

# The Wealth CODE



**7** Secrets of the Wealthy  
Never Shared Before

Winter & Alvin

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# introduction

You! You must read this book! The knowledge in this book will eliminate second guessing and missed goals. Secrets to wealth await YOU!!

But, how can wealth be unlocked for you when so many desire it? Surely it must be an impossible mission, you say! An average person cannot gain wealth... is the belief you have held your entire life. Still, what if you were to see how another “average person” endured a literal rags lifestyle to seize upon the very secrets uncovered in this report?

Consider average Joe, Joe Vitale. You may know of Joe Vitale or now, Dr. Joe Vitale by his “Attract Money Now” presentations. However, he was not always wealthy. He was an average “Joe.” In fact, he was closer to lower than “average.” You see, he was a labourer. That’s right.

He was a railroad trackman from Ohio who started labouring at the age of five. He continued working weekends and holidays and barely managed to earn enough to survive. So, he decided to find a bigger job in the city and relocated to Dallas, Texas. At the time, it was the 1970’s and oil and gas companies were looking for labourers to build the Alaska and Middle East pipelines.

Investing his entire collected savings, Joe handed over his \$1,000 to the pipeline labour coordinating firm who would streamline his fast-track to success. As you might guess, that fast-track did not spell success, but rather scam. He trusted an established organization that ultimately failed him.

The firm seized his investment, went out of business, the owner committed suicide, and left Joe penniless. Joe Vitale had to survive, but without a job. He ended up sleeping in church pews, the bus station, and even the post office; Joe was homeless.

Joe Vitale had to take matters into his own hands. He had to remove himself from the negative pathway and focus on a new direction. He began to read books on self-help, took action, and wrote books to inspire others using what he learned. He sold the books and earned an income that netted him much of the success, fame, and wealth he has now.

You have seen Dr. Vitale on Larry King Live, the movie *The Secret*, featured in the movie *The Compass* and *Discover the Gift*, and author of many books, most notably *Zero Limits*. If “average” Joe could do it, so can you!

If “average” Joe is not enough convincing, consider “Virgin” Richard Branson. Yes, the creator of the *Virgin* line of music, phones, hotels, and even an airline that rescued the British civilians held hostage by Saddam Hussein was once similarly as humble as “average” Joe.

In fact, Richard Branson was disliked by his classmates because he was odd. Why? Because he was dyslexic. That outdated term is now called “Reading Disorder” and is a developmental disorder under the same mental health spectrum with Autism. Even his parents, a lawyer father and a socially-minded mother, shunned their eldest son as a hopeless “loser” and outcast. Yet, outcasts are classically built for greatness because they have nothing to lose. All an outcast has is the innate talent and personal drive to succeed, competing only against oneself.

That is what Richard Branson faced as he dropped out of high school to build a magazine. He used the strengths he had: a deep voice and great smile that charmed many. So, he negotiated advertising with the likes of Coca-Cola as a 16-year-old boy, sounding like a 30-year-old, by warning their advertising that Pepsi-Cola already planned to advertise in his magazine.

Using a similar style, he managed to have ample advertising for his first printing of 50,000 copies. He learned to use the sexist mantra of the day by hiring young women, which attracted the free-male talent. It was, after all, the 1960’s. With free love the theme and shock-appeal Richard’s business credo, Branson invented “Virgin” for his company name when his mostly young female team was teasing him at their basement office located at a catholic chapel.

Richard Branson developed a nickname for “Mr. Yes” in contradistinction to the then, current James Bond movie, *Dr. No*, since he was willing to take risks. He recognized that no one business venture would be successful, but if he attempted many... diversifying assets into several baskets after his first solid success in Virgin Records he would always find high yield returns. The ideas simply needed to make sense and have adequate planning to move forward on the idea.

Richard recognized that a static idea was of no value, but an idea put into motion created value and could be monetized. Richard Branson, the dyslexic kid who was despised by all his classmates, shunned by his lawyer father and social-status mother, and dropped out of high school because he could not read or do mathematics. The King of *Virgin*. If he can do it, you can too!





# Do You Have What It Takes

How bad do you want to be rich? There is no way to get rich easily. No one ever became rich "accidentally." No one ever suddenly woke up the next day after deciding to become rich literally swimming in money. Similarly, no one has ever become a millionaire or a billionaire from claiming they had a "great idea."

The success enjoyed by Mark Zuckerberg, Jeff Bezos, Bill Gates, and every other insanely rich guy out there boils down to one thing: The follow-through. The execution. You could have a great idea but if you're not desperate enough, if you're not determined enough, if you're not hungry enough to follow through and do what it takes, then you're never going to be rich.

So, do you have what it takes? Do you have what is needed to become wealthy? Let's take a moment and see what the principles to wealth are. This report will use these principles in detail to describe how you unlock the secrets to wealth.

First, you need to evaluate your requirements and rid yourself from negative influences. In the section entitled "The Starting Point" this report will describe key factors for identifying your needs. Then, itemizing where the negative drag of life limits you from realizing success, you will learn to cut these ties that bind you.

Second, the biggest limitation to wealth is fear. Surprisingly, fear is self-imposed. It is driven by the subconscious mind using memories and emotions fed by conscious mind feedback. From childhood, life is learned by how not to do things. Negative events create the foundation of learning.

Worry, anxiety, and fear form the scaffolding of decisions. These are all abstract thoughts that have, at best, 5% chance of reality when using the laws of statistics. Adopting a wealth mindset requires you to think with positivity. Positivity is to face fear for what it is really. Fear is valueless. Fear is imagined. Fear is self-imposed. Laugh at fear, “Fear Nothing” and no one.

Third, wonderful ideas may be wonderful, but they are best left alone or even ignored. The section “Great Ideas vs. Great Execution” will explore the role of follow-through on great ideas. Most ideas are just that... great ideas. They rarely see the light of day. Fourth, maintain your attention on the goal or final endpoint. Focus on this desired outcome. Follow-through is the vehicle of success. In the section, “Keep Your Eye On The Prize,” the value of attention is driven home.

Fifth, a critical gem to wealth is holding to the mindset of owning wealth. Most people are reared in a negative culture bent on learning from failure rather than success. The word, “no” is central to all development. The wealth mindset is a positive one that must be owned; it cannot be imagined. You must “Own it.”

