

“The Money Gap”

And How To Close It

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Self-Made
WEALTH

Special Self-Made WEALTH Financial Report #3...

“The Money Gap” And How To Close It

In this report (and the video that goes along with it) we’re going to learn about what I call “The Money Gap” - and how to close it.

Put simply, *The Money Gap is the huge distance between where you are with money and financial success - and where you want to be.*

If you have all the success that you want with money and wealth, then this report and video probably won’t be very interesting to you.

But if you have a *gap* between where you are and where you want to be with money and wealth, then this just might be the most important message you’ve received in your life.

The Money Gap

Each of us has things in our lives that we want.

And each of us has areas of our lives that we want to improve.

At the top of the list for most people is MONEY.

Imagine a mountain. Now imagine that the peak of the mountain is the level of wealth that you’d like to attain. Now let me ask you: Where are you on that mountain right now - in relationship to where you want to be?

Imagine a marathon. Now imagine that the finish line is the level of wealth and security that you’d like to create for yourself. Now let me

ask you: Where are you in the marathon right now - in relationship to where you want to be?

The distance between where you are and where you want to be is your MONEY GAP.

Get the picture?

I recently found some goals I wrote down almost 20 years ago. Back then, I was making \$10 an hour doing manual labor work - and I wanted to be a millionaire.

It was a HUGE Money Gap for me.

When I think back to that time, when I had no education about money and wealth - and no education about how to close the Money Gap in my life - a million dollars seemed further away than the Moon.

For most people, their Money Gap is the highest priority in their lives. At some level, most of us feel that if we could just close The Money Gap, *anything* would be possible.

How big is your Money Gap?

And how did so many of us get to the point in our lives where we have such a big Money Gap in the first place? And how can we close it?

To answer that, we must learn about more of Money's Dirty Secrets.

And to do *that*, we must first figure out where we got our ideas about money... then learn how people become wealthy... and then learn *the best way to educate ourselves* so that WE can become wealthy.

Three Important Questions...

I have three questions for you:

- 1. Where did you get *your* ideas about money, how it works, and how to get enough of it to become wealthy?**
- 2. Who *are* most millionaires anyway, and how did they become wealthy in the first place?**
- 3. What's the best way to *learn* about money and wealth - and to close the "Money Gap" in your life?**

Where did you get your ideas about money? Who are most millionaires? What's the best way to learn about money and wealth - and how to get it?

These are the questions we're going to answer right now.

And to answer the first question - about where we got our ideas about money - here's *another* "Dirty Little Secret" about money...

Money's FOURTH Dirty Secret: We Got The Wrong Story About It

Each of us has an underlying story - what you might call a "guiding fiction" - about each key area of our lives.

We have one story for love, one story for health, one story for success... and, of course, we each have our own personal story about *money*.

These stories that we have about each of the key areas of our lives were laid down mostly in childhood, before we can even remember.

If our internal story about love is that "I'm unlovable" then we choose relationships with people who don't love us. If our story about money is "it's hard to get" then we'll always be struggling to get it.

But where did we get these stories in the first place?

That brings us to an interesting part of being a human.

We humans are amazing learners. In fact, our minds are literally learning *machines*.

We don't even have to try to learn. It just happens. We're born into this world, and we start imitating others only a few *weeks* after we're born. That's right, a few weeks after we're born.

And we go on "learning by imitation" as we grow up. Do you think that you learned to talk by studying it in school?

Of course not!

You learned to speak by hearing and imitating others.

In fact, we humans are so good at learning by imitation that we can learn complex behaviors - and even beliefs - by just imitating others.

If you think about it, this makes a *ton* of sense. The better we were at learning, copying others and "instantly remembering" what we learned, the more of an advantage we had as individuals - and as a species.

The Dark Side Of Learning

But this "instant learning" by imitation has a *dark side* as well...

The young human mind is *such* a powerful learning machine that it remembers and imitates whatever is coming in.

And this means that it remembers and imitates both useful programming and dangerous programming.

When we're young, and imitating the "role models" around us, we don't know if what they are teaching us is going to help us as adults or hurt us as adults.

In fact, we don't even have the capacity to *think that way*.

And no where is this more important - or more dangerous - than the area of life called "money and wealth."

Remember when I said that we learn not only complex behaviors - but also *beliefs* - by imitation?

Well, money's "Fourth Dirty Secret" is that we got the wrong story about it.

What I'm trying to say here is that most of us have bad beliefs about money. Inaccurate ideas about how it works. Beliefs and ideas that we got as programming when we were young - before we had any idea that this process was even happening.

Your Personal "Money Myth"

If we hear or tell a particular story enough times, it turns from a story into *something else* - something far more powerful.

Have you heard that alligators infest the sewer systems of big cities like New York?

This "urban legend" or "myth" was probably started when someone found an alligator in a sewer system somewhere - and then *told the story* to another person.

