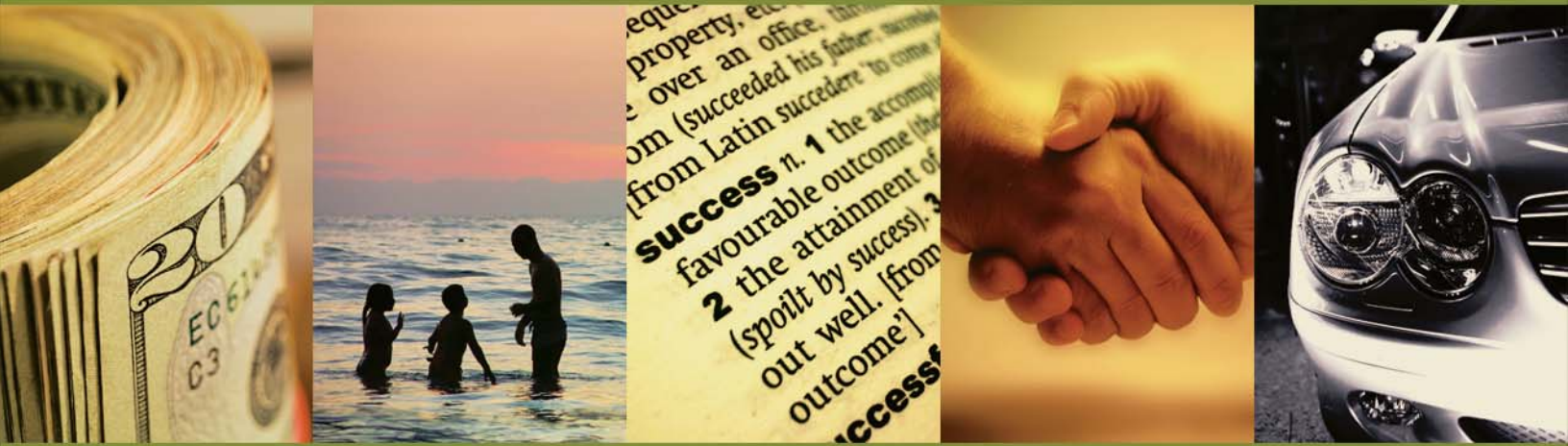


MILLION DOLLAR MINDSET



Harness Your Internal Force to Create the Lifestyle You Deserve

JAMES ARTHUR RAY

Million Dollar Mindset by James Arthur Ray

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MILLION DOLLAR MINDSET

1. The Illumination Factor



Success is not the result of making money. Making money is the result of success.

WEBSTER'S DICTIONARY:

il·lu·mine: To give light to; illuminate.

To become illuminated means that we have the power of understanding, and we begin to practice a lawful type of life. In fact, we begin to attract goodness into our life like a magnet or like a moth to a flame.

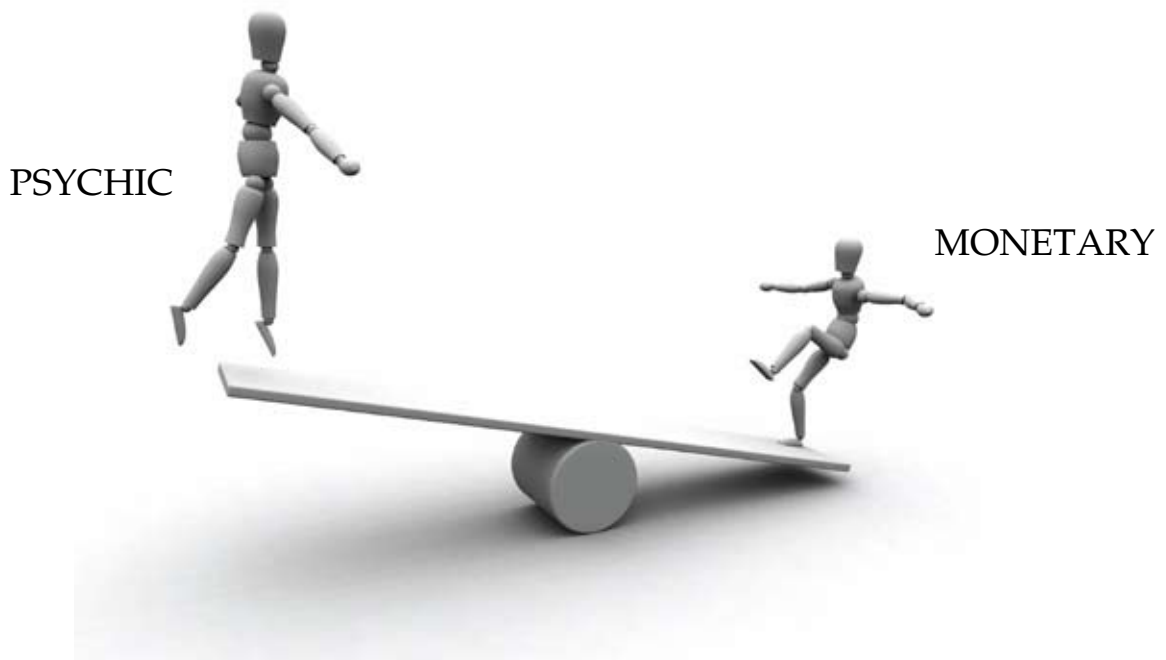
Many people think they need money to be truly successful. Is that your answer as well? Let's apply one of the first principles of the illumination factor: "Success is not the result of making money. Making money is the result of success." Do you understand the distinction?