Sixth, overcoming the fear of other individual’s skills is critical to unlocking wealth. The successful person of wealth knows how to harness other people’s talents and is not afraid to use it. Most importantly, the wealth mindset realizes there are many people with more intelligence, but who lack the knowledge to attain wealth. These individuals are very happy to display their talent if it is properly rewarded. It is imperative to “Hire smarter people than you” to realize wealth.

Seventh, most businesses operate as managers, rather than entrepreneurs. Businesses are coddled and cared for as if babies or gentle-growing plants. Still, all businesses have an expiration date. This is not necessarily for the business, but for the wealth-entrepreneur. Human behaviour is what it is. Boredom and interest patterns are always factors.

Business climates also fluctuate. What is a hot market one moment can become a cool market another moment. A new entrepreneur driving the business can identify a new mission to infuse new energy and profit. In the meantime, “Know When To Pull The Cord.”

# SECRET #1:

## The Starting Point

That fear. You know what I am talking about. Failure. Why start something when you know it will end in failure? The statistics show, so many attempted businesses end in failure. The numbers don't look good. People say you need to learn more before you start. Others say you must have enough capital to invest before thinking of starting.

That fear. The fear of failing. And worse, the fear of being blamed for trying and not succeeding with the first try. We don't want to disappoint ourselves and those around us. This disappointment fear is interpreted as weakness; weakness is a pride emotion built upon other's opinions. So, it is just embarrassment, rather than fear. Who are you competing against... the people who never tried or yourself?

Clearly, it is better to have tried and then learned from the experience to try again, than to have never tried at all. There is no such thing as failure since every experience is a learning event. The only hurdle you must overcome is to cross the starting line. Inertia is needed to cross that line. Still, what is your inertia?

Are you starting from a point with nothing? Are you like Joe Vitale? Are you homeless, penniless, and looking for a job? Are you like Richard Branson? Are you struggling with disabilities such as reading and mathematics and worried that school is not for you? Do your friends and classmates shun you because you are different from them? Do you have no assets, no capital, no education, and no resources? Or, are you already skilled? Are you well-placed in a salaried job, but it is going nowhere?

You see the income cannot pay the expenses and your debt: equity ratio is worsening each year. Still, you wait. You justify each delay hoping for a handout. The handouts are expected promotions or job opportunities that simply transfer the same experience to another venue.



Where is your starting point? Do you fear success? Do you fear making wealth? Have you lived in a culture of negativity for so long that attainment of wealth is going to simply end in negative outcomes? This is how most business “failures” materialize. The template is negative. The structure is patterned on failure, not wealth. Wealth is a different concept. Wealth requires you to jettison anything that is negative; Nature is positive. Wealth is a natural phenomenon.

What is wealth? Is wealth for you getting into a chauffeured Rolls Royce, flying a private jet, and taking exotic trips to your private island in the Atlantic or Pacific Oceans? Maybe wealth is driving your own Aston Martin or wearing diamond rings with carat weights over four or 5. Perhaps wealth is you own an estate on a mountain in New Zealand or castle in Europe.

Perhaps wealth is having the ability to flaunt the most beautiful partner you chose or spend money on a useless item just for the fun of it. Or, perhaps wealth for you is having the freedom to have a choice, and freedom from the pressures of money. Perhaps wealth is health and fitness when before there was sickness or poor physical aptitude.



Maybe wealth is community involvement and impacting the lives of others trying to make a difference. You must know what true wealth is for you. If it is materially based, you will never know wealth. You will only continue in the mindset of

poverty. Wealth has value, usually defined in net worth, and is a factor of those things you preserve in life rather than those things you expend.

Ambition is not just a simple desire. Know what you really desire to achieve. Establish clear goals with defined, measurable milestones that you can calibrate as you move through your process of wealth. A major feature of your ambition is its unique expert quality. What this means is you must choose something that you have personal experience, prowess, or innate talent. It does not have to be glamorous, but it has to be something that burns with excitement within you independent of any external force.

True ambition is not work. It is fun. All entrepreneurs that are successful tap into a talent that earns money while not appearing to be the work. Think about what you enjoy. You enjoy it because you are already an expert in it. You became an expert because you did it over and over; often you did this because it was easy the first time. If it can be monetized, you have a great spin-off for ambition. An understanding of your ambition of any topic can be a source for wealth when combined with effective management, sales and marketing techniques. The wealth mindset has no room for hesitation.

There are many other groups of mindsets filled with hesitant people who do not have the success and wealth mindset. The wealth mindset is not the status mindset used by professors, professionals, and philosophers. The wealth mindset is not dependent upon the public-relations performance mindset such as an artist, musician, or athlete.

The wealth mindset is not the security mindset used by civil servants and utility company employees punching a ticket daily towards retirement. Wealth as a mindset boldly launches its attack, uses time wisely, and has no fear. Unlike the obstacles that flood the mind of others, the wealthy mindset only sees an opportunity!

Self-belief is the hallmark of the wealth mindset. There is never any doubt in an entrepreneur's mind that success is the outcome of determination. Even in the face of challenges, the claim to wealth remains a fixture in the wealth mindset. A stable boy was once quoted after entering an empty horse stall, tasked with cleaning it. "With all this manure in here there must be a horse around here for me to ride." That there is the belief in oneself with a mindset of wealth is without question.

Consider the notion that as a successful and wealthy individual; you will leave behind the team of non-wealthy people. Everyone is selfish at heart. Everyone has her or his own interests above the others. Being part of any team effort or committee is never a wealth mindset. If you find yourself attracted to any team or committee, realize both spell disaster for success. They are riddled with selfish people bent on preventing the other individual from getting ahead.

Conversely, if you find people in your organization who do not accept the team or committee mindset, mark them for leadership positions. The wealth mindset is always a loner's mindset. Accept this. It is the paramount secret to wealth.

To succeed you must have mental metal or determination. Durability. Stamina. Endurance. Perseverance. None of these words displays the words so many preach such as capital, skill, study, knowledge, or evaluation. These are code words for excuse and delay. The success and wealth mindset gets done what needs to be done. You need to cross that inimitable mountain blocking your beginning. You need to start! To succeed you must begin something, buy something, or do something.

