

# **24 Ahas**

By Mark Victor Hansen and Robert G. Allen

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## The First Aha: Everyone Manifests

*Everyone thinks that the principal thing to the tree is the fruit, but in point of fact the principal thing to it is the seed.*  
Friedrich Wilhelm Nietzsche (1844-1900)

Look around you. Everything you see, began as a thought in someone's mind. The chair you sit on. The table you work at. The car you drive. The house you live in. The clothes you wear. The television you watch. First, a thought. Then, a thing—brought forth out of nothing. Voilà! There it is. Everything begins as a thought.

The verb for turning thoughts into things is—"to manifest." It comes from the Middle English word *Manifestus* meaning *visible* and the Latin word *manus* meaning *hand*. When you manifest something you metaphorically reach your hand through the invisible curtain separating the tangible world from the world of imagination and pull your desired object into existence.

First, you think it and then, "materialize" it. You cause



you manifest it. You it to appear.

Everyone manifests. Some people manifest abundance. Others manifest lack. If you don't have what you want, examine your thoughts. Ask yourself, "How did I manifest this?"

You are the fruit of the thoughts you have planted and nourished. If you want a better harvest, you must plant better thoughts. Just like an apple seed will not produce a peach tree, poor thoughts will not produce prosperity. As surely as the acorn becomes the oak tree, the images in your mind become your reality.

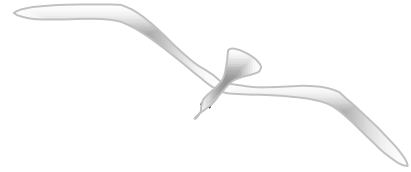
Thoughts *are* things. Every thought has a consequence. No thought lives in your brain rent-free. Each thought is a pebble dropped into the pond of your life—the ripples are real. The more intense the thought, the more powerful the outcome. An angry thought gets picked up like a radio wave. People can sense it. Animals can smell it. The whole energy system surrounding you is infected. Weed out such thoughts.

Think positive thoughts, intensely. Grow enthusiastic images, boldly. Speak only wonderful words to yourself, constantly. Feel fantastic, NOW! This colors your view of the world. Like a magnet, you attract the resources necessary to manifest the world you desire.

Everything manifested around you made someone a fortune. Everywhere you look, you can see it. The chair you sit in. The table you work at. The car you drive. The house you live in. The clothes you wear. The television you watch. Everywhere you look—every thing you see has made or is making someone millions.

There are millions of enlightened ways to manifest a million dollars. We want to be your manifestation coaches. We want to support you in changing your economic history and together we change the economic history of the world.

## The Second Aha: BE-DO-HAVE



*To Fly As Fast As Thought*

*To Be Anywhere There Is*

*You Must First Begin By Knowing*

*That You Have Already Arrived*

Jonathan Living Seagull

Properly adding a million dollars to book. Yet to reach this objective—must follow three steps in a

**1. BE  
2. DO  
3. HAVE**

your net worth is a primary objective of this the Enlightened Millionaire way—you specific order. They are:

Of course, to be an Enlightened Millionaire you must DO what you love, add enormous value, and leverage it. While these *DOing* steps are critical they are not the first priority. *BEing* comes first! You must first BE an Enlightened Millionaire.

You don't *get* out of survival; you *start* outside of survival, regardless of how much money you initially have. The Enlightened Millionaire knows and acts from the space that:

- 1) abundance comes from making others better off.
- 2) the primary reason to get is to have more to give.

For the Enlightened Millionaire, it's all about giving. It is never about getting. Giving springs from the wellspring of the abundance that exists. The Enlightened Millionaire gives because that is who she/he is—it's the highest manifestation of one's true nature. It comes from their BEING.

You must BE an Enlightened Millionaire before you DO anything. From that "BE" space you DO what needs to be done to add as much value as possible. As a result of your Enlightened *Beingness*, your behavior or *Doingness* will be appropriate in each situation.

Granted, it is possible to make millions of dollars by doing and undoing. However, you won't experience the peace, gratitude and sense of wealth that come from the added value approach of the Enlightened Millionaire. You will also miss the joy of tapping into the *ocean of abundance*, one of the greatest of earthly pleasures.

When both the *BEing* and *DOing* are correct, you will HAVE your desired outcome. You will have riches beyond your wildest dreams.

## The Third Aha: Live Life above the Line

Whenever something doesn't go as expected, most of us tend to "blame" someone else for what went wrong. In doing so, we lose a tremendous learning opportunity.

The world makes progress by learning from mistakes. When we blame someone, it gives that person power over the situation. For example, *"If John had done what he agreed to do then this would never have happened."* That may be true. However, this statement gives John the power over the situation and we usually learn very little from the experience.

If we avoid the trap of laying blame, we sometimes tend to *justify* what happened. *"I would have gotten the job done except that I had traveled all night yesterday and I was too tired to focus on the project today."* This is just another form of blame. Instead of blaming a person, we blame the circumstances. Again, no matter how reasonable the justification, we lose an opportunity to optimally learn from the situation.

If we get beyond blaming and justifying, there is another level of sub-optimal learning. That is shame—beating oneself up; *"I did the dumbest thing!"* Instead of blaming another person or the circumstance, we blame ourselves. This too reduces the opportunity for learning.

Where, then, is the optimal place to view life experiences? From the point of personal responsibility—from above the line.



Granted, we may not be responsible for everything that happens. However, the more we are willing to view the world from this vantage point, the more the reins to life are in our own hands. By operating "above the line" each of us has optimal control, direction and command over our existence. From this perspective, "free will" surfaces in each individual action or omission allowing us to learn as much as possible from each situation.

Life is a succession of choices. The Enlightened Millionaire embraces each outcome from "above the line." As much as possible is learned from each situation. As a result, the next choice is more likely to be wiser.

Chose to look at everything from "above the line." The Enlightened Millionaire's does.

## The Fourth Aha: Abundance Is Your Natural State

“Out of abundance He took abundance and still abundance remained.”

*The Upanishads*

The Universe is fundamentally abundant. There is no shortage, except in consciousness.

Infinite money potentially awaits each of us who apply the principles of acquiring it. You can decide to become wealthy and abundant now and Universe will cheerfully provide. Opportunities and blessings come to individuals who embrace an abundant attitude. Others everywhere have created abundance, so can you.

Once you embrace, experience and choose to express it, there is only abundance. Who can absorb all the abundance of a magnificent sunset? There is absolute plenty for each of us to drink, absorb, photograph, and share. And it returns again and again—it's endless. In fact, sharing always creates more.

The principle of abundance is exactly the same. Webster defines: “Abundance as great supply, plentitude, sufficiency, more than enough.” It is a principle that cannot wear out, rust out, get tired or not deliver the goods. Abundance is. Once you own the principle, the results that follow must be abundant. Abundant thinking multiplies, magnetizes and magnifies whatever is focused upon.