How many people do you know who make a tremendous amount of money but are sick all the time? They may be millionaires but their relationships are terrible or their spiritual life is completely disjointed. That's not true success.

When you develop the *Million Dollar Mindset*, you'll possess a mind that can create not only monetary income, but also another form of income that's even more important: an income that we'll call "psychic income."

How many times have you been involved in a church activity or maybe Little League or the PTA? You may have donated your time to a worthy cause and received absolutely no monetary income or material income. Why is it that you would invest your precious time for no monetary benefit? The reason you do this is because you receive something in return that makes you feel as if you are part of something meaningful. You're contributing and you're giving at a higher level. It gives you psychic income.

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Now, I'd like for you to just stop for a moment. In fact, you might even stop the CD and imagine creating a seesaw with psychic income on one end and monetary income on the other. As you visualize the seesaw, what does your seesaw look like? How closely would the two types of income equilibrate?

Are you one of those people who love what they do but make no money? Or maybe you're someone who hates what you do but you make a lot of money... even though you can barely drag yourself into the office one more time? Or are you more in harmony between the two?

Objective: Create enough money in your life so that money is not the issue. You can then begin to focus on the things that are truly important.

What is money? Money is an idea!

Money comes as the result of the *Million Dollar Mindset*. Money comes as the result of thinking correct thoughts, of being illumined and of understanding exactly how to create it for yourself, retain it and grow it.

THREE STRATEGIES FOR EARNING MONEY

1. Trading time for money.
2. Money earning money.
3. Leveraging yourself through others.

The first strategy says that we trade time for money. Trading time for money is what approximately 96% of our population does. This is someone who has a salary. They go to work and are essentially trading 40, 50, 60 hours a week for a set salary. Ninety-six percent of the population does this, and yet it's the worst way—in fact, it's almost next to impossible—to amass wealth. With a Strategy 1 approach, you have only one source of income.

All wealthy individuals have multiple sources of income.

Strategy 2 is using money to earn money. This is called investing. It's about leveraging ourselves, corporate stocks, bonds, the Futures Market, etc. About 3% of the population uses Strategy 2 effectively. It's a good way to earn money, however it can be very difficult and very risky. Only 3% of people are successful at this strategy, and yet it's much better than Strategy 1.

The most powerful strategy, the strategy the illuminated individual practices, is Strategy 3. This is where you leverage time through others. As you use Strategy 3, you will be leveraging your own time and productivity through other people's efforts. I find only about 1% of the population uses Strategy 3, but they earn 96% of the income!

A recent study of the wealthy in North America showed that the top 10% earn 315 times what the bottom 90% earn. You see, the 1% of people who use Strategy 3 understand how to utilize a fundamental law. They're illuminated. Strategy 3 is the most successful and lawful way to earn an income—both monetary and psychic—and the beauty is that the more you use Strategy 3, the more you're allowed to put your focus on other areas of your life, areas that give you psychic income.