Start with what? Nothing. You need nothing. If you have nothing, you will lose nothing. This proves the point that wealth is not a preparatory secret, but a mindset. It is a fundamental shift in your way of thinking. To establish this mindset, you must not care if you get embarrassed. You must feel qualified and worthy to become rich. You must not factor what others think; after all, you will be different from the rest of society.

The wealth mindset allows for risk and accepts struggle as a learning process. Additionally, the process to attain wealth is a game where movement advances and then pulls back during progress. This ebb and flow should be viewed with excitement, not fear. Longer hours are needed than the usual work schedule. It is a sacrifice; sacrifices of many of the cozy pleasures most rely upon for daily comfort to eat up valuable time. Your sacrifice may be television shows, golf with friends, or a bowling league.

## Action Steps

**How do you view success? Is it money? If so, what are your thoughts about money?**

**Write down your beliefs about money. Then, decide if these beliefs help or hinder your approach to attaining money.**

**List the top five reasons you desire to be wealthy. Ensure you identify a pattern for what wealth means to you. Ensure it is correct.**

**Identify a principle complaint or obstacle you believe blocks your chances to be wealthy.**

**Now, turn that complaint or obstacle into a profit-making opportunity to help you attain wealth. Realize if you created the complaint or obstacle that is a need that must be satisfied.**

# SECRET #2:

## Fear Nothing (*Laugh At Fear*)

When you consider the work style of any successful general or admiral or regional ruler such as Generals Patton and Eisenhower, or whether it be Napoleon or Alexander-the-Great, each shared one common characteristic. That characteristic was risking disgrace and disobeying advice or orders to get the mission accomplished. In short, they looked fear in the face and did not flinch. The capacity to laugh at fear or fearing nothing is central to the mantra of success and wealth.

Consider Andres Moreno. Who's Mr. Moreno? If you have read The Wall Street Journal or gone to [www.OpenEnglish.com](http://www.OpenEnglish.com) you know about his online English language course for the Latin American and USA Spanish-speaking niche that is now valued at \$350 million after only five years.

Consumers pay a small, monthly fee for home access to round-the-clock tutoring access and no classroom demands. An engineering college dropout from Venezuela, Mr. Moreno used his last \$700 to buy a flight and went to the Internet investors in Silicon Valley. There, he slept on his friend's front porch couch for six months. When the interviews began, he then invested two more years until he collected the needed \$2 million "seed" money to start his planned business.

What did Andres realize? He understood that wealth and money was a result or outcome of hard work. Poverty is merely the outer sign of inner behaviour. Hard work begets results. Applying hard work with common sense, such as saving money that you earn, results in successful wealth habits. Andreas changed his inner world, just as all the generals and regional rulers did.

Sleeping on his friend's front porch couch for ½ year to begin interviewing with investment resources was a wealth mindset from within. This wealth mindset created the outer result of success. If you think this concept is foreign think of a very familiar, “you are what you eat.” Everything in life emanates from within. We must first interpret the events that happen to us and then we decide what we want to do with them through life.

So, your inner world is reflected in your outer world. Wow! This means that fear truly drives most people. Why? Because most people desire security and security is fear. Security is what keeps everyone in their comfort zones or areas of safety and prevents them from moving into areas of risk. Worse, security fear prevents people from being like Andreas and sleeping on a friend's front porch couch for six months to attain wealth... due to the fear.

Instead, most people would prefer to remain in a comfortable college class and complete that engineering degree and get a comfortable engineering job for a comfortable company until retirement. Then, the fear is worrying that the company does not go into bankruptcy or fails somehow, and the engineers are laid off. The security fear remains. And throwing money at this cannot cure this as you just noticed. Wealthy-minded individuals do not develop until they are moving into territory that is strange and uncomfortable; they go where security is lacking.

Status fear or the fear of proving your worth in life is another common fear reflected from the inner to the outer world. Most people concern themselves, internally, with their “station” in life. This is promoted by cultural structures such as class norms associated with position. Were Andreas to complete his engineering degree he would have a hierarchy of engineering stations to complete to get to senior engineer.

Then, when he attained the senior engineer status, he would have feared losing that status. Again, money cannot cure this. The wealth mindset is independent of this and foreign to the mindset of fear! Some have approval-fear or the need for other individual's approval. This fear is rampant and cannot be cured with money. Woman or man, the craving to have someone else available to give you positive support and feedback is a common need.





Sadly, it is a fear that prevents most individuals from transitioning from the inner mindset foreign to success to a wealth mindset. When you are focused on wealth, you do not need other's approval. You know what you want, and you will not be deterred.

What are some of the inner mindsets associated with success and wealth? Those inner thoughts, foreign to fear are thoughts of intense purpose, profound joy, and marked contribution. Remember, wealth is not collecting or hoarding material possessions, but accumulating net worth while solving other people's problems! When the focus is on possessions that can be lost or taken away, fear enters the arena.

Fear is a prey mindset, not a predator mindset. To be a wealth-minded individual, you cannot have the prey mindset, which is full of fear. Predators know no fear. They boldly leap when they see an opportunity. Predators create their environment. Prey-minded individuals believe that their environment is controlled for them, filled with obstacles. This fear-mindset of prey-minded individuals is manifested in many ways. Should you see these, you must delete these as you reset your mind from fear to boldness.

The first manifestation of prey-like fear is blame. Yes, blame of anything other than self-disappointment for your current condition knowing you could do better. So, because you are dissatisfied with your current condition or the present course, you select some easy target equivalent to kicking the family dog. You blame the President or Prime Minister, or blame your spouse or other relative; you blame someone at work or conditions in the environment. Some are bold enough to blame God rather than take personal responsibility for inner fear.

The second manifestation of prey-like fear is rationalization. The feeble attempt to redefine fear by calling it something else is simply justifying one's prey position for sitting still and avoiding action for fear of getting caught doing something successful.

So, you find ways to accept your “lot in life” and redefine your boundaries you have self-defined as acceptable limitations on your quest for wealth. That current job is good for now... you will ride it into retirement, depending upon others for stability and security.

The third manifestation of prey-like fear is complaining. Complaining is a magnification of negative thoughts by verbalizing them. When you focus on the negative in life, you attract only negative things in life to you and around you. While most of culture is naturally negative and uses the “no” word to define boundaries as early as infant development, individuals who practice complaining compound this negativity by several orders of magnitude.

