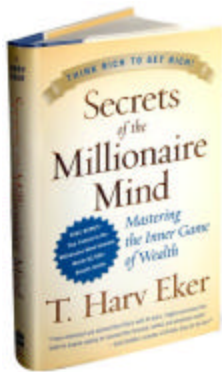


Secrets of the Millionaire Mind T. Harv Eker



If there are *outer laws* of money (business knowledge, money management, & investment) there must be *inner laws*.

Stuart Wilde "The key to success is to raise your own energy; when you do, people will be naturally be attracted to you. And when they show up, bill'em!"

Most people are unconscious. They are a little asleep at the wheel. They work and think on a superficial level of life-based only on what they can see. They live strictly in the visible world.

Wealth Principle: *Thoughts* leads to *Feelings* lead to *Actions* leads to *Results*

Your past conditioning determines every thought that bubbles up in your mind. What did you hear about money, wealth, and rich people when you were growing up? All those statements remain in your subconscious mind as part of the blueprint that is ruining your financial life. When the subconscious mind must choose between deeply rooted emotions and logic, emotions will almost always win.

4 Key Elements of Change

- **Awareness** - you have to know it exists before you can change
- **Understanding** - know where your way of thinking originates
- **Disassociation** - Separate yourself form this thinking
- **Reconditioning** - Introduce new mental files

Are you programmed for saving money or for spending money? No thought lives in your head rent-free. Each thought you have will either be an investment or a cost.

Every rich action is preceded by a rich way of thinking. Let go of being right. Be willing to let go of having to do it your way. Because your way has gotten you exactly what you've gotten right now. **If you want more of the same, keep doing it your way.**

We are creatures of habit, there are two kinds of habits: doing habits and not-doing habits. Everything you are not doing right now, you are in the habit of not-doing. The only way to change these not-doing habits into doing habits is to do them.

Complaining is the absolute worst possible thing you can do for your health or your wealth. What you focus on expands.

If your goal is to be comfortable, chances are you'll never get rich. But if your goal is to be rich, chances are you'll end up mighty comfortable.

The number one reason most people don't get what they want is that they don't know what they want. If you're not achieving the wealth you say you desire, there's a good chance it's because, first, you subconsciously don't really want wealth, or second, you're not willing to do what it takes to create it. Three levels of wanting.

1. I want to be rich
2. I choose to be rich
3. I commit to being rich

In the author's experience, getting rich takes focus, courage, knowledge, expertise, 100 percent of your effort, a never give-up attitude, and a rich mind-set. The universe will assist you, guide you, support you, and even create miracles for you. But first, you have to commit!

If you want to be rich, it can't only be about you. It has to include adding value to other people's lives.

To succeed financially, you have to do something, buy something, or start something. Focus on what you want, not what you don't have. Your field of focus determines what you find in life. If you want to get rich, focus on making, keeping and investing your money.

Money is a lubricant. It enables you to slide through life instead of having to scrape by. Money brings freedom-freedom to buy what you want, and freedom to do what you want with your time. Having money allows you not to have to spend your energy worrying about not having money.

Rich People Focus on their NET WORTH

Four net worth factors are:

1. Income
2. Savings
3. Investments
4. Simplification

Make it a policy to know your net worth to the penny. Every 90 days calculate net worth to ensure it is growing. What you focus on expands. Where attention goes, energy flows and results show.

Single biggest difference between financial success and failure is how well you manage your money. To master money, you must manage money.

1. Bank account for Financial Freedom (10% of every dollar received after taxes only for investments. Never spent only invested)
2. Play account (balance out the investing) 10% for play (nurture yourself - fine dining, massage, etc)
3. 10% long-term savings for spending account
4. 10% education account
5. 50-% necessities account
6. 10% giving account

To win the money game, the goal is to earn enough passive income to pay for your desired lifestyle. You are free when your passive income exceeds your expenses.

Nobody ever died of discomfort, yet living in the name of comfort has killed more ideas, more opportunities, more actions, and more growth than everything else combined. Comfort kills! If your goal in life is to be comfortable, you'll never be rich and you'll never be happy. And because we are creatures of habit, we must practice.

Covert Persuasion Kevin Hogan



When we make decisions we like to think we weigh the options carefully, look at all the possibilities, and make the best choice based on a rational examination of the facts. But in truth, much of our decision making happens on a subconscious level based on feelings we might not even be aware of. Understanding and managing those subconscious feelings is the key to the art of persuasion. By observing and predicting human behavior, we can learn to react and direct behavior in others with the right kinds of words and body language. Covert Persuasion synthesizes the latest research in psychology, linguistics, sales tactics, and human communication to reveal the most effective methods for consistently and effectively persuading anyone of virtually anything.

In order to persuade someone else to your way of thinking, you must align your mind with theirs. The answer lies in understanding what motivates and drives the other person.