Once the story got out, it began to take on a life of its own.

Now sewers are thought of as scary places where monsters live.

What started out as a story became a myth. Something bigger than itself.

Would you believe that the same thing happens to the stories that we hear and tell ourselves?

Only instead of becoming “urban legends” or cultural myths, these stories become PRIVATE myths.

In other words, they become “unconscious” myths that shape the way we see the world... the way we think... the way we make decisions... the way we communicate... and the way we behave.

I just used the word *unconscious*. The interesting thing about these inner myths or legends is that most of the time they operate on an *unconscious level* - meaning that we’re not aware that they are operating at all.

If you heard the story that “rich people are bad people” enough times growing up, then it became an “inner legend” or Money Myth - then when you thought about becoming rich yourself, a part of you would automatically have an unconscious thought: “if I become rich, I’ll be a bad person.”

If you grew up in a home where there was a lot of conflict and fighting about money, then money would become linked at an unconscious level to conflict. Your Money Myth would become “money equals conflict.” And every time you thought about money, you’d feel anxiety - *the same feeling you had when your parents fought about money.*

Which do you think are the most *important* stories and memories you have about money?

Of course... they are the...

...First Stories And Memories!

We don't have time in this report to go into depth about the psychology of our first impressions with money, or our emotional relationship to money.

But just stop for a moment and see if you can remember your FIRST experiences with money. And see if you can remember how those experiences made you FEEL.

The first memories that I have of money are very emotional experiences that were full of shame, anxiety and conflict.

Is it any wonder that I had such a hard time early on achieving success with money - or that I accumulated tens of thousands of dollars in credit card debt that grew and grew for years?

Another important point: Part of your personal Money Myth is *what it takes to become successful with money - and to create wealth.*

And I can tell you: After launching, building and advising many multi-million dollar companies - and after teaching literally MILLIONS of people around the world through my books, seminars, courses and newsletters - it is very rare to find a person who got good, accurate programming about what it takes to become successful with money, and to create wealth.

"Money's Fourth Dirty Secret" is that we got the wrong story about it.

We got the wrong story about what it is, how it works, what it means to have lots of it - and most importantly, we got the wrong story about what it takes to become successful with it... and create Self-Made WEALTH.

If you want to close your Money Gap, and get your financial life handled, then you *must* get the right story about money. Until you do that, almost nothing else will matter - because the programming is more powerful than willpower.

So What's The Best Way To Become A Millionaire?

If you want to be a professional basketball player in the future, it makes sense that you'd probably want to go to pro basketball games, hang out with successful basketball players, and find out how they became successful.

If you want to be a successful home builder in the future, it makes sense that you'd probably want to go and watch how homes are built, get to know some home builders, and learn how they became successful.

But what if you want to be a millionaire?

Well, it probably makes sense that you'd want to go and watch how millionaires make money, get to know a few of them... and learn how they did it.

And this leads us to the second important question that I asked at the beginning of this report:

Who Are Millionaires, Anyway?

Most people seem to think that millionaires are lucky people who became movie stars, won the lottery or inherited a bunch of money from a dead relative - and now they're "on easy street."

We imagine that rich people drive fancy cars, fly around in private jets, and drink the most expensive champagne with every meal.

But it turns out that *this isn't right at all.*

After spending decades studying the wealthy, Dr. Thomas Stanley wrote a home-run New York Times bestselling book called "The Millionaire Next Door." You've probably heard of it.

Instead of *guessing* who the average millionaire was and how they lived, he decided to *find out for himself*.

This led to a study they did to "crack the code" on who millionaires were, how they lived and how they became millionaires in the first place.

And guess what?

The "stereotype" of a fast-living, big-spending flashy millionaire was all wrong.

Money has another Dirty Secret:

Money's Fifth Dirty Secret: Millionaires Are Regular People!

Most millionaires, it turns out, are pretty ordinary people.

The vast majority of them, in fact.

They don't drive fancy cars, fly around in private jets, and eat at expensive restaurants.

They drive older used cars, wear plain clothes and live lives that look very "average" from the outside.

There's more.

Most millionaires are "first generation" - meaning that they didn't win the lottery or inherit the money. They made their wealth THEMSELVES. They created Self-Made WEALTH.

Most millionaires are what Dr. Stanley would call “Blue Collar Millionaires” - meaning that they do things that appear from the outside as “regular” work (even though many own their own businesses).

To put it a different way: Most millionaires made themselves rich - and they did it doing relatively “normal” work - and making relatively “normal” incomes.

They just made different *choices* with their money, and they did it over the long-term.

So it seems that the best way to become a millionaire isn't to win the lottery or become famous.

The best way to become a millionaire is to...

Learn How To Think And Behave Like One!

Now, that sounds pretty simple, doesn't it?