In short, practicing this prey-like behaviour, complaining, will create a magnet effect of negativity towards you. You will continually support your “cause and effect” opinions as each complaint results in more negative events. Why? You only see negativity in your life. In fact, you attract like-minded complainers who attempt to out-complain you!

This is called “commiserating.” This process has been proven by a team of Princeton University neurophysiology researchers who trained with Einstein. Those that only see positive events in their life attract positive events, because that is all they see. That is a major feature of the wealth mindset. Wealthy-minded people strive to stay together to feed each other only positive thinking.

## Action Steps

**Corral your residual fears.**

**Take an inventory of the known fears that prevent you from departing the prey mindset and entering the predator, wealth mindset of success. Do you have a need for security? Do you have a need for status or to prove yourself?**

**Do you have a need for another person’s approval? Recognize these cannot be resolved with money. Should you have money, you cannot throw money at these to make them go away. They are inside you, and you must remove them. Until you do, commit to avoid spending money to solve these fears.**

**Do you have a fear that triggers the prey-like behaviour of blame? Of rationalization? Of complaining? Realize these are the fears of prey individuals, not of predators. You must eliminate these from your repertoire before you don the mantle of the wealth mindset.**

**Practice for the next week to exercise NO blaming, NO rationalization, and NO complaining. Participate in NO commiserating. Eliminate these prey-like thoughts**

# SECRET #3:

## Great Ideas Vs *Great Execution*

One of the most notable features that was the hallmark of the American entrepreneur was the capacity to seize upon someone else's idea and monetize it. Forget about the fact that the other person invented the idea; the American's found a way to make money out of the idea. Do you know the man who invented the intermittent wiper motor for automobile windshields? No!

However, the automotive industry seized upon the great idea and used it to increase sales volume. This practice is considered "capitalism" and other entrepreneurs around the world learned the pattern. Now, the practice of following through on a great idea by monetizing it or "capitalism" has become a global event. Applying great execution skills, though, is for the wealthy. The road to wealth is, after all, a process and not serendipity.

This is where you are to find success! But what is great execution? How can you convert a great idea into great execution? There must be a wealth-making secret that magically shifts a great idea into something that has traction or wheels with movement. Indeed, there is! All great ideas are formed into a structure called a plan. What? A plan. Is that all there is to it?

Well, not exactly. A plan must be well-thought out. Contingencies, preparations, and milestones are some of the important features of a plan. Goals must be measured, and these goals must have tools that demonstrate movement along the plan in a positive direction. That movement must match financial goals since money finances each step along the way. In short, you need a business plan. A business plan incorporates all the needed ingredients to define your recipe for success.

Your business plan will need to show a formal structure or “corporate” governance. This defines who the founders are such as the board of directors and their role in leadership for daily functions. Top managers will need to be defined, including their roles, talents, and particularly when you plan to hire them into the organization.

This is especially valuable when attracting external sources of capital. You need a financial plan and how you plan to fund each milestone. You will have seed money milestones, growth milestones, and exit milestones. Yes! You will not retain control of this operation indefinitely, and you need to plan a way to hand the ownership to someone else while it still has value!

Your business plan will also need to display an understanding of your market. Your market will be your niche to monetize, so you need to know where your boundaries are located. The boundaries are externally defined and internally defined.

Those that are external are the opportunities available padded by the competitive threats around your niche market. Internally, you have your own strengths and weaknesses that enable you to launch your idea to market to the need of your niche market. As always, play to your strengths, and note your weaknesses, avoid them or get talent to compensate if truly necessary to satisfy your niche market need.

Your business plan must have measures for growth. As each milestone is reached, measures must be taken. The evaluation must have plans for how to proceed based upon the results of those measurements. Sometimes, more capital is needed to hurdle the next milestone so early measures may be needed. These measurements will require you to find a way to calculate the value you have created with your business. Value is money in business. Value creates your options to create wealth and to move on to other creative ventures.

Value is what funding sources of capital will want to see when you court them to launch your great idea into a great execution! Who are these funding sources to leverage your value? You could get a gift of money or inherit it.

You could steal it from someone, or win the money in the lottery. Alternately, you could marry someone who has money or work for years to earn it. Then, there is borrowing money. Of these choices, this last one has the least complication to personal life and carries the best chances for leveraging wealth.

The first place to consider borrowing money is always the bank. These people are not the best resource to turn to since they often want a sizeable amount of equity just to loan a pitiful amount of money. Where do you get equity when you are beginning? Well, you usually are beginning with a corporation that is built with an initial number of shares of private stock.



Each share is given a certain value, but it is initially arbitrary. It can be \$10,000 or \$1,000,000. Your investor will want a portion of your initial equity in return for giving you the “seed” money to get started. Of course, no seed money will be given until you have prepared that business plan, just discussed! All savvy investors know a business cannot be successful without a written plan.

Venture capitalists are groups of individuals who contract to pool their money for a certain number of years so a manager can invest their money for them. The theory is about a third of the investments will do poorly; a third will only return the same amount of money that they borrowed, but a third will do very well and offset the risks of the other two-thirds. For this reason, venture capitalists usually demand a large amount of your equity in return for the loaned money; they are like banks.

What about business partners? Of course, if you are lucky to find a financially well-endowed business partner to join your business you can do the same thing. You will still need to have a business plan, and you will need to define the role of the business partner, since they may or may not want to be a “silent” partner. They will certainly want part of that equity!



What about angel investors? These are probably the best resource. Angel investors are usually detached entities that are looking to invest their money in a good opportunity that can prove itself. Direct management is not their desire, so you have the opportunity to lead your company the way you need.

However, you must have a well-designed business plan, and they will want a portion of that equity in return for the seed money or the growth money, depending on the stage they are participating in your investment. Angel investors are located all over the world and are often found in the form of individuals to foundations. Angel investors do not have the oversight limitations of federal law as many of the banks and venture capitalists.

## Action Steps

Start your business plan outline.

Define your market niche.

Define your milestones. Identify what you need to take your idea and make it a small reality. This is your seed money level.

Create sequential growth phases. Identify how you want to exit. Merger? Initial Public Offering? Acquisition? Always have an exit strategy.

Create your market analysis. External boundaries must be written into your plan with opportunities for potential expansion versus competitive threats that hedge your niche.