What is the significance of this? It means there is *more* than enough to attend to the needs of everyone, everywhere and simultaneously create a sustainable ecology and economy.

Living models of abundance include such wide-ranging examples as Mother Teresa, Dr. Maya Angelou, Oprah, Paul and JoAnne Newman, Art Linkletter, and Bill and Melinda Gates.

To out-picture abundance, we first must successfully and repetitively in-picture a mental state of abundance. Why? Because, our state of mind creates our state of results. Affirm the following each morning and night for the next thirty days or until it becomes *the truth* for you. Preferably, do this just prior to sleep and just before egressing your bed in the morning. Repeat it with feeling, belief, imagination, and acceptance:

I am abundant in every good way. Infinite money is mine to earn, save, invest, exponentially multiply and give away. My abundance is making everyone better off. I embrace abundance and abundance embraces me.





## The Fifth Aha: Givers Get

*He which soweth sparingly shall reap also sparingly; and he which soweth bountifully shall reap also bountifully. (KJV) 2 Cor 9:6*

The dictionary defines *paradox* as two acts or statements that on one level of meaning seem to contradict themselves. Yet at a higher level (often called the “meta” level) there is a deeper truth or understanding of how the Universe truly works.

Properly adding a million dollars to your net worth is a primary objective of this book. Yet to obtain this you must first *give*. This is one of the Enlightened Millionaire’s Paradoxes. On one level this makes no logical sense. How can someone “*give*” before someone “*gets*?” This is not possible using ordinary logic. Yet on another higher level, the Meta level, that is exactly what happens.

As many of the ancient texts read, “*Give, and it will be given to you.*” Reflect for a moment; aren’t the people with the most friends the ones that are the most friendly? Aren’t the people who receive the most love, the most loving? This is the Enlightened Millionaire’s principle of “Givers Get.” This is the fundamental Enlightened millionaire’s paradox.

Embracing this paradox is a combination of faith and action. It is the process of standing on the edge of a cliff and trusting that there is a fabulous world of abundance in the valley and then leaping. As in the poem by Apollinaire,

Come to the edge, he said.  
They said, we are afraid.  
Come to the edge, he said.  
They came,  
He pushed them  
And they flew.

One learns that “givers get” only through the experience. Behaving this way, often a little hesitantly, opens one to the spiritual dimension of wealth building. Give your time, your approval, your smile, your advice, your wisdom, your compliments, your sense of humor, your talent, your attention, your encouragement, your love. All these things will flow back to you in abundance. The spiritual dimension expands, multiplies and adds value to all that is given.

Giving as you get acknowledges the Universe as truly abundant. Giving taps into the spiritual dimension that multiplies us, our thinking and our results. The Enlightened Millionaire knows this: there is an ocean of abundance and one can tap into it with a teaspoon, a bucket or a tractor-trailer. The ocean doesn’t care.



## The Sixth Aha: Changing Your Reality Is a Snap

Most of us realize that to improve our lives, we need to change our habits. Would you like a simple way to change your habits that is truly effortless, effective, and imprints a deep memory?

In the back of this book you'll find a colored rubber band. We call it the *Millionaire Maker*. You simply wear the rubber band on your left wrist. Every time you catch yourself thinking a negative, or counter productive thought you snap the rubber band. Yes, it causes pain. The pain causes a "pattern interrupt." Mentally and perhaps vocally, you say: "OWW!"

Snap yourself every time you find yourself saying...

I can't afford it.

*That's out of my league.*

*I'm not good enough.*

*I'm not worthy.*

*I can't do it.*

*I'm not smart enough.*

*I don't know where to start.*

*I'm not well-enough connected.*

Replace your internal dialogue with words like these:

*I'll find out how to get connected.*

*I'll start right now with what I have.*

*I'm smart enough to figure this out.*

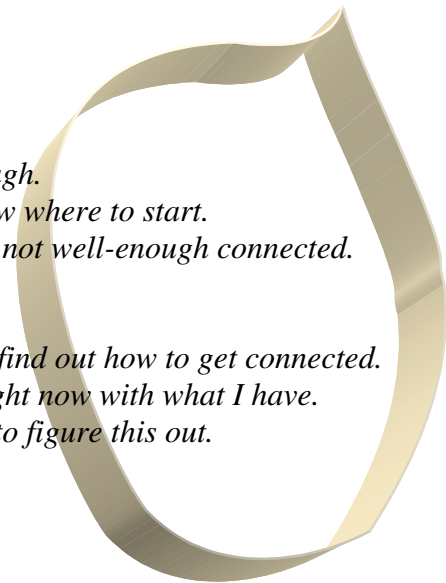
*I can do it.*

*I AM worthy.*

*I AM good enough.*

*That IS in my league.*

*I CAN afford it if I really want it.*



This technique is so simple. Wear the band 24/7 for the next thirty days—that includes to bed and while showering. After a red welt forms on your left wrist you'll start to quickly, safely and satisfyingly **change your behavior**. No one needs to know you're doing this except you. It works rapidly—within a month. It will amaze and delight you. After you experience these tremendous and fulfilling results, tell three friends about this technique.

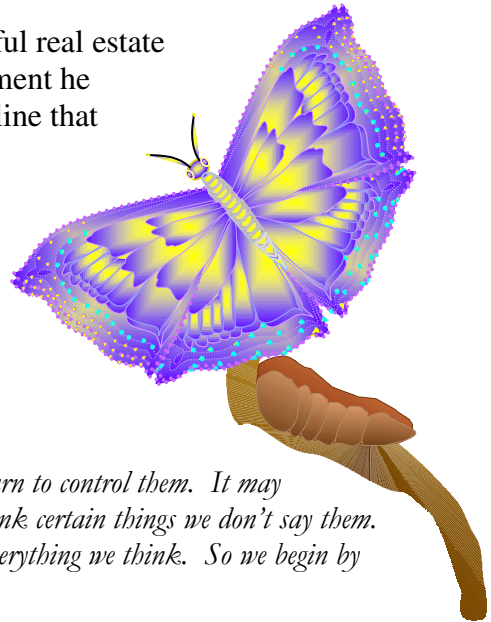
Your thoughts have the power to curse or bless. They can lead you to plenty, abundance, surplus and "HAVE-ness"...or to lack, limitation, deprivation, scarcity, and "have-not-ness." The choice is yours. You can control your thinking. Your thinking controls your behavior. Your behavior controls your results.

Put on your Millionaire Maker and snap your way to a vast and ever-improving life and lifestyle. When you do this, you are definitely in the process of becoming an Enlightened Millionaire.