Because we naturally resist what we don't believe and we experience reactance to all we fear, there is a real need to help customers create new pictures with new information to allow them to arrive at a new outcome in their head.

People are quickly receptive to information and attitudes that agree with their point of view. People will formulate arguments on the spot against any point of view that disagrees with their currently held belief. Always discover current beliefs and attitudes so you can affirm them in some way. Affirm the person's point of view (TELL/COMPARE)

"NO" is an instant reaction and doesn't mean anything. **People don't know why they say no.**

One way to persuade is not to try and improve or enhance the value of your product, but to solely focus on reducing reactance and resistance in the process of persuasion.

[Give specific instructions or steps when attempting to influence behavior. Simply telling someone to stop doing something or to "get a job" or "behave" or "shut up" is destined to fail because these are not instructions.](#)

Negative Emotions + Behavioral Plan = Behavior Change

Beliefs stick tightly in the customer's brain when you are attempting to persuade them something that is opposite to that belief. They will not "buy" from you if you show them evidence, even if it's crystal clear. Logic alone rarely can eliminate a belief. Typically, only other beliefs can help in unseeding beliefs. What may work is getting customers to imagine themselves performing the target behavior you need them to and experiencing that behavior in some way.

If you can get your customer to think of whatever experience you want to have over and over again he will become more comfortable with the experience and his attitude will change toward the behavior.

Persuading an intellectual can be just as hard because they have spent so much time defending their beliefs on every level. Changing beliefs can be difficult. **When people who hold a belief are presented with rock solid information showing their belief is false they simply internally defend their beliefs against the incoming new information and dig in deeper.**

On the other hand, **people who have limited knowledge about something are not convinced by information of high quality (stats) but by lots of different points.**

You must get the person to call into question his beliefs and not push a new belief structure onto him. ***Statistical evidence is almost useless in changing beliefs.***

What people say and what they do are two very different things. People don't tell you what they think; they select options from those you give them. People's opinions, thoughts, and desires are often molded by the questions they are asked. People's thoughts, opinions, and desires are often created in the moment and have little or no relationship with what they will actually do or what they believe later. Many people have beliefs about things that are not real, based upon questions about things and not knowledge.

Law of Consistency states that, "When an individual announces in writing that he is taking a position on any issue or point of view, he will strongly tend to defend that belief regardless of its accuracy even in the favor of overwhelming evidence to the contrary.

There are **55 tactics** to improve persuasion

#11 Make the damaging admission - admit a weakness in your case before the customer does. Admitting a fault allows you to be viewed as more credible.

#21 Be on the edge of your seat - Pay attention, with bated breath, to every word your customer has to say. Be in the moment.

#33 Use Covert Language Patterns - the foundation of these patterns is presupposition. The intent of your wording is placed behind a group of words. "It's probably your ability to speed read that allows you to learn so quickly." The goal is to get the customer imaging the outcome you want.

You might want to___now

What is it that helps you know whether you...

Why is it some people...

Would you like to see...

Some people are...

I'm wondering if...

#35 Use Outcome-Based Thinking - Start where you want to end and work backwards (same as doing mazes in the puzzle section) to where you are now. (Olympic athletes)

#36 Determine how people represent information - to themselves and to you

#44 Covertly Empathetic Mind

#46 Power of Three - Put 3 presuppositions in a row. The goal is to include one item in your triad that is very true. The customer's mind will expand its acceptance of the other two ideas in the triad. The brain is a pattern seeking device and quickly determine if one is true and in most cases conclude that all are true.

#53 People believe what they say, not what you say

Compliance is gained more easily when you are asking a question that leads people where you want them to go. It's natural to want to tell the other person what to say, think, do or feel. Unfortunately, if you do you'll meet with much more resistance.

Think of your goal (X-Y shift) and then design the questions that will lead your customer to this goal.

Focused Outcome Mindset

The ability to imagine the goal or outcome in your mind, formulate the actions that need to be taken in order to achieve the outcome, and then take those actions until the goal is achieved. Your ability to think at least one step ahead of your customer is critical to success.

Many people struggle because they do not anticipate the actions of the important people around them. So they find themselves in a reactive mode, rather than a proactive mode.

Using Questions to Covertly Persuade

27 Observations about People

#1 People don't know how to ask great questions

#3 People need help to visualize

#4 People know what they don't want

#9 People just don't question things enough

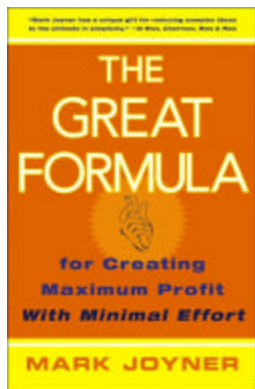
#18 People don't listen, they wait to talk