Internal boundaries must be assessed, honestly, with strengths marked for vanguard market attack and weaknesses protected until other talent can be hired, you learn the skill, or you choose to avoid those areas altogether. The last choice is usually the prudent one.

Define your financial needs for your milestones. Ensure you define your realistic annual income and net worth. Establish realistic fixed timelines.

Why fixed timelines? Everything must have milestones that can be measured. Time is one of the most effective tools for measurement.

There is nothing called "failure." You only have success and something other than success to learn and modify your business activities. Create something that equates to value for your business. This can be a dollar amount earned for unit of performance. This will help you prove the worth of your business to others when you want to get more capital. Later, it will be used to help you liquidate your value when you exit!

# SECRET #4:

## Keep Your Eye *On The Prize*

Winston Churchill is credited with the statement, “success is never permanent; failure is never fatal. The only thing that counts really is to never, never give up.” So, commit to wealth. The prey mindset wants to be rich. That’s a negative-based mindset, not positive. Why? It’s riddled with good reasons for why getting rich could be difficult or a problem. Since you have the wealth mindset, you are positively committed to wealth, as long as it’s legal, moral, and ethical.

Problems are only problems in the way they are interpreted. The prey-mindset views problems as obstacles rather than opportunities. So, if something appears to be too big a problem or obstacle, it is your interpretation of the situation, not the situation.

Remember, you desire wealth. Your capacity to interpret situations as opportunities instead of obstacles or problems determines your ability to attain wealth. Wealthy people rebound from anything since they see everything for its positive features. Additionally, wealthy people are undaunted by the process. The path (and its apparent obstructions) never dissuades or distracts. The eye remains continuously on the prize.

One of the opportunities for wealth is cash flow. Money in the bank is of no value since it is doing nothing. Money that is sitting does not work for you. Money that is flowing is working, generating income. This is termed cash flow. Consider it like a highway of vehicles. If you have your business on a cul-de-sac it is as if you have put your money earned into a bank account.

If you have put it to work it is as if you put your business on the exit ramp of a large highway, near another on-ramp. The flow of vehicles is the cash flow that streams through your business. Now, if you position your business near other businesses that draw vehicles to this exit ramp the cash flow increases exponentially.

Focus on the cash flow. Keeping your costs low while your goals big is tantamount to success. As soon as you lose control of positive cash flow your prize in the end is lost. Protect that at all costs. The quality of management may not necessarily have to be superb, but the cash flow must remain positive. If you are not versed at frugal behaviour by “pinching pennies or pesos” to keep your costs down, hire an accountant or “bean-counter” who can keep everything tightly monitored. Then, remember to roll-model this behaviour for all your staff.

Avoid frivolous spending when the cash begins to flow. Withhold the urge. Remain in that basic automobile and stay in that humble home. You can spend some of the money when your cash flow has reached a much greater magnitude of buffer.

Remember, wealth is more successful when stopping the spending than it is from gaining the income. You can fill a bathtub with water all day, but until you put the stopper in the drain, you won't begin to save the water. Teach your staff these habits and this practice will ripple through the organization as it grows. Complacency in this area can lead to organizational cancer eating your precious cash flow!

If you think this concept is odd, think of Mark Zuckerberg, who is one of the chief creators of Facebook. He still drives around in an Acura, wears a “hoodie” to work, had his wedding reception in the backyard to save money, and was seen eating at least one of his honeymoon meals at McDonalds. If you think this is only the habit of young, wealthy entrepreneurs, consider the Oracle of Omaha, Warren Buffet of Berkshire Hathaway, who at 83 has been known to have never bought a new automobile.

What are some ways to create cash flow? Diversification is one major way to do this! As soon as you establish stability in your first business, such as Richard Branson's Virgin Records, or Mark Zuckerberg Facebook, immediately move the money around by diversifying rather than allowing it to sit in banks. All entrepreneurs seek opportunity where others see obstacles. Opportunities are profit-making methods to diversify the cash flow. When you diversify, you decrease your risk that any one business venture will be required to support the total income.

Note that not all business ventures are successful, but some are marvellously profitable. Risk-takers evaluate the opportunities, and seize those that have a good potential to produce a profit margin. Richard Branson tried many things this way. After all, he has been labelled "Dr. Yes." He tried *Virgin Cola* and failed miserably. Still, he tried. It was a calculated experiment. *Virgin Atlantic Airlines* was created after he was at the airport standing waiting to depart. All the flights had been cancelled; a condition many travellers have experienced before.

So, rather than complain about the obstacle, he grabbed a taxi to the other side of the airport where there was a large airplane. Richard contracted for the airplane to fly him out. He then returned to the passenger terminal, took a sheet of cardboard and wrote the one destination everyone desired, including him, with a departure in a few hours. Branson walked up and down the airport hallway holding the cardboard sign. He filled the airplane at a quick profit, and the idea of a low-cost, high-fun airline was born. Now, he is diversifying into airplane-dispatched spaceflight vacation trips to the moon, and back. He has a market!

## Action Steps

**Create your first cash flow statement. Use Microsoft Excel or equivalent spreadsheet.**

**Practice using the cash flow statement on your personal income for the next month. Ensure you stay in positive cash flow at all times. Avoid spending any money on material goods using credit.**

**Discover the mindset of not spending money, which markedly contributes to earning money. Commit to this practice.**



# SECRET #5:

## Own It

“My Precious!” Everyone knows that famous quote of Gollum from the movie series, *Lord of the Rings*. This deformed hobbit had developed a lifelong love-affair with a forged ring of Life that he simply had to own. Come hell or high water, he would stop for nothing to keep it or to regain ownership of it. As the movie series unfolded, he was found to do hideous things in the name of protecting ownership of the Ring. Still, the dedication to ownership was never in question.

This same intensity to ownership claiming your goals of wealth is mandatory for success. Your mindset of wealth must never sacrifice the ownership you have in your plan. When you have begun your business, it is your business. Do not allow anyone to get a finger hold of your business.

Protect it as if it were your “Precious.” Should your top lieutenants want to take part of your ownership in return for not leaving your company, let them go! It is natural for good quality people to want to move and be independent, but you must always remain in control fully with 100% ownership.

Another time ownership may come under fire is leveraging the value for cash flow. As stated earlier, you must approach others to get start-up money for your business unless you are independently wealthy. Some like the venture capitalists and the angel investors will trade their money for your equity.