## The Seventh Aha: Words Transform

Use the Millionaire Maker for a few days to “snap” yourself every time you have a negative *thought*. Then, focus on the words you *speak*. The spoken word has a tremendous impact on both your external and internal reality. Words have power. Whatever you say eventually comes back to you like a boomerang. Hence, it is critical to use words properly.

Marshall Thurber, a partner in one of the most successful real estate companies in San Francisco, told of a powerful experiment he conducted with his office staff. “There was one discipline that immediately transformed my entire organization. It developed from one of our weekly Monday morning meetings with the entire company. At that meeting I read a page from a book detailing the life of Rolling Thunder, an American Indian medicine man.”



These are Rolling Thunder’s words:

*“People have to be responsible for their thoughts, so they have to learn to control them. It may not be easy, but it can be done. First of all, if we don’t want to think certain things we don’t say them. We don’t have to eat everything we see, and we don’t have to say everything we think. So we begin by watching our words and speaking with good purpose only....”*

Upon reading this quote, everyone in Thurber’s company agreed to only speak with good purpose. That is, “*If it doesn’t serve, don’t say it.*” According to their rules, if anyone was observed not following the policy of speaking with good purpose, he or she agreed to donate \$2.00 to a bowl in the office. At the end of the month the money in the bowl was given to charity.

This simple act of putting \$2.00 into a bowl every time someone did not speak with “good purpose” was a transforming experience for this entire office. According to Thurber, nothing he had done before or since has such a powerful impact on a group of people.

We offer this as a challenge: choose your words carefully. Only speak with good purpose. If it doesn’t serve, don’t say it. If you catch yourself speaking words that don’t serve, put \$2.00 into a bowl. Then, watch the results in your own life.

This is just one of the habits of the Enlightened Millionaire. When you do this you are starting to use the power of your words to build success.



## The Eighth Aha: You Are Your Wealth

*“Now, here is my secret, a very simple secret. It is only with the heart that one can see rightly; what is essential is invisible to the eye.”* From *The Little Prince*, by Antoine De Saint-Exupéry.

It all starts from nothing. All of us come into this world—naked, helpless and ignorant. So it is, whenever you start a new project—you’re like a new baby. The first task is to take stock of your resources. In business, they call this preparing a balance sheet: a summary of your assets and liabilities.

### Assets

Cash  
Securities and other liquid investments  
Real estate  
Cars, equipment and other tangible assets  
Furniture, jewelry & other personal items

### Liabilities

Debts  
Obligations  
Mortgages  
Bank loans  
Promissory notes

When you subtract your assets from your liabilities, what they call “net worth.” If you want to be a net millionaire, what you OWN minus what you OWE must equal more than a million dollars.

Having such a balance sheet assumes that it is our possessions that make us wealthy. But there are many essential items that are left off the traditional balance sheet. The truth is that these “invisible assets” are the real source for all the wealth we possess.

For instance, what about the original business *idea*? What about the *courage* to implement it? What about the *contacts* and *relationships* that help you accomplish it? What about *creativity*, *determination*, *persistence*, *commitment* and *knowledge*? None of these attributes appear on the traditional balance sheet, but there can be absolutely no tangible balance sheet without them. The truth is, you don’t *have* wealth. You *are* your wealth

So let’s prepare your ‘enlightened’ balance sheet. What are some of your “invisible” assets?

### Internal Assets

Creativity, imagination, vision, generosity  
Courage, boldness, persistence, integrity  
Expert connections and customer databases  
Valuable skills: Selling, persuasion, marketing  
Time management

### Internal Liabilities

Anger, small-mindedness, perfectionism  
Fear, anxiety, hesitancy  
Bad reputation  
Laziness  
Poor organization

Literally, as a beginner, there are only 3 resources you need: A good idea. The commitment to do it. The contacts who possess all the other resources.

Here is your motto: *Every resource I need (tangible or intangible) is possessed by someone, somewhere at this very moment. How can I find them and persuade them to provide it to me?*

Life is a seminar. You were enrolled at birth. You can't get out of it, even by dying. So, enjoy it. You came into this seminar with no instruction manual. Allow this book to positively change that.

Financially you may be winning or losing, just now. We want you to win. We want you to perpetuate your wins. We want you to catch what we call a 'win-fection.' With a win-fection, you become an unstoppable magnet that wins, and wins, and wins.

To prepare you for the seminar called 'Your Life,' we want to teach and inspire you to attract money and lots of it. This is the incredibly important inaugural freedom—called “**money freedom**.” You want to have enough money so that all your future days are pre-paid. You will work because you want to work, not because you have to work.

You can contribute big time because you are no longer a wage slave, owned by your job. Because you are free to risk. When this happens imagine the incredible difference you can make. You can expand your sense of who you really are and become the great server you were meant to be. You can set big goals. You can assemble your dream team(s). You can be a fully abundant person, fully functioning. You are a masterpiece in process—becoming ever better, more fulfilled and totally happy

Having accomplished your first evolutionary step of money freedom, you now pass 'go' and move onto “**time freedom**.” Time freedom doesn't mean you don't work, it means that your work is your play. Your play becomes your work. You savor it. You own it. Work does not own you. You feel comfortable and calm taking time off. You start by taking off an extra day here and there. You build up to taking off a week per month or equivalently three months per year when you can forget about work totally and completely. Yet, your income continues to expand, increase, and multiply. When you return to work you are rejuvenated, refreshed and ready to have breakthrough ideas that will leverage you fast forward.

With time and money freedoms, you can pursue “**relationship freedom**.” You and your loved-ones will have one of life's most precious gifts—love and time to explore it. You can go deep into your primary relationship and make it sing, whistle, hum and dance. You have what others only dream about—the freedom to make your commitment to each other deep, poignant, meaningful, intimate, and lastingly cherish-able.

You can now investigate your spiritual beingness. You can work toward achieving “**spiritual freedom**.” You can discover who you are in God and who God is in you.

Let's not forget “**physical freedom**.” Health is the ultimate wealth. With time to exercise and money to buy the finest nutrition, nutritional supplements and health care, you can maintain your health for as long as humanly possible.

These five great freedoms give you **Ultimate Freedom**—the ability to pursue your real genius. According to the groundbreaking research by Dr. Howard Gardner at Harvard, each of us has genius in us. With Ultimate Freedom you are at choice to discover your true genius and how you can uniquely apply it.



## The Tenth Aha: It All Starts with a Dream

Where will you be five years from today? Are you still living in the same house? Driving the same car? Working at the same job? Does five years pass and make you older, grayer, fatter, deeper in debt?

Or do you see a brighter future? Let's go there.

Ask yourself, "How good could life be five years from today?" Pretend that all of your dragons have been slain, all your demons have been banished. The way is clear before you. Just you and anything you want in five years or less.

Lift yourself above the burden of your current life and ride on wings of imagination into the future. Imagine your dream home. Walk up to the front door and step inside. What's the first thing you see? Smell the smells in that house; hear the sounds. How does this resonate with you?

