

**YOUR GUIDE TO BECOMING
A MILLIONAIRE**

By John Assaraf

How would you like to be a millionaire?

It's really not out of your reach.

You may feel like it is. You may feel like you work SO hard, but your income never exceeds your expenses enough to build up any savings. You may feel like every time you get ahead, something comes up and wipes out all the results you've gotten so far. You may feel like earning a lot of money is a huge mystery you haven't figured out yet.

The fact is, there is nothing mysterious about earning a great income and becoming a millionaire. You simply have to do what it takes (which is NOT the same as doing what is convenient or easy).

If becoming a millionaire were too easy, everyone would be one and that means there wouldn't be enough for everyone!

To become a millionaire, you have to do certain things, in a certain order, to start seeing the financial results you want to.

In this report, I share a I learned formula for making a million – or more – in personal income and net worth.

You're about to discover:

- The 6 different options for making money – and which ones you can most rely on to make YOUR first million
- One thing you MUST change if you ever expect to earn more than you're earning now
- The 3 questions you must ask yourself to earn six or seven figures a year
- The difference between being interested and committed, and why understanding this difference is critical to you becoming a millionaire
- And much more

Are you finally ready to begin earning the income you want?



Let's get started. Read and Think about these two quotes.

*If you want one year of prosperity, grow seeds.
If you want ten years of prosperity, grow trees.
If you want a lifetime of prosperity, grow your self worth.*

—Chinese proverb



*"If you want to earn a million bucks, eliminate
mediocrity from your thinking and your life."*

— John Assaraf

Do you have what it really takes to earn \$100,000 – \$1,000,000 or more per year in personal income and to achieve financial freedom?

Before I get into how you can achieve long-lasting financial freedom, have you ever thought about what money is, really, or which laws apply to earning, managing and saving money? This happens to be one of my favorite topics, because money is easy to earn if you do a few things right, and it will forever elude you if you do a few things wrong. The same is true about managing and saving it.

I believe that there is a formula available to anyone willing to learn and apply it.

Let's start with an understanding about money, and I'll walk you right into making all the money you want IF you are serious. I do want to caution you in advance: The majority of people love the idea of being financially free, but hate the reality of actually doing whatever it takes to get there. In other words, they are interested, but not committed. When you are interested, you do what's convenient. When you are committed, you do whatever it takes (legally).

Back in the old days, before "money" existed, people used a form of exchange called bartering. They essentially traded one product or service of value for another. This was extremely common in small communities and villages.

Later, as commerce emerged, chocolate, shells, cattle, sheep and other livestock became the common form of exchange between people. That worked well within small communities and cultures; however, when towns and cities grew, it became inconvenient to drive cattle and other animals across great distances.

That's when the smelting of metal began, and with it, the production of coins.

Coins were portable and, thanks to the gold rush, they were durable.

Some of the earliest coins bore an image of a cow's head. In fact, the word *capital* comes from the Latin word *kaput*, which means "head." As wealth increased, coins became inefficient and too heavy for horses and buggies, so paper money was added.

Soon there were also letters of credit, which appeared on the scene to represent large amounts of money. As more people began traveling, credit cards came into play, with the advantage of being lighter than cash and more secure.

Most recently, we've seen incredible developments with electronic and Internet banking, where we can move vast amounts of money around the world at the push of a button.

So, what exactly is money? Money is an idea man created to establish a value system so that some fairness existed amongst those bartering, trading, investing or giving.

Money is nothing more than an idea, and ideas are nothing more than electromagnetic energy. In the case of money, factors other than just thinking about it contribute to its flow and circulation into and out of your hands and bank account. Once you understand the whole picture, attracting and earning as much money as you are prepared to becomes much easier.



If you understand the laws of attraction, or more precisely, the law of resonance, then you understand the laws for resonating with money.

But beware.

You must also understand that this is NOT enough to make 1 million bucks or more just show up in your account.

As much as Money is an idea, it is used as a means of exchange in our society and if you do not understand the laws of compensation and exchange, you'll never win the money game, and you will never make a million bucks per year, either.

If you think you can just sit your ass on the sofa and pray, visualize, affirm, meditate, tap and then pray some more for money to just show up...You better get off the drugs now.

You are suffering from an overdose of a drug called HOPIUM.

Now for some truth!

The more money you want to make, the more specialized knowledge, skill and application of the right strategies and tactics IN THE RIGHT ORDER you must apply, including having the right thoughts and feelings.

Please reread that last sentence.

In order to earn more income you must have the right mindset, the right skill set and the right action set so lets begin with the options we all have available to earn more income.



OPTIONS FOR MAKING MONEY

There are **SIX** options to consider when it comes to making or finding money.