Unless you can negotiate a way to repurchase your equity later, this practice is the death knell on protecting 100% ownership of your *Precious!* Watch for this and never sacrifice. This is especially important at the “seed” milestone stage when equity shares are not yet split, and each share retains the full value. It would be much easier to regain the small equity stake losses at a later round of investing when in the growth phase milestones. Then, the equity shares would have less individual equity value.

Partnerships in the business of entrepreneurial work are like trying to cut your *Precious*. A split business will have two leaders. Either have one person who has a small ownership and the other who has most of the ownership or have a single owner. Equally divided ownership creates fodder for the leadership strife. When the big decisions have to be made, who will make them? Then, there must be something in the business world called “Mexican standoff” until one buys the other one out to resolve the impasse.

Public ownership is another option, but in reality it is an exit. When Mark Zuckerberg, one of the creators of Facebook took the company through its IPO he made a lot of money, but he relinquished control of the company. Regulations, paperwork, and government reign supreme. Some of the most successful billionaires who have retained control of their empires have kept their businesses private. Why? So they could retain full, absolute control of their businesses. Richard Branson of the *Virgin Empire* is still overseeing a fully private empire. As such, the accounting books are private.

The first-century Roman philosopher is quoted as saying “luck is preparation multiplied by opportunity.” Many have quoted this in more modern times with statements such as “the harder I practice, the more luck I discover.” In other words, do the hard work in advance, and all the benefits of success will fall into place. Let luck come to you, don’t try to find luck. Seize it when it comes, but you must own the end-point. Make your own luck and stay the course.

“The grass is always greener on the other side of the hill” may be a good thought, but it is not reality for the wealth mindset. Rather, it is a belief held by those who desire to run if the current situation is not acceptable. Such “fight or flight” conditioning is what nature calls prey lifestyle; to be a success at wealth you must be a predator and march through the fires of hell to own your goal. Think of typical predator versus prey animals. The predators such as a lion or tiger do not stop to think too much before acting, but instead pounce when the opportunity presents itself.

The prey animals such as the zebra or the rabbit continually sustain the capacity to imagine defeat, which is visualized by the rapid triggering of their “fight or flight” reaction. Similarly, luck is not the substance of green grass on the other side of the hill, but what the predator, wealth-mindset creates to own in steady preparation forging ahead regardless the adversity.



## Action Steps

**Assess your views towards luck. Isolate your tendency towards “fight or flight” versus forging through the fires of hell to own your end-point.**

**Are you a highly educated individual? If so, do you tend to over think your decisions? Do you invest more time preparing rather than activating your plans?**

**Realize this is your major weakness to realizing wealth. You must decide to “fish, not just cut bait.” Spending too much time cutting bait is probably the habit you need to break!**

**Can you assess situations and make a stand to fight? Can you withhold whining? To be wealthy requires the absence of fear and complete ownership of your business plan.**

**If you cannot ignore worry and anxiety, and then focus only on the present and forge ahead.**

**“Fortune favours the brave.” Commit to this decision, now.**

# SECRET #6:

## Hire Smarter People *Than You*

Richard Branson realized one thing very quickly. He could not read, and he could not do mathematics. These are two very important tasks in business! Richard did, however, have talents in charisma, charm, and getting other people to do what they wanted to do best. The important thing is he orchestrated their talents in directions that yielded results. Individuals around Richard were infinitely more intelligent than him.

Branson did not mind, because he had already been there before. He had been in classrooms where he was teased and bullied and treated as an outcast. The difference was in this situation; he was getting these people to use their talents for him. Meanwhile, he satisfied their own esteems by feeding their own need for accomplishment, comfort, and recognition.

These individuals were all smarter than Richard, and he did not care. Branson had his eye on the prize. His prize was wealth in terms of net worth, freedom, and happiness. Material items were never his end-game. If you think that, go visit him at his “office” that is on an island. His desk is a hammock with a cellphone that overlooks the ocean. He has no exotic possessions around him. He even rents out his own house while he lives on the island by managing it as a small hotel for upscale patrons at \$1,500 per night!

Realize that people who work for you must be the very best. If you do not have the very best, you will not own the success that you crave. Yes, these individuals will desire to move on to build their own businesses. Yes, you will take care of the smartest individuals by giving them as much free play to create within your organization as possible. Why? Because if they are creating within your organization, you make the profits! Google is known for encouraging its employees to dabble at their own creative projects for 20% of the workday.

Now, you know why! Should an employee depart, even a gifted, valuable employee it is best to give them a warm send-off with your very best wishes. This may seem to be madness, but in the end, your staff member once departed can only do two things; your departed star can either be a wonderful success or a horrible “failure.” If they are a wonderful success it is most important to have them as a friendly competitor than a cutthroat opponent bent on destroying you.

Remember, they know how your operation works and what weaknesses you may have. They are only leaving because they saw a market niche that you missed. Conversely, if your star employee gets a warm send-off and then crashes and burns, you want them to know that your organization is the first place they will come. You will regain their talent as well as their experience from the adventure!

Nobody is the final authority on anything. The President or Prime Minister always has advisers. You may be extremely intelligent. Still, new ideas or new ways of viewing the same concept are critical to ensuring you do not get caught without attending all the possible competitive encroachments to your market niches.

Mentors are especially valuable when you first begin since you are new to the process of entrepreneurship. Mentors are good for broadening your horizon; tunnel vision is frequently a challenge to a novice entrepreneur! Remember that everything has been tried before more than once.

There are books written about everything. There are mentors available about everything. You can find a mentor for any topic. Ensure your mentor is supportive and knowledgeable. Do not be afraid to ask, but also remember you are in control of your own destiny!

When you have people smarter than you, give them the freedom to operate within a set of ground rules. This is called delegation. Most organizations that have effective delegation are deemed best places to work, and those that are micromanaged are despised with high employee turnover.



Micromanagement is for managers who have fear. You are an entrepreneur. Your goal is to help solve other people's problems at a profit! You are not trying to babysit other people whom you already identified as higher qualified than you.

Consider giving as delegation a set of ground rules that are easy to work with, yet help the intelligent individuals create while on duty. More than likely, you will be Chairman of the Board of your organization(s) with Chief Executive Officers and Chief Financial Officers performing the day-to-day tasks of managing your operation(s) in the not-to-distant future.