Who lives in that house with you? How exquisite are your relationships? How does it feel to love and be loved?

What do you look like in five years? Are you healthier? More fit? Let the "ideal you" emerge.

Are you in tune with your Higher Power? Are you living the divine life? Do you enjoy peace of mind, expanded awareness, even bliss?

Give yourself permission to dream a big dream. See yourself living a life of balance: financially, spiritually, socially, physically. You've got it all—and it's good!

Tonight, as you drift off to sleep, imagine this bright future in vivid detail. Tomorrow, when you wake, awaken inside your dream world. See it, taste it, hear it, smell it, feel it. Do this every day for the next 90 days and notice the amazing things that will start spontaneously happening in your life.

What's important to you about transforming this dream into reality? Write it down. When you do this you are becoming an Enlightened Millionaire.

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## The Eleventh Aha: Clarity Is Power

Every book on success talks about the importance of goals. But almost none of them talks about *how to think about* your goals. Decades ago, a success philosopher named Neville gave us the secret. He said,

Don't think *of* your goals, think *from* you goals.

In other words, rather than thinking *of* your future dream home, think *from* your dream home. Imagine yourself actually living in that dream home—as if you were already there. Imagine walking in the front door of your dream home. What do you see? What do you smell? What do you hear? What can you taste? How does it feel to have acquired this home? What are you saying to yourself? Actually experience living there. That's the difference between simply thinking *of* your dream home and thinking *from* it.

How important is it to do this? In his book, *Golf My way*, Jack Nicklaus revealed how he used this technique to become one of the greatest golfers of all time. Before each shot, he created a mental movie of the entire golf shot in his head.

"I never hit a shot even in practice without this color movie," he says. "First I 'see' the ball where I want it to finish, nice and white and sitting up high on the bright green grass. Then the scene quickly changes and I 'see' the ball going there: its path, trajectory, and shape, even its behavior on landing. Then there's a sort of fade-out, and the next scene shows me making the kind of swing that will turn the previous images into reality." pp 158-9.

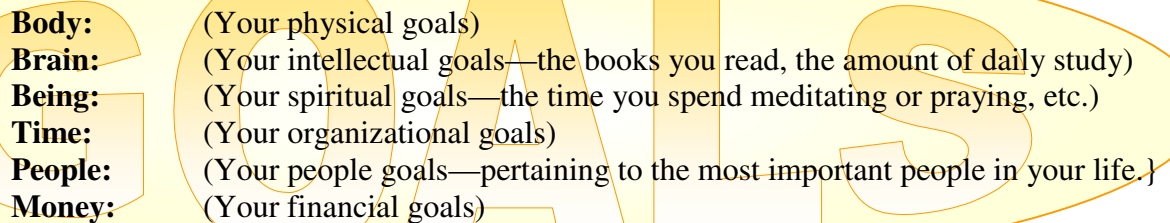
Here's another great example. The world held it's collective breath during the 1984 LA Olympic games as American gymnast, Mary Lou Retton, stood at the end of the mat preparing for her final vault. The stakes couldn't be higher. She had to get a perfect score, a "10" or lose it all—lose the dream, the gold, the team pride, everything. She closed her eyes for a few seconds, then got into position, ran like a demon on fire and nailed a perfect "10" off the pommel horse to clinch the gold medal for herself and Team USA. When asked by reporters afterward what she was thinking when she closed her eyes before her run to victory she told them she saw herself doing every motion precisely, flawlessly and achieving a perfect score.

There are times in life when everything IS on the line. It's either 100% or nothing. Trying and striving doesn't get you brownie points, only achieving does. That's why it's so critical to visualize your goals in this precisely special way. As you practice this new method of vivid visualizing, you will find that your self-image begins to conform to these new images in your mind. You will literally begin to grow into the new millionaire you.

## The Twelfth Aha: More Clarity Is More Powerful

Goals are critical to your success. We recommend you start a special notebook for your goals. Whenever you think of something you would like to accomplish in your life, write it down in your goal book. Then, on a daily basis, rewrite your five or six major goals. Do this each morning as you start your day. Don't just read them aloud, but physically write them down on paper. We learned this idea from Brain Tracy, the famous public speaker. He writes his major goals down every day. It magnetizes his mind to what he really wants to accomplish that day.

To keep yourself balanced write down your top six goals, in each of the six major areas or resources of your life:



<b>Body:</b>	(Your physical goals)
<b>Brain:</b>	(Your intellectual goals—the books you read, the amount of daily study)
<b>Being:</b>	(Your spiritual goals—the time you spend meditating or praying, etc.)
<b>Time:</b>	(Your organizational goals)
<b>People:</b>	(Your people goals—pertaining to the most important people in your life.)
<b>Money:</b>	(Your financial goals)

Write each of these six goals down daily, in the present tense, on a 3X5 card. It starts: “I am so happy....” You start your goal affirmation with ‘happy,’ because most people don’t know if they are happy or sad. Choose to be happy. It doesn’t cost anymore. It’s an attitude that will give you altitude in business and life. It’s a state of mind that will attract many good things to you.

In the next line, you state succinctly what you desire, for example: “I am earning \$400 per day, working only 250 work days a year (\$100,000).” To earn a million per year: “I am earning \$4,000 per day, 250 workdays per year.” That’s only one zero different!

Then, write what service, product, or information you plan to render and in what quantity and quality: “I am selling X to this number of customers each day.” (If you miss a sale on Monday, you must make two on Tuesday and so on.) Sign and date this card and get one other person to whom you are committed to do the same. Follow up with them weekly to prove you are on track. Change and up-grade monthly

Keep this 3X5 card with you and read your goals aloud 4 times a day. 1.) Breakfast 2.) Lunch 3.) Dinner 4.) Just before you go to sleep. This last step is most important because your mind never sleeps. Repeat aloud the mantra: Four thousand, Four thousand, four thousand....up to 400 times or until you lull yourself to sleep.

Think only of what you want, never what you don’t want. Visualize yourself earning the kind of money needed to accumulate your million-dollar goal.

Write it. Read it. Say it. See it. Notice how your goals magically materializing into your life.



## The Thirteenth Aha: Tap into Your Genius!

# Born to Express Your Unique Genius

Are you a genius?" Expressing your genius is knowing what you want to do with your life and doing it because it expresses who you really are. Tiger Woods, Oprah, Warren Buffet, Bill Gates. They are expressing their genius. They're living the life they were born to live. It's hard to imagine them doing anything else. No wonder they're so successful!

Here are four characteristics of people who are expressing their genius.

1. **Passion:** They love what they do. If they weren't getting paid, they'd do it for free.
2. **Talent:** They're good at what they do. Call it talent, ability or genius—they've got it.
3. **Values:** Doing what they do is extremely important to them.
4. **Destiny:** They have a sense that they are doing what they were born to do—making their own unique contribution. It's almost a spiritual thing. It's their destiny.