- 1. WIN IT.** In any given year, about 25 people out of 250 million will win a big lottery. I don't recommend banking your financial career on hitting the winning number. Statistics show that eighty-five percent of people who win the lottery quickly lose all the money within a few short years. You can hope for this, buy your ticket, and be in the right vibration, but just don't bank on it.
- 2. STEAL IT.** Of course, the price you pay is quite expensive because you end up going to jail if you're caught, and there's a very big chance that you will get caught over time. So stealing money is not an option.
- 3. FIND IT.** I'd be willing to bet that the odds on this one are just as low as winning the lottery – or less. Hoping for this is ok, but again, don't hold your breath.
- 4. INHERIT IT.** I don't know about your family, but in my family, this option isn't worth holding my breath for either. So this is not an option for me, and I would imagine it's not likely for you, either.
- 5. INVEST IT.** This is an excellent option that requires your own or someone else's specialized knowledge in one (or more) of many options. Real estate, Stocks, diamonds, business, currencies, commodities etc. And last but not least...
- 6. EARN IT.** Some of you have already fallen off your chair, because you may actually have to go to work and provide real tangible value in the marketplace to make your fortune. You see, it's the marketplace that pays you, based on the value you bring to it combined with your ability to get people to exchange their money for your product, service, knowledge or ideas. In addition, your ability to leverage your money to have it work for you via some form of investments is another great way to become wealthy. Be it starting or investing in a business, the stock market or other investment vehicles, you will need to choose the one or two that best fits your passion and skills or knowledge.



I know that many of you are already working hard and providing value, but...you probably aren't working on the right things in the right order and in the right quantities to make enough so that you have more than enough to put to work for you.

If you are currently not earning more than enough, it's simply because you are not yet offering enough of your services, knowledge or expertise to either enough people or the right people.
(Worth rereading.)

Money is part of a value system and the more you get people to value what you offer, the more you will earn...

Here are a few things to consider...so pay close attention,

Part One: Valuing Yourself First

The first question to ask yourself is this: *Do I really feel that I deserve to earn a lot of money and to become a millionaire?* I can honestly tell you that the people I know who make a lot of money (\$250,000 or more per year) absolutely, unequivocally, without a doubt feel and believe that they deserve it. They feel this way because they have earned the right and ability to do so.

If you don't believe you deserve to earn at least 100k or 250k or more per year you must raise what I call your "deserving level" and lower your stories and excuses level. By "stories and excuses," I mean all your reasons, evidence and excuses about why you can't earn this amount of money or why you haven't earned this amount of money so far.

It's time to stop telling yourself that you aren't smart enough or good enough, or that you don't know enough and start putting a "Millionaire" mindset and value on yourself. If you don't value yourself this much, the money, people and opportunities will never, ever be attracted to you in these quantities. You will repel the difference between what you want to achieve and your current internal "secret" value every time. In addition, others will only value you and treat you to the degree you value and secretly see yourself.



Part Two: Your Financial Persona

Every one of us has a persona, a term that comes from a Greek word meaning “mask.” We wear masks for all sorts of different things: We all have our “money face” or our “game face” on whether or not we are aware of it. To attract more money, you must alter your financial persona immediately. Start thinking, acting, and behaving like the people who are already earning the income you want to earn.

Think of Donald Trump. I don’t know of anyone who interests me as much as he does from this one perspective only: his brilliance and comeback from financial devastation. Trump was \$900 million in debt, and he kept his game face on as if nothing was wrong. Although he was probably getting irate phone calls and visits from his creditors, Trump kept his persona in line with that of a billionaire. While things were crumbling all around his financial world, his ‘Billionaire’ mask stayed on.

For those who didn’t know the exact truth, the mask created a certain air of arrogance and certainty that made people want to do business with him.

One of the best ways to alter your financial persona is to believe in a certain thing that is not a reality right now. You can impress a new persona upon your subconscious mind using the right visualization techniques including affirmations, self-hypnosis, and meditation techniques. Then, that new persona will take flight.

It takes between 90-180+ days of retraining your brain and Innercising daily to start seeing and feeling the new positive effects. It’s a deliberate way evolve your financial self-image from the inside out.

Then and only then will the physical outside world match the new inside “Millionaire” image.

There’s a saying... *“ We don’t see the world as it is... We only see the world as we are.”*

The financial results you are experiencing are a mirror of your internal financial blueprint. When you change your internal blueprint and image, you change the outside results.



Here's a little formula for attracting and earning more money:

Increase your deserving level through your new self-worth vibration and resonance.

Alter your financial persona immediately. Start walking, talking, and behaving like a person who is already earning the level of income you want to earn.

This may feel awkward at first, and that's totally normal. About 25 years ago, I heard a speaker by the name of Tommy Hopkins say, *"Fake it till you make it."* I didn't really understand what he meant until I started studying the brain. Hopkins meant that when you focus on a new self image daily and repeat it often, you start to assume the reality of the thoughts, feelings and actions your are portraying. It works the same way as Hollywood actors who rehearse their lines over and over again. With time, they can really pretend to be the person whose role they are acting. Another way of saying it is practice the new role until you actually become the role.

Since your subconscious doesn't know the difference between something real and something imagined, the more you rehearse and role-play, the easier and faster it becomes your new internal pattern and blueprint.