So, examples might include giving your intelligent people unbridled permission to do anything without your express permission unless they desire to relocate your physical headquarters, vote a person off or on your board of directors, close or discard one of your assets, vote to increase their salary or give themselves a bonus, purchase a new business, or introduce a product that is sizable.

These few items would be classic Chairman of the Board topics. Anything else should be run by the organizations so you can focus on diversification efforts! Again, keep your eye on the prize by increasing net worth. Micromanagement efforts are signs of bad management. You are not even a manager, but an entrepreneur!

## Action Steps

**Make a list of your strengths and talents. Now, honestly list your weaknesses. Recognize that your very best people will need to have all the talents in your areas of weakness. Nobody can be a mirror image of you.**

**Identify potential mentors for your market niche. These individuals will be most helpful when you begin. Make an appointment to see them.**

**If you do not have the opportunity, now, to make an appointment, prepare a scenario sheet in preparation to approach your mentor. If you are prepared for the eventual meeting with your mentor, it will certainly happen!**

**So, list detailed encounter opportunities specifically available to you and your mentor related to a scenario. Then, when the opportunity occurs, start with asking about your mentor's experiences. A mentor who is asked to talk about themselves is given the greatest compliment!**



# SECRET #7:

## Know When To *Pull The Cord*

*Virgin Records* was not in danger of failing anytime soon when Richard Branson decided to release it from his fold of *Virgin* products. It was doing quite well! In fact, the senior leadership of *Virgin Records* was some of Richard's most trusted and closest friends. Still, Richard was bored. He saw opportunity in his newer developments, especially *Virgin Atlantic Airlines*. There was a big lawsuit with *British Airways* after the airline attempted, unsuccessfully, to defame Richard over his encroaching business.

He needed the cash flow. He had other endeavours underway, and *Virgin Records* was established, successful, and passé in relation to his attention. Richard saw the opportunity to flourish in other areas; he moved his cash flow, while *Virgin Records* had significant market value, and capitalized on the airline opportunity, hotel opportunities, mobile phone opportunities, and even had time to attempt a failed *Virgin Cola* opportunity!

While there is no simple rule for knowing when to get rid of a business, it is important to know to exit a business as soon as it is at the height of its profitability or if you become bored with working the business. For the first reason, realize that a business can only lose value after it has reached its height and your desire as an entrepreneur is to accumulate net worth. If you are bored with a project, getting rid of it will allow the business to fall into the hands of someone with new ideas and new excitement.

An exit strategy should be incorporated into every business. What is an exit strategy? It should be part of a truly effective business plan, but could be anything from taking a business through an Initial Public Offering or IPO to allowing it to be acquired or merge it with another organization if you desire to retain some participation. An outright sale is always an option.

What if the business is struggling to sustain cash flow, the crucial requirement for every entrepreneur? One proverb said, “overhead walks on two legs.” So, downsizing can improve cash flow. However, what staff you do have on hand, you must always reward with a payment. An entrepreneur works on the positive mindset of working within the law, ethically, and morally.

## Action Steps

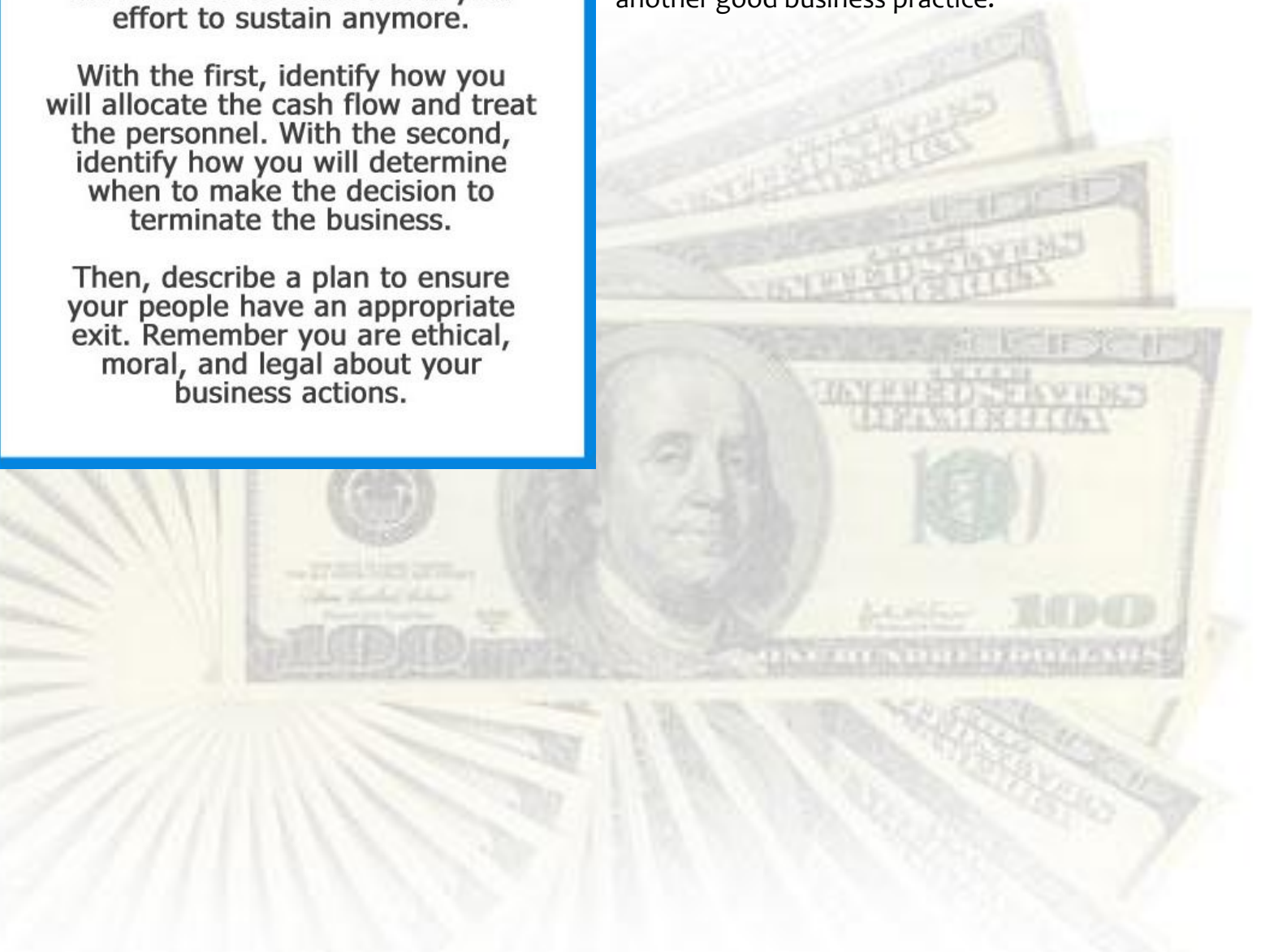
**Commit to frugal business practices. Create a realistic mantra list for streamlining all your businesses throughout your career.**