Is genius only found in the lives of genius? Absolutely not! We believe every person has a unique genius—including you. You have unique talents, abilities, interests and values that only you can bring into greatness. You have a destiny that only you can fulfill.

So how do you begin to tap into this sense of genius? Please complete the exercise below:

### PASSION

#### What Do I Love to Do?

What activities give me the most satisfaction?  
What excites me about life?  
What is my secret ambition?  
What are my hobbies?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

### TALENT

#### What Am I Good At?

What have other people told me I'm good at?  
Where have I excelled in the past?  
Where have I been successful?  
What are some of my strengths?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

### VALUES

#### What is Important to Me?

What would I commit myself to if money was no obstacle?  
What do I stand for? What won't I stand for?  
What might I be willing to risk my life for?  
Given only 5 years to live, what would I need to get done?  
What values guide my daily life?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

### DESTINY

#### What Was I Born to Do?

What is my unique mission in life? My niche?  
What does God want me to do with my life?  
What unique opportunities have been placed in my path?  
Where can I make a difference?  
What do I sense is my destiny?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

The purpose of this exercise is to help you become aware of more aspects of your unique personality. The more you access these parts of yourself...

- the more energy you will feel in your daily activities
- the more fulfillment you will experience.
- the more success you will have.
- the faster you will become a millionaire.



## The Fourteenth Aha: Leverage



*It is much easier to ride a horse in the direction it's going.*

Abraham Lincoln

To become rich one minute at a time requires that you do what you love doing and you are passionate about it. Our friend Mike Litman has coined a word to describe the power that flows from a person who is living the charmed life: *leverage*. The success of the Enlightened Millionaire is derived from leverage.

Remember, the force that propels human action is emotion. Feelings—not cold cognitions—drive Enlightened Millionaires to turn good ideas into great value. If you love what you are doing, it is much easier. Go back to the Thirteenth Aha. Which items on your Genius List make your emotions sing? List all of them below.

**My Potential Path to Riches List:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

BrightHouse is an “ideation company,” and a perfect example of leverage at work. They charge clients like Coca-Cola, Georgia Pacific and Hardee’s between \$500,000 to \$1,000,000 for a single idea. Says Joey Reiman of BrightHouse, “We do heartstorming, not brainstorming; creativity is much more about what people feel than what they think.”

Becoming an Enlightened One Minute Millionaire is as easy as one, two, three:

1. Do what you love.
2. Add enormous value.
3. Leverage it.

This is the path. Millions follow when you walk it.

## The Fifteenth Aha: Imagination Trumps Will

**I** Almost 100 years ago, a French doctor named Emile Coué said something profound,  
*"When the will comes in conflict with the imagination,  
the imagination invariably carries the day."*

**M** In other words, when your will—your rational, logical self—comes in conflict with your imagination—your creative, right-brained self—your imagination always wins.

**A** Put simply, your imagination is the key. Case in point: A child is told there are no monsters under the bed—but when the lights go off, the childlike imagination runs wild. If you want to calm the child, you'll have more success by appealing to imagination than to logic. (*Don't worry, dear. The monsters in our house aren't the kind that hurt kids. We only let in the kind that protect kids.*)

**G** We adults are no different—and the monsters we imagine are no less threatening. Have you ever held back for fear of rejection? Sure, we all have. We are all soft and fuzzy inside. We seek acceptance by our peers. We want to be loved. We crave it. And we hate to look like fools.

**I** Often we end up imagining the worst. We see "them" turning us down—hanging upon us or refusing to do business with us. We end up "mind-reading"—projecting thoughts into other people's minds. *"I'll bet she doesn't like me."* *"He can probably tell that I'm not as successful as I appear."*

**N** Why don't you imagine the best? Picture yourself succeeding. See them accepting you, liking you—your ideas, your projects—saying Yes! Imagine how good it could be. Insert positive thoughts into their minds. *"They probably need what I'm selling."* *"This just might be the answer they've been looking for."*

**A** Here's the point: imagining the best doesn't always work. Sometimes the worst *does* happen. But imagining the best works more often.

**T** Why?

**I** Because people *actually do* read your mind. What you "think" is projected through the airwaves to the person you're meeting with. They pick it up subliminally. So if they're going to be reading your mind anyway, make sure that what they read is worth reading.

**O** Imagine the best-case scenario. Project the best possible outcome. The Enlightened Millionaire does.

**N** Sometimes the best happens.

## The Sixteenth Aha: The Size of Your Question Determines The Size of Your Result.

If you ask yourself: “How do I earn or create a million dollars?” Your mind goes to work to discover the answer. Your mind is compelled to work ceaselessly until a satisfactory answer is found.

? = Results

Note that most individuals ask themselves questions like every one asks: “How do I get a job, salary or work?” Or “Can I earn \$50,000 doing this?” The wrong question will generate the wrong result or a less than outstanding outcome.

Questions pre-determine the answer. The size of your question determines the size of your answer. Few people ever ask million dollar earning, inventing, innovating, generating and creating questions. They are yours to ask.

Ben Feldman, World’s Greatest Insurance Salesman, once taught Mark that the difference between earning \$100,000 per year and a million dollars per year was effectively--one zero. To earn a \$100,000 per year a commissionable salesperson must work 250 days @ \$400 a day. To earn a million a year the \$400 must be increased to \$4,000 per day. The difference is one zero. The mandate to make it happen was: “If your loved ones life depended on it could you do it?” The answer was almost always resoundingly: “YES!”

What that means is that the individual was living below their true potential, they had more ability and talent than they were utilizing. This is true for almost everyone. We are encouraging you to re-think what you could do and do it now!

When we decided to create this book, we asked: “How do we write a totally original book that stimulates the creation of one million millionaires and four hundred billionaires in this decade?” Bob had perfectly named the book: *The One Minute Millionaire*. It was a leading edge title with a big mission to serve greatly. Why? *To change the economic history of the world we need to create jobs*. Entrepreneurship is the best, lasting and most fulfilling way to do it.

Statistics prove that each millionaire creates ten *new* jobs and each billionaire creates ten thousand *new* jobs. Therefore, this book, with its requisite seminars, teleconferences, trainings, and University degree granting programs will achieve our objective. All of this happened because we kept asking others and ourselves strong and important questions. Each question had big goals and dreams attached to them.

As you ask yourself and others better questions, your results will vastly improve, the world will be better off, your quantity and quality of service will expand, the difference you make will experience quantum change, and you will leave a profound legacy in the footprints of time. That’s what an Enlightened Millionaire does.