Just learn a few new techniques, and presto: You're rich!

But not so fast... because there's just one little challenge standing between you and the financial life that is on the other side of your Money Gap...

And this leads us to the third important question that I asked you in the beginning of this report. Here it is again:

“What's the best way to *learn* about money and wealth - and to close the “Money Gap” in your life?”

It really is the “Million Dollar Question” - isn't it?

To answer it, let's first consider how much time you've spent in your life learning other things that were important.

For example...

How much time would you estimate that you've spent learning the English language? (Which I assume you speak, as this report and video are in English.)

How much time have you spent learning math in your lifetime - including all the classes you took as a child?

How much time have you spent learning about how computers and the internet work - and watching TV?

But what about MONEY?

How much focused education did you get about money when you were growing up?

How much time have you spent learning about money, how it works, and how to create wealth in your life as an adult?

Maybe more importantly: *How much time have you invested intentionally overcoming your own “bad programming” from childhood and your personal “Money Myth” that has prevented you from getting the money and financial results you want?*

If you're like me, then you got basically zero education about money growing up, zero mentoring in the area of making money and building wealth, and zero coaching to fix your bad programming and Money Myth.

This is a tragedy, of course.

As Francis Bacon - the man that many consider to be the “Father of the Scientific Method” said...

KNOWLEDGE IS POWER!

If you don't know how to speak a language, how well do you think you'll do inside of a country and a culture that speak that language?

If you don't know how to do math, how well do you think you'll do in an accounting job?

And if you want to succeed with money and wealth, *how well are you going to do if you're not EDUCATED about it and TRAINED by an experienced mentor who can show you the way?*

Some Of The Highest Paying Work On The Planet...

Think about two particular jobs for a minute - the jobs of:

Investment Banker and **Currency Trader**.

These two jobs consistently appear at the top of "high income job" lists.

Do you think that's an accident?

Goldman Sachs, the top investment banking firm, has an average employee income of... get this...

\$622,000 Per Year!

Again, that's the average income.

The relatively new CEO of the company, Lloyd C. Blankfein got a bonus his first year of **\$67.9 MILLION DOLLARS**.

Not too bad for your first year, huh?

What I'm trying to say here is that it's not an accident that the average incomes of investment bankers and currency traders is often in the **hundreds of thousands of dollars per year**.

And it's not an accident that the average income at the top investment banking firm is \$622,000 per year.

But more importantly, it's not an accident that all of these ultra-high-income jobs have something in common:

High Levels Of Education About MONEY!

As far as I can tell, these two jobs require what might be the highest level of education and training about MONEY and how it works... in the world.

And I don't think it's a coincidence that these high levels of education about money and how it works lead to high levels of income.

I know that my own success with money changed dramatically when I started getting educated about how it *really* works.

Now It's Time To Close Your Own Money Gap

If you're not where you want to be in your life with money and wealth, then it's important to "close the gap" - and get on track to creating the success that you want. Use this exercise to identify your Money Gap, and to put an action plan in place to close it.

Answer these three key questions to begin taking control of your money and wealth - and your life:

Question #1: What is your personal “Money Myth” about money and wealth - the programming you got when you were young - that affects everything you think and do with money?

Question #2: What is “The Gap” between where you are with money and wealth - and where you’d like to be in the future?

Question #3: What is your Education Action Plan for getting the important knowledge you need - so you can take control of this critical area of your life?

At the beginning of this report, I asked you how big your Money Gap was. I’m going to ask you again...

How big is your Money Gap? Honestly.

And do you have a plan to close the gap, get the education that you know you need, and create the success and wealth that you want in your life?

Now that you’ve learned some of the basics about the history of money, the challenges we face succeeding with money and why it’s so important to get EDUCATED about money and how it works, I invite you to consider joining me for my 90-day Self-Made WEALTH Training & Coaching program.

I honestly believe that this will be the most comprehensive and in-depth training and coaching program about money and wealth - that has ever been made available online.

We’ll be opening up registration for the program on Monday, January 24th at Noon Pacific / 3 PM Eastern - and registration will only be open for a few days. So mark your calendar now, make sure you’re all caught up on the reports and videos I’ve released on the Self-Made WEALTH Blog, and keep your eye on your email for more information...

Thank you for joining me for the launch of Self-Made WEALTH, and I hope to see you in the program - so I can teach you how to create your own...

Self-Made WEALTH!

I'll talk to you soon.

Your Friend,

Eben

P.S. I've set up a special VIP list - that gives you access to a very valuable interview I did - where I share many of the secrets to business and financial success (and it gives you more of a feel for who I am as a person). When you join the VIP list, I'll also give you early access to the Self-Made WEALTH program - and a few other surprises.

You can get on the VIP list, and get access to this special interview by going here now:

SelfMadeWEALTH.com/vip