**Develop an exit plan for your business. Create at least two scenarios. One a buyout and one a termination, because you decided the business was not worth your effort to sustain anymore.**

**With the first, identify how you will allocate the cash flow and treat the personnel. With the second, identify how you will determine when to make the decision to terminate the business.**

**Then, describe a plan to ensure your people have an appropriate exit. Remember you are ethical, moral, and legal about your business actions.**

To think otherwise, is negative thinking and not commensurate with the secrets of wealth. Obviously, cutting costs is always a good practice, but a savvy entrepreneur should always model frugal business practices. Leaving computers, printers, lights, and unnecessary equipment running when not in use is poor business practice. Enforcement of tight oversight of employee travel and entertainment is another good business practice.



# Conclusion

## **To attain wealth, you must change from the inside, out.**

You must take a hard look at how you think and the approach you take with everything in life. Wealth is a lifestyle. Wealth is a mindset.

In this report, you have discovered the secrets to wealth. You have discovered you must first start to move with ambition. Ambition includes a goal, a plan, and movement. The wealth mindset is one of self-belief, knowing that you will succeed regardless the events that happen along the way.

These are no obstacles to you, but rather new opportunities to convert into profit! You have the determination to persevere as if you are an Olympic Gold Medal winner. Point-of-fact, you are! With the mind of wealth, you are able to start with nothing, lose everything, and still continue to restart earning wealth, because that is what the game is all about. The game is accumulating net worth, not material possessions.

With this knowledge, you face fear head-on and laugh.

You have itemized and quarantined all fear. Status fear, approval fear, security fear are checked at the door.

## **You are a predator, not a prey individual.**

Not in the animal world, but the human world. There is a difference. Since you are on a much higher-order of intelligence, you strive to solve other people's problems while you earn a tidy profit.

This is your wealth mindset. This separates you from the prey mindset of desiring material items, which is driven by fear. You know that when the focus is on possessions that can be lost or taken away, fear has reigned supreme.

Fear is the enemy. Prey-like behaviours of blame, rationalization, and of complaining are no longer triggered within you. You have determined these to be the fears of prey individuals, not of predators. You have eliminated these from your repertoire to wear the mantle of the wealth mindset.

You have learned that great ideas are meaningless. Follow-through is the key to results in wealth. Successful outcomes require planning and planning requires thorough preparation.

A business plan that defines your market niche, outlines your organizational structure, establishes your external and internal boundaries, and financial plan is needed. This financial plan must include critical elements such as the milestones you plan to achieve certain outcomes such as measurable value added to your equity.

This will attract your leveraging financing in the form of banks, venture capitalists, business partners, or angel investors. You have learned the value of positive thinking since that attracts success. Cash flow is your business goal on a day-to-day basis to achieve success.

You have recognized that cash in motion is critical to building net worth; cash flow at all times trumps everything, especially your decision to expand. Similar to cash flow is 100% ownership of your empire.

Remember...CASH is KING.

This is where the decision to employ venture capitalists may be worrisome, since venture capitalists routinely strive to seize a portion of your equity. Should that be the case, consider doing this later in the stage when you can rebuy your ownership. You must never give up your *Precious*. It was yours when you started it, and it should remain all yours when you continue to build it.

Pieces may be sold off as Richard Branson had to do when he sold *Virgin Records* to retain core ownership of his business, but the core business should remain solidly, unwaveringly yours. You are all about net worth and creating a profit while using opportunities to your advantage. You have recognized that the world is full of people infinitely smarter than you. To seize profit, you willingly draw these people to you. They do not threaten you.

Instead, they are your source of profit! You let them enjoy their need for security, for attention, and for approval. These are all fear-based needs. Still, when you are bored of a business, you willingly let it go. You only want businesses that excite you. You remember that all businesses have a cycle and eventually even the most successful business will have a downturn. So, you have learned to exit a business at the high-point when it has its highest value.

Wealth. Have you determined to understand what this means?

Do you understand that it is not travelling in a chauffeured Rolls Royce, or flying in a private jet, and taking exotic trips to your private island in the Atlantic or Pacific Oceans?

Wealth is not jumping into your own Aston Martin or wearing diamond rings with carat weights over four or 5. Wealth is not possessing your own estate on a mountain in New Zealand or castle in Europe.

Also, wealth is not having the ability to flaunt the most beautiful partner you chose or spending money on a useless item just for the fun of it.

**Instead, wealth is having the freedom to have a choice, and freedom from the pressures of money.**

Wealth is health and fitness when before there was sickness or poor physical aptitude.

Wealth is community involvement and trying to impact the lives of others while making a profit!

If your idea of wealth is based only on material possessions that can be taken from you at any time, you will never know wealth. Material possessions feed a mindset of poverty. Wealth, usually defined in net worth, has value. As such, wealth is to be factored in the things you preserve in life rather than those things you expend.

**Now it is your turn.**





You have the secrets to wealth. You have been equipped with everything needed to start your own success story. Today is the day to commit and cross that starting point!

I hope you've found this report enlightening and useful.

And now it is time for you to take this to the next level. It is time for you to acquire the millionaire's brain that will allow you seamlessly and easily attain the wealth that you truly desire.

[Watch this FREE presentation](#) and learn how you can use these 3 weird tips to crawl into the minds of self-made millionaires and earn more in a year than you ever thought possible.

[Go here now.](#)

Yours Truly,

A handwritten signature in blue ink that reads "Winter & Alvin". The signature is written in a cursive, flowing style.

Authors of The Millionaire's Brain