## The Seventeenth Aha: You Already Know the Answer

Touch your finger to your forehead and say, “This is the most powerful computer on the planet.” To house a computing machine that would equal your brain, would require a building 100 stories tall covering the entire State of Texas

The computer that is your brain records everything that happens to you—for millions of different inputs simultaneously—heat, light, moisture, sound. It keeps your body functioning, your heart beating, lungs working—all of this, beneath your conscious awareness.

Everything you have ever learned in your life is indelibly recorded. Everything you have ever heard, said, read, seen, and experienced. This is the database you are carrying around with you. Some even have suggested that your DNA carries with it the wisdom of previous generations or from a previous lifetime. In short, your unconscious data bank is enormous. People don’t have bad memories. They have *perfect* memories. They just have a bad system for accessing what is already there.

Now, how does your intuition work? Suppose you’re “stewing” on a decision. Your intuition scans through your enormous data bank of information, evaluating and processing, until it comes to a conclusion. It now tries to signal you.

Here’s the hard part. Your intuition is like a deaf mute...with perfect vision. It can see clearly what to do, but it only has “subtle” ways to “signal” you. Each person has a unique pathway to intuition. For some, the signal is a peaceful feeling. For others, it is a quiet, reassuring internal voice. For others, it is a flash of insight. It may be a combination of all three. How does your intuition signal you?

Remember a time when you had a “hunch”—when you knew something was right. Go back to that time in your mind. Rewind the memory till just before the “moment of hunch” and then advance the memory, frame by frame, and notice any internal signals inside your body associated with the hunch. What do you notice? An image? A voice? A feeling? How do you “know” it is signaling the truth? You just “know.”

Where do you know it? Notice where the feeling of certainty is centered. Is it warm or is it cool? Is it clear or is it confusing? Does it ring true or is it muffled?

You already possess an amazing ability to “know” which direction to go. You simply need to learn how to interpret your own signals.

Take time to cultivate your intuition. Before you make a decision, check with your “inner knower.” Go with your “gut.” It is almost never wrong—An Enlightened Millionaire does.

# Answer

## The Eighteenth Aha: Be Congruent

Sunlight focused through a magnifying glass can start a fire. But the conditions must be “just right.” If the magnifying glass is held too high above the paper, the rays are diffused and don’t generate enough heat to make fire.

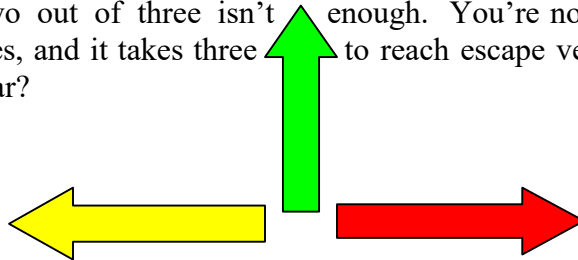
When you heat water to 212° Fahrenheit, it begins to boil. If the temperature only reaches 211°, the water won’t boil.

An airplane has to attain a certain groundspeed before it lifts off into the sky. Any speed less than this will not produce flight—only a spectacular crash at the end of the runway.

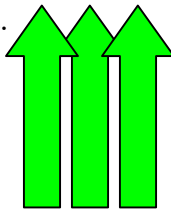
A satellite must reach “escape velocity” to break free of earth’s gravitational pull. Then, it falls into an effortless orbit where the breath of a baby is enough to propel it. But if the spacecraft doesn’t reach escape velocity, it tumbles back down to earth.

Some people expend enormous amounts of energy trying to become financially successful. They seem to do almost everything right—set goals, read books, go to seminars. They go through the all the right motions. Still, success seems to somehow elude them. Yet others appear to go through the same motions and are literally awash in abundance. What is the difference? To manifest abundance, you need to achieve congruence—the condition where all parts of you are in alignment. There are three key parts that you need to align.

The first is Desire: You’ve got to want it. The second is belief: You’ve got to believe you can make money—lots of it. The third is self-acceptance: you’ve got to believe that you deserve to be wealthy—to your very core. If one of these is out of alignment, your energy is diffused, ineffective. For example, you may want to become wealthy and even feel you deserve it but after several unsuccessful attempts, you form the belief that you’re just not cut out for it. Two out of three isn’t enough. You’re not congruent. You’re only firing on two engines, and it takes three to reach escape velocity. You fall back to earth. Sound familiar?



To produce enough heat—to reach the boiling point—to attain the right groundspeed—to achieve escape velocity, you need to be congruent. EVERY part of you must “buy in”—your heart, your mind and your spirit. All systems GO. The Enlightened Millionaire is congruent.



*Intense Focused Total*  
**DESIRE · BELIEF · SELF-ACCEPTANCE**

## The Nineteenth Aha: You Are a Money Magnet

You—a money magnet? Absolutely! Magnetism is one of the prime moving forces in the universe.<sup>1</sup> It is the power that binds the galaxies together. It is the force that moves the tiniest sub-atomic particles in your own body. The earth itself is a huge magnet. In every day life, you find magnets in telephones, televisions, radios, computers, stereos, video cameras and in all electric powered home appliances—refrigerators, microwaves, etc. .

Around every magnet, there is an invisible “magnetic field” of attraction. When a nail comes in contact with this magnetic field it is drawn to the magnet—as if by magic. The nail has no choice. It never says to itself, “I think I’ll ignore the magnetic field today.”

Did you know that when a nail comes in contact with a permanent magnet, the nail becomes a temporary magnet itself—acquiring powers of attraction that it did not previously possess? As long as the nail remains near the magnet, it retains these new magnetic powers. If the magnet is taken away, the nail returns to its original state. Why is this?

When you examine the atoms of the nail under microscope, you discover that it possesses magnetic attributes—but they are disorganized. The atoms of the nail point in all different directions and thus, cancel out each-others’ electro-magnetic charge. By contrast, the atoms of a magnet are in perfect alignment—their north and south poles face in the same direction. When a magnet attracts a nail, the atoms in the nail begin to line up to match the atoms in the magnet—becoming “like” the magnet. The more aligned these atoms become, the more the ordinary nail behaves like a magnet.<sup>2</sup> (Can’t you just smell an analogy brewing here?) Your own body is a field of electro-magnetic activity. Each of your trillions of atoms is a tiny machine that generates magnetic energy. You are a walking factory of magnetic power.

As  
Napoleon Hill  
states in his book,  
*Think & Grow Rich*  
(p. 29)

*...our brains  
become  
magnetized with  
the dominating  
thoughts which we  
hold in our minds,  
and, by means with  
which no man is  
familiar, these  
“magnets” attract to  
us the forces, the  
people, the  
circumstances of life  
which harmonize  
with the nature of  
our dominating  
thoughts.”*

- You, too, possess magnetic properties—dormant powers attraction.
- Since “like” attracts “like,” you attract to you the things you like or want.
- The more aligned you are with the things you want, the powerfully you attract them.
- The things you *congruently* want have *no choice* but to be attracted to you.
- People who are aligned or congruent are attractive, magnetic—even charismatic.
- When you are with another congruent being, his or her magnetic power “rubs off on you.”
- The more congruent you are, wider the “magnetic field” around you.
- When you are “fully congruent” you are irresistible!