#25 People don't anticipate. They react

#27 People don't Read

Kilobyte	1,000 bytes	1 kilobyte = one printed page
Megabyte	1,000,000 bytes	1 megabyte = one book
Gigabyte	1,000,000,000 bytes	1 gigabyte = truckload of books
Terabyte	1,000,000,000,000 bytes	10 terabytes = Library of Congress
Petrabyte	1,000,000,000,000,000 bytes	200 petabytes = all printed material in world
Exabyte	1 x 10 ⁽¹⁸⁾ bytes	5 exabytes = every word spoken by every person who ever lived
2002 the world produced 5 exabytes of NEW information (each year is producing 35% more information)		

The Great Formula for creating Maximum Profit with Minimal Effort Mark Joyner



In this follow-up to *The Irresistible Offer*, sales authority Mark Joyner presents the big picture of effective selling—of which the irresistible offer was merely the first part. Now, in *The Great Formula*, Joyner presents the rest of his proven selling process. After a salesperson uses the irresistible offer to make the sale, they can follow it up with this second installment of Joyner's proven sales formula. Simply put, this book shows salespeople how to follow the irresistible offer with a second serving of sales success. Basic and effective, Joyner shows how his system has worked for successful company after successful company and shows readers how to apply the great formula to their own business, no

The Great Formula

1. Create the Irresistible Offer
2. Present it to a Thirsty Crowd
3. Sell them a Second Glass

There are only 3 ways to INCREASE your revenue

1. Get your message in front of more eyeballs
2. Get more money per eyeball
3. Sell more products to your existing customers on the back end

The Irresistible Offer is an identity-building offer where the ROI is communicated so clearly and efficiently that it's immediately apparent you'd have to be a fool to pass it up.

Sell you customer in three seconds by immediately answering the Big 4 Questions:

1. What are you trying to sell me?
2. What is the cost?
3. Why should I believe you?
4. What's in it for me?

Four Strategies for Capturing Thirsty Crowds:

1. Pay for access to a crowd
2. Speculate for access to a crowd
3. Manifest a crowd from thin air
4. Find lost crowds

The best part is his chapters written by others who have used these techniques and they describe in detail how they used the techniques. FABULOUS STORIES!

Websites from the stories

<http://www.davidgarfinkel.com/articles.html>

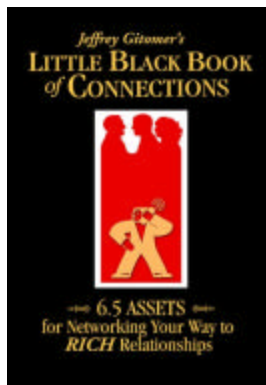
<http://www.maxpersuasion.com/>

<http://www.the2commaclub.com/>

<http://www.centerforpersonalreinvention.com/>

“The only difference between where you are right now, and where you’ll be next year, are the people you meet and the books you read.” Charlie Jones

Little Black Book of Connections Jeffrey Gitomer



Whom do you know? What do you want? What do you do to get it? How do you connect? Who knows you? Full-time sales trainer Jeffrey Gitomer asks these questions and others in this stunningly taut tutorial on getting connected without stepping on backs or self-destructing. Readers of Gitomer's infinitely quotable *Little Red Book of Selling* will recognize his clipped, jaunty style, and every facet of this book, from its small format to its colorful text graphics, reinforces its reader-friendly message.

Make a list of your top ten most powerful connections (the people who can make things happen, and make things happen for you). Then ask yourself, “*What have I done for these people lately?*”

Take your top ten contacts and put one action item next to each name with a game plan to complete it in the next 30 days.

Make a list of five people you would like to connect with:

1. What you want from this connection.
2. What you may have in common.
3. How you intend to make the connection.
4. What you have to give (your value) to earn this connection.

Ten hours a month of intelligent, selective networking can have a doubling effect on your business growth in the next few months.

1. Network SMART
2. Mark your calendar
3. Event selection is as important as networking itself
4. Know how you can help (know what problems you can solve, not just boring stuff about you)
5. Practice by doing
6. Be aware of time (spend time with those you don't know)

What to do when you get there.

1. Target the people you want to meet
2. Talk to them
3. Get info from them that pertains to you
4. Get them interested in what you do
5. Categorize them on the back of their card
6. Qualify them
7. Establish rapport and find common ground
8. Remember the info (write it on back of card)
9. Make next appointment

10. Move on to next person

If connecting is a game, then the strategy would be: The slower you go, the more likely you are to win. The more you know about the other person, the more likely you are to win.

Start your exchange with a question rather than a statement. Have you heard about...? What do you know about...? How has...affected your business?

Mastering the art of becoming a known valued authority

1. Getting in print
2. Get published
3. Speak in public
4. Use the internet to communicate value
5. Take an active role in your trade association
6. Be different
7. Add attraction to your outreach
8. Add differentiation to your everyday business expressions
9. Let others sell for you

3 secrets of getting known

1. Writing - writing leads to wealth
2. E-zine - your e-mail list is your most valuable asset - protect it!
3. Speaking