
FRONT COVER:

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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.

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