**In other words, you become a literal magnet for the things you want. If you *really* want money, money literally can’t say no.**

<sup>1</sup>Source, World Book Encyclopedia 1992. <sup>2</sup>Thanks to John Eggen for sharing this concept with us.



## The Twentieth Aha: Knock and It Shall Be Opened



Study this quote:

*“Until one is committed, there is hesitancy, the chance to draw back, always ineffectiveness. Concerning all acts of initiative (and creation) there is one elementary truth the ignorance of which kills countless ideas and splendid plans: that the moment one definitely commits oneself, then providence moves too. All sorts of things occur to help one that would never otherwise have occurred. A whole stream of events issues from the decision, raising in one's favor all manner of unforeseen incidents and meetings and material assistance, which no man could have dreamed would have come his way.*

*Whatever you can do or dream you can, begin it; boldness has genius, power and magic in it. Begin it now.”*  
The Himalayan Expedition

Commitment is the spark that ignites the fire. Commitment is the key that starts the engine. When one lays down a line in the sand and declares, “I am committed to do this—whatever it takes, for however long it takes,” then, an invisible signal goes forth, like a radio beacon, resonating with whatever resources are necessary to complete the task.

These resources begin to “materialize” as if by magic. Ideas begin to flow. Time slows down or speeds up to accommodate. People suddenly arrive as if summoned.

How does this happen?

Have you every played with a tuning fork? When you tap the fork, it begins to vibrate and hum, sending out sound vibrations of specific pitch through the air around it. If you place another tuning fork, calibrated to the same note nearby, the second fork picks up on this vibration and slowly begins to hum and vibrate in harmony with the first fork. If the second tuning fork is not pitched to the same note, it does not vibrate.

In a similar way, you send out silent and invisible signals. Most of the time, these signals are weak and unfocused. However when you reach a certain level of commitment, the intensity of your vibrations increases. Your spirit, your soul, your life force—or whatever you want to call it—begins to oscillate at a higher frequency. These vibrations, like invisible radio signals, are picked up unconsciously by everyone you meet. The message is subtle but clear—*You are a committed individual.*

When you are committed, the cells in your body are energized by the passion of your purpose. Enlightened Millionaires are committed.

Please go back and read the quote again. Are you committed? Have you memorialized your commitment by going to [www.oneminutemillionaire.com](http://www.oneminutemillionaire.com) and made your commitment public? When you make your commitment public you get the support of thousands.

## The Twenty-first Aha: Sharing Is Having More

The Enlightened Millionaire knows that giving is the highest form of manifestation of one's true nature. It is a combination of faith and action. What is the specific act?—Tithing. The Enlightened Millionaire donates the first ten percent of all of his/her income to the charities and/or churches in his or her community. This giving multiplies prosperity a thousand fold.

It worked for Rockefeller, who was meticulous tither. It also worked for Carnegie. Recently, one of the world's greatest investors, Sir John Marks Templeton, founder of the Templeton Fund said, "Tithing always gives the greatest return on your investment." Go behind the scenes of most great fortunes, you'll find a common pattern—the more they gave the more they got.

Why is this? Because giving expands money. How? Just as water exists in three forms: ice, liquid and vapor, we find it useful to think that money exists in three dimensions: the frozen state (material), the liquid state (mental) and the ethereal or spiritual state. When you give money from an attitude of gratitude and abundance it thrusts you from the material state into the ethereal or spiritual dimension.

Just like water expands when it's heated, money expands when it is given away. Giving literally magnifies, multiplies, and exponentializes money. Conversely, the tighter you squeeze your money, the more compact it becomes. Dickens' mythical figure, Scrooge, vividly demonstrates the consequence of being tight-fisted, stingy, hard, and parsimonious with one's money.

Many people in poverty consciousness think that money shrinks when you give it away (100% minus 10%=90%) The Enlightened Millionaire knows that giving money actually expands in the spiritual dimension (100% multiplied by 10%= 1,000%). This is spiritual math. **Tithing is a money multiplier, not a money subtracter.** It expands, multiplies

and adds value to all that you do. When you begin to live this law, you'll lay claim to a multiplied harvest of thirty-fold, sixty-fold, or a hundred-fold.

When you pick one apple off a tree, Mother Nature makes sure that next year there are two apples where that single apple was picked. One apple seed can create an apple tree, an apple crop, an apple forest and enough apples, over time, to feed apples to everyone—forever

The Enlightened Millionaire knows that giving is a seed that multiplies infinitely. Tithing is the tool. One of the richest men in Australia—industrialist Peter J. Daniels said:

"You cannot be greedy if you tithe."

The Enlightened Millionaire donates the first ten percent of all of his/her income. This giving multiplies your prosperity a thousand fold. Committing to this will transform your life and make you richer than you ever dreamed possible.

Are you willing to commit?

## The Twenty-second Aha: God Knows Where the Gold Is

The Gallup Poll estimates that 95% of North Americans believe in God.

If our spiritual life is so important to most of us, why don't we tap into the spiritual realms more often to reach our monetary goals? People don't usually associate money with spiritual matters. It's as if we want to maintain the "separation of church and state" in our personal affairs as well as in our politics.

Is it that money doesn't mix well with God? Frankly, we think it's quite ridiculous to learn to master money without involving the Author of all Wealth. As someone said, "God knows where the gold is." If you think about it, He probably also knows which stocks are going to go up tomorrow, which real estate is bound to triple in value next year and which business ideas are destined to make some lucky person a millionaire.

Before you start thinking that the Bible teaches that poverty is a virtue, remember that Abraham, revered as "Father" by three great religions—Judaism, Islam and Christianity—was also one of the wealthiest men in the world at the time. A billionaire by today's standards. (*And Abram was very rich in cattle, in silver, and in gold.* Genesis 13:2 ) These blessings were a reward for his faithfulness.

