or what's wrong with it? You're evidently centering on what's wrong with it, and since what you center on expands, you'll keep acquiring more of what's wrong. A lot of teachers in the personal development field discuss the Law of Attraction. It says that "like attracts like", meaning that when you're whining, you're really attracting "crap" into your life.

Have you ever noticed that whiners commonly have a bad life? It seems that everything that could go wrong does fail for them. They say, "Naturally I whine— look how lousy my life is". And now that you know better, you may explain to them, "No, it's because you whine that your life is so lousy. Be quiet... and don't stand near me!"

Which brings us to a different point. You have to make darn certain not to put yourself in the proximity of whiners. If you utterly have to be nearby, make certain you bring a steel umbrella or the crap meant for them will get you also!

Here's some preparation that I promise will alter your life. For the following 7 days, I challenge you to not whine at all. Not just aloud, but in your head too. But you have to do it for the entire 7 days. How come? Because for the beginning few days, you might still have some "residual crap" coming to you from previously. Regrettably, crap doesn't travel at light speed, you know, it travels at the speed of crap, so it may take a while to clean out.

Fault, rationalization, and whining are like pills. They're nothing more than tension reducers. They alleviate the tension of failure. Consider it. If an individual weren't failing in some way, shape, or form, would he or she have to fault, rationalize, or whine? The obvious answer is no.

From now on, as you hear yourself disastrously faulting, rationalizing, or whining, cease and desist at once. Remind yourself that you're producing your life and that at each moment you'll be attracting either success or crap into your life. It's crucial you pick your thoughts and words sagely!

Now you're ready to hear one of the biggest secrets in the world. Are you ready? Read this cautiously: there's no such thing as a truly wealthy victim! Did you get that? Besides, who would listen? "Whaa, I got a scratch in my yacht." To which almost anybody would reply, "Who gives a damn?"

What do individuals get out of being a victim? The answer is attention. Believe me; it's nearly impossible to be really happy and successful when you're perpetually aching for attention. Because if it's attention you wish, you're at the mercy of other people. You commonly wind up as a "people pleaser" begging for approval. Attention-seeking is likewise an issue, as individuals tend to do stupid things to get it.

Now, as I stated, there's no such thing as a wealthy victim. So to remain a victim, attention seekers make darn sure they never get wealthy. It's time to choose. You may be a victim or you may be wealthy, but you can't be both.

Listen up! Each time, and I mean each time, you fault, rationalize, or whine, you're slitting your financial throat. It's time to repossess your power and acknowledge that you produce everything that's in your life and everything that is not in it. Recognize that you produce your wealth, your non-wealth, and each level in between.

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

"I produce the precise level of my financial success!"

Touch your head and state...

"I've a millionaire mind!"

1. Each time you catch yourself faulting, rationalizing, or whining, slide your forefinger across your neck, as a trigger to prompt yourself that you're slitting your financial throat. Even though this gesture might seem a bit crude to do to yourself, it's no more crude than what you're doing to yourself by faulting, rationalizing, or whining, and it will finally work to ease these destructive habits.

2. Accomplish a "debrief". At the end of every day, put down one thing that went well and one thing that didn't. Then write the answer to the accompanying question: "How did I produce each of these situations?" If other people were involved, inquire, "What was my part in producing each of these situations?" This drill will keep you accountable for your life and make you aware of the techniques that are working for you and the techniques that are not.

# Chapter 3:

## *Playing To Win Or Lose*

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### Synopsis

Poor individuals play the cash game on defense instead of offense. Let me ask you: If you were to play any sport or any game purely on defense, what are the chances of your succeeding at that game? Most individuals would agree, slim and none. Yet that's precisely how most individuals play the cash game. Their chief concern is survival and security rather than producing wealth and abundance.

So, what is your goal? What is your objective? What is your real intent? The goal of really rich individuals is to have monumental wealth and abundance. Not just some cash, but lots of cash. So what is the big goal of poor individuals? To "have enough to pay the bills... and on time would be a miracle!" let me tell you of the power of intent. When your intent is to have enough to pay the bills, that's precisely how much you'll acquire—simply enough to pay the bills and not a dime more.

Middle-class individuals at least go a pace further... too bad it's a midget pace. Their big goal in life likewise happens to be their favorite word in the whole wide world. They simply wish to be "comfortable". I hate to break the news to you, but there's a big difference between being comfy and being wealthy.

## **Accomplishments**

I have to admit, I didn't always recognize that. But one of the reasons I trust I've the right to even write this book is that I've had the experience of being on all 3 sides of the proverbial fence. I've been super broke, as in having to borrow a dollar for fuel for my car. But let me qualify that.

First of all, it wasn't my car. Second, that dollar came in the form of 4 quarters. Do you know how embarrassing it is for a grownup to pay for gas with 4 quarters?

The kid at the pump looked at me as though I were some sort of vending-machine robber and then simply shook his head and laughed. I don't know if you are able to relate, but it was definitely among my financial low points and regrettably merely one of them.

Once I got my act together, I graduated to the level of being comfy. Comfy is nice. At least you go out to decent restaurants for a change. But pretty much all I could order was chicken. Now, there's nothing wrong with chicken, if that's what you truly want. But frequently it's not.

As a matter of fact, individuals who are only financially comfy commonly decide on what to eat by viewing the right-hand side of the menu—the price side. “What would you like for supper tonight, dear?” “I'll have this \$8.00 dish. Let's see what it is. Surprise, it's the chicken”, for the 19th time this week!

When you're comfy, you don't dare let your eyes view the bottom of the menu, for if you did, you may come across the most forbidden

words in the middle-class dictionary: market value! And even if you were curious, you'd never ask what the price really is. First, as you know you can't afford it.

Second, it's downright embarrassing once you know the waiter doesn't believe you when he tells you the dish is \$46 with side dishes extra and you state, "You know what, somehow, I have a real craving for chicken tonight!"

I have to say that for me personally, among the best things about being wealthy isn't having to view the prices on the menu any longer. I eat precisely what I wish to eat regardless of the price. I may assure you, I didn't do that when I was bust or comfy.

It comes down to this: If your goal is to be comfy, chances are you'll never get wealthy. But if your goal is to be wealthy, chances are you'll wind up mighty comfy.

Among the principles I teach is "If you shoot for the stars, you'll at any rate hit the moon." Poor individuals don't even shoot for the ceiling in their home, and then they wonder why they're not successful. Well, they just learned.

You get what you really intend to get. If you wish to get wealthy, your goal has to be wealthy. Not to have enough to pay the bills, and not simply to have enough to be comfy. Wealthy means wealthy!

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

"My destination is to become a millionaire and more!"

Touch your head and state...

"I've a millionaire mind!"

1. Put down 2 financial objectives that demonstrate your intent to produce abundance, not mediocrity or poverty. Write “play to win” goals for your:

- a. Yearly revenue
- b. Net worth

Make these goals accomplishable with an honest time frame, yet at the same time remember to “shoot for the stars”.

2. Go to an upscale restaurant and order a meal at “market value” without asking how much it costs. (If finances are tight, sharing is accepted.) No chicken!



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