So, if you fake it and practice it long enough, you will become it! In addition to doing this ask yourself these questions.

In order to become a millionaire....

1. What Must I Learn?
2. What Skills Must I Upgrade?
3. What Beliefs And Habits Must I Develop?
4. What Beliefs And Habits Must I Let Go Of?
5. Who Can Help Me Achieve This?

As you start to do this, you'll probably find some resistance from your own internal dialogue. That small voice inside your head will argue, *"But you're not a millionaire. You're not making this amount of money. Why do you keep telling yourself that? Why do you walk and talk this way? You're lying to yourself and just faking it."*



I don't suggest that you go out and *spend like a millionaire* that way just yet, but I do recommend that you try something that actors Jim Carrey and Barbra Streisand did, and that I have done as well. They wrote out exactly what they wanted to achieve both professionally and financially. Then they did the work to be able to believe what they needed to, in order to achieve what they wanted.

For example, 5 years from now, I want my equity in one of my companies to be worth \$100 million, so I carry a check in my pocket written out to myself for that amount. Every time I put my hand in my pocket, I'm sending an electrical message to my brain that matches that vision and goal.

Once you have the right vibration, the right persona, and the belief that you deserve to earn more money — and you understand that you're probably not going to get it by inheriting, finding, stealing, or winning it — the question is, what are the laws of earning it? Since the whole universe operates by laws, what are the laws of compensation?

The LAWS OF EARNING MONEY

At the beginning of this chapter, you learned that money is an idea. Now let's take that concept one step further and add this statement:

You will get paid in direct proportion to the service and value you bring to the marketplace for which you charge.

If you can determine how to bring more amazing products, ideas or services and more value to more people, they will gladly exchange with you that little green paper with ink on it called money. The formula is simple—the execution, much more difficult.

To earn \$100k – 1 million or more per year in income, you must ask yourself three questions:



1. Is there a need in the marketplace for my knowledge, product, idea or service?

I'll give you two products to think about as an example: Hula Hoops and Pet Rocks. In case you're too young to remember, a hula-hoop was something you put around your waist, and when you moved your hips a little, it swirled around and around. A pet rock was literally a rock in a box that someone packaged nicely, marketed brilliantly, and sold by the millions. Was there a need for hula-hoops and pet rocks? Of course not, but great marketing and selling created a market and millions for it.

If there's a need for your product or service or investment dollars, even better!

In the investment arena, there are tons of options to consider, and you must have or acquire the specialized knowledge to move safely into this zone of earning income. The right timing is also a great ally to have. Most people are amateurs in this arena and do not do their homework to protect themselves from substantial losses and mistakes. Seek knowledge and expertise first before you jump foolishly into investing.

Google is a great tool to do research on what you need to ask and know before you invest in anything.

2. How good is your product, service or investment opportunity and how unique is it?

Compared to other investment opportunities or a similar product or service that you offer for sale, how good is yours from a quality perspective, and how unique is it? The more rare you or your product or service is, the more you can earn from it. Just think general doctor verses brain surgeon. Start thinking specialization and being the best at something, instead of general and average. There's too many of those already.

How low or at what value is the commodity or real estate deal you are looking to invest in?

This is where you must be or have your own expert to help you make decisions to increase your chances of not getting screwed on investments. Specialized knowledge and skill are great to have in your corner when playing the investment game.



3. How good is your ability to analyze opportunities or market and sell your product, idea or service?

Your ability to market and sell your product or service to generate revenue at a local, regional, national, or international level is the most vital part of the equation if you are earning money from marketing and selling.

To earn more money, you have to become a marketing and selling master, or have one on your team. If you have an average product or service and average marketing and selling skills, you will earn an average or just below average income because 95 percent of your competitors are also average. That group will share 15–20 percent of all the revenues for that product or service category. The remaining 5 percent of the competition — the ones who understand the laws of earning money — will rake in all the rest.

Please note that you do not personally have to be the expert in sales or marketing for your product or service, but you do have to build a team around you that has those skill sets.

In addition, if you are going to invest in real estate or the stock market to earn your fortune—what expertise do you have or where will you find it so you can mitigate your risks and maximize your upside potential? What books, courses, YouTube videos, or programs can you learn from?

You must be resourceful when you do not have the resources!

One of the things I teach is this:

You can always hire/barter/trade or partner with people who PLAY at things you have to work at including any part of the formula below. So with this said...

What is my formula to earn 100k to a million dollars per year or more?

Here's what you need to ensure you achieve financial freedom:

Knowledge + Skill = Your Confidence and Certainty Level plus your commitment and a plan of action that you take action on daily!

You've probably heard the saying that a goal or a vision without a plan is only a dream. But with a plan, you can make that dream your reality.

I encourage you to create and start implementing your plan today. Why wait a moment longer?

Feel free to share this with anyone that you know will benefit from it.

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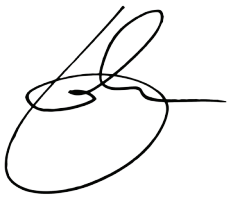
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