Almost every spiritual path has sacred writings that teach about the abundant universe. Here are two of our favorite passages:

*Trust in the Lord with all thine heart; and lean not unto thine own understanding. In all thy ways acknowledge him, and he shall direct thy paths. Honour the Lord with thy substance, and with the firstfruits of all thine increase: So shall thy barns be filled with plenty, and thy presses shall burst out with new wine.* Proverbs 3: 5,6,9,10

*Bring ye all the tithes into the storehouse, that there may be meat in mine house, and prove me now herewith, saith the Lord of Hosts, if I will not open you the windows of heaven, and pour you out a blessing, that there shall not be room enough to receive it. And I will rebuke the devourer for your sakes, and he shall not destroy the fruits of your ground; neither shall your vine cast her fruit before the time in the field, saith the Lord of Hosts.* Malachi 3:10,11

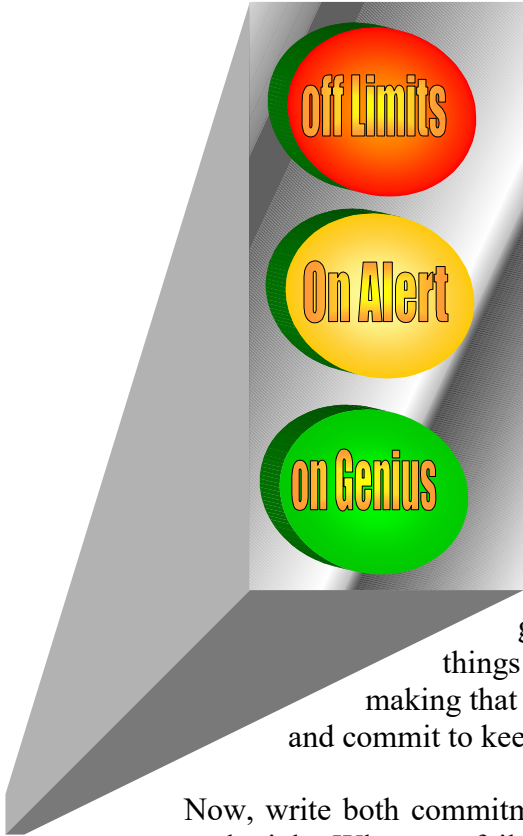
In our study, we find no other promise made so clearly. God challenges us to prove Him—to put Him to the test.

We have put this principle to the test. It works. The Enlighten Millionaire acknowledges that God knows where the gold is. Allow God to show you.

## The Twenty-third Aha: Destruction Is Creation

After you have made the decision to become an Enlightened Millionaire most people run into “Hysteresis.” Technically, the term describes the tendency of materials to snap back to their original shape once the pressure being applied is removed. For example, when a piece of steel is heated it expands. Stop applying the heat and the steel returns to its original condition as it cools. Hysteresis has taken place.

Something similar takes place with human beings. Often an individual returns to her/his original state when a new force is no longer being applied. It “remembers” where it was before the new force arrived and it returns to that familiar place.



To create permanent change within a material or a human being, a force must be applied that is strong enough to exceed the “elastic limits” of the object or old conditioning of the individual. How is this done within humans?

First start focusing on your future vision. The vision must be so strong that it dominates your thoughts, your choices and your activities. Review what you have read thus far. What *one* thing can you eliminate right now, that is hurting your ability to manifest a million dollars? Maybe it’s blaming others when something doesn’t go right. Whatever it is, commit to making that behavior “off limits.” Start with just one “off limits” behavior and commit to keep it “off limits.”

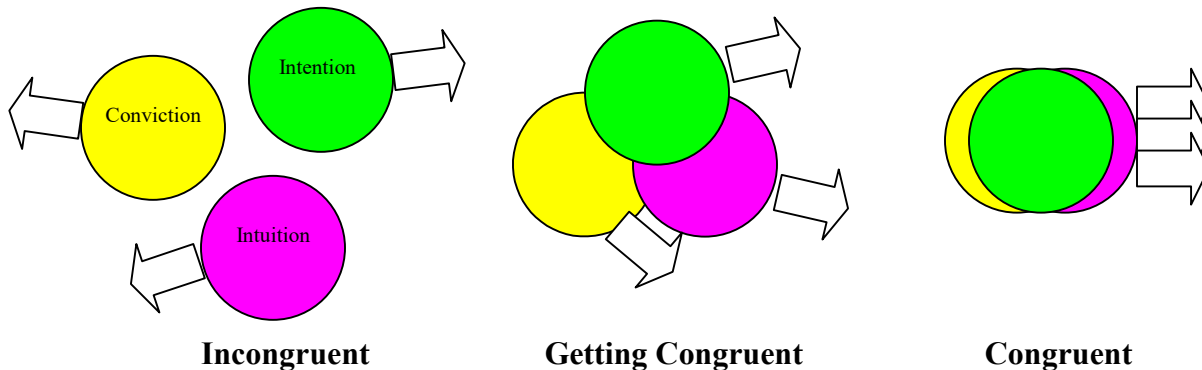
At the same time identify one pattern that you are certain you must have to reach Enlightened Millionaire status—maybe its getting eight hours of sleep so you have more energy to do the things necessary to be a millionaire. Whatever it is, commit to making that behavior “on genius.” Start with just one “on genius” behavior and commit to keeping it.

Now, write both commitments and put them where they can be seen each morning and each night. When you fail to keep your commitment (most people will), just acknowledge the failure and recommit. Remember what Henry Ford said, “Failure is the opportunity to begin again more intelligently.” When you have gone seven sequential days both staying “on genius” with the behavior you desire and “off limits” with the behavior you want to eliminate then celebrate! Hysteresis has lost the majority (if not all) of its power!

When that objective is reached its not an end, it’s the beginning of the next phase. Focus again on your vision and add the next “off limits” task and “on genius” behavior to the same paper and repeat the process. Each cycle moves you closer to being an Enlightened One Minute Millionaire.

## The Twenty-fourth Aha: Putting It All Together

Have you ever sabotaged yourself? Was there a part of you running around inside setting booby traps to slow you down? Leaving land mines, setting ambushes, blowing up your own bridges, flattening your own tires, emptying your own bank accounts, spreading lies and rumors about you? Better catch that little saboteur before he does any more damage—better catch him and convert him to your side. It's worth the effort to get congruent.



Intention. Conviction. Intuition. A person who holds these keys is a power to behold. But, this process of alignment doesn't happen all at once. Sometimes it takes years. Other times it takes a near-death experience or some other "close call" to suddenly force you to wake up and get your act together. When you don't have any other choice—when it's a matter of survival—you usually figure things out. Whether slowly or suddenly, you wake up one morning and realize that "your someday is now." You want it. You believe it. The seed you planted so long ago is now ripe and ready to bear fruit.

It may seem like we're spending a lot of time on the inside stuff—but this is the hardest part. If you can get congruent, all the rest is child's play. Anyone can learn *what to do*. It's *getting yourself to do it* that's hard.

Stephen Covey likes to quote Lincoln who said, "If I had 8 hours to chop down a tree, I'd spend 7 sharpening my saw." Getting congruent is having a sharp saw.

Most people get lost hacking their way through the jungle in pursuit of their goals. When you're congruent, you fly confidently over the jungle and land next to your objective to claim what you have so clearly envisioned.

Use the many exercises we've taught you in these pages to build your congruency.

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## The End

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*Thea*