NOTES

MSI

MSIs are not another job. They should not take a tremendous amount of your time because then you're still trading time for money. An MSI is what creates an income stream that I call "mailbox money." This is income that you're earning while you're sleeping, and it can be large or small.

The wealthy never let anyone else decide what they're going to earn. Make a commitment right now to begin setting up MSIs. *Your MSIs must be totally congruent and supportive of what I call your PSI, your psychic source of income.*

YOUR PSI: _____

LIST POSSIBLE MSIs:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
13. _____
14. _____
15. _____
16. _____
17. _____
18. _____
19. _____

Not everything that can be counted
counts, and not everything that counts
can be counted.

—ALBERT EINSTEIN

“Whatever may be said in praise of poverty, the facts remain that it is not possible to live in a really complete fulfilling or successful life unless you are rich. You cannot rise to your greatest possible height in talent or soul development unless you have plenty of money. For to unfold the soul and to develop talent, you must have things to use, and you cannot have these things unless you have the money with which to buy them.”

—Wallace Wattles, *The Science of Getting Rich*

Everything comes from one primary source, whether you’re talking science, philosophy or theology. It all comes from the same source. Many great minds in a variety of fields have shown us this. The latest studies in quantum physics are saying the very same things that many theologians and even the Eastern mystics have said for centuries. The illumined individual understands and begins to realize that none of these are opposing studies. In fact, they are all sister studies.

All results, no matter how grandiose,
are but infinitesimal by comparison
to future possibilities.

Here is a principle in life: spirit is always for further expansion and fuller expression. In other words, if you are not growing, you are dying. You must be growing and moving forward because spirit always wants to expand and more fully express itself. It’s never for hampering or hindering growth.

Now as you set goals in life, you begin to realize that the accomplishment of the goal is really kind of anti-climatic, isn’t it? Have you ever had a time in your life where you’ve really wanted something badly, and you’ve worked really hard to get it, and the entire time you’re thinking about it—it’s your primary focus. And then once you get it, your question becomes, “Well this is great, but what’s next?” So it’s not really the accomplishment of a goal that we’re so excited about, it’s the process of getting there that really turns us on, isn’t it?

P PROGRESSIVE
A ADVANCEMENT
G GROWTH
I IMPROVEMENT

We are not physical beings having a spiritual experience. We are spiritual beings having a physical experience.

—PIERRE TEILHARD DE CHARDIN

You and I are spiritual beings. Any scientist or physicist will tell you that you and I are made up of about 90% space. Now we can also call that spirit. If we're truly illumined, we know that spirit moves in and through everything. As a result, when Chardin says we are spiritual beings having a physical experience, what he is stating from an illumined standpoint is the idea that you and I are ultimately spirit. We manifest into form, but everything is spirit.

The things that you want in your life right now already exist. What we must do is operate from a higher level of consciousness to create at a lower physical potential. Now most people do just the opposite, don't they? Most people look at their physical results and they say, "This is who I am." You must create a spiritual prototype... a spiritual prototype of what it is that you want in your life from an illumined mindset and understanding. And realize that the moment you get that clearly in your mind, you have it. The spiritual prototype is every bit as "real" the chair you're sitting on.

Through discipline, illumination and understanding, we must tap into and harness the spiritual plane of existence.

NOTES

As you live a more illumined life, you'll find that goodness begins to rush towards you like a roaring stream down a mountainside. It starts with your spiritual prototype. It starts with your commitment to climb endless peaks of possibility.

MY SPIRITUAL PROTOTYPE

Create your own spiritual prototype, a clear vision of what you want in your life. Write it in the present tense as if you have it right now in full detail and living color:

MILLION DOLLAR MINDSET

2. Success is a Science



Success has nothing to do with chance or luck.

I have found that there are common characteristics utilized by most all great achievers. We live in an orderly Universe, which operates by distinct and definite laws. Anytime you or I have succeeded in life, we have aligned with those laws, whether we're consciously aware of them or not. And anytime we have not succeeded in life, we've been out of alignment with those laws.

To truly change, you must change the cause. And once you understand the cause, you can produce the results every single time. The cause in any situation is you, and we're going to explore that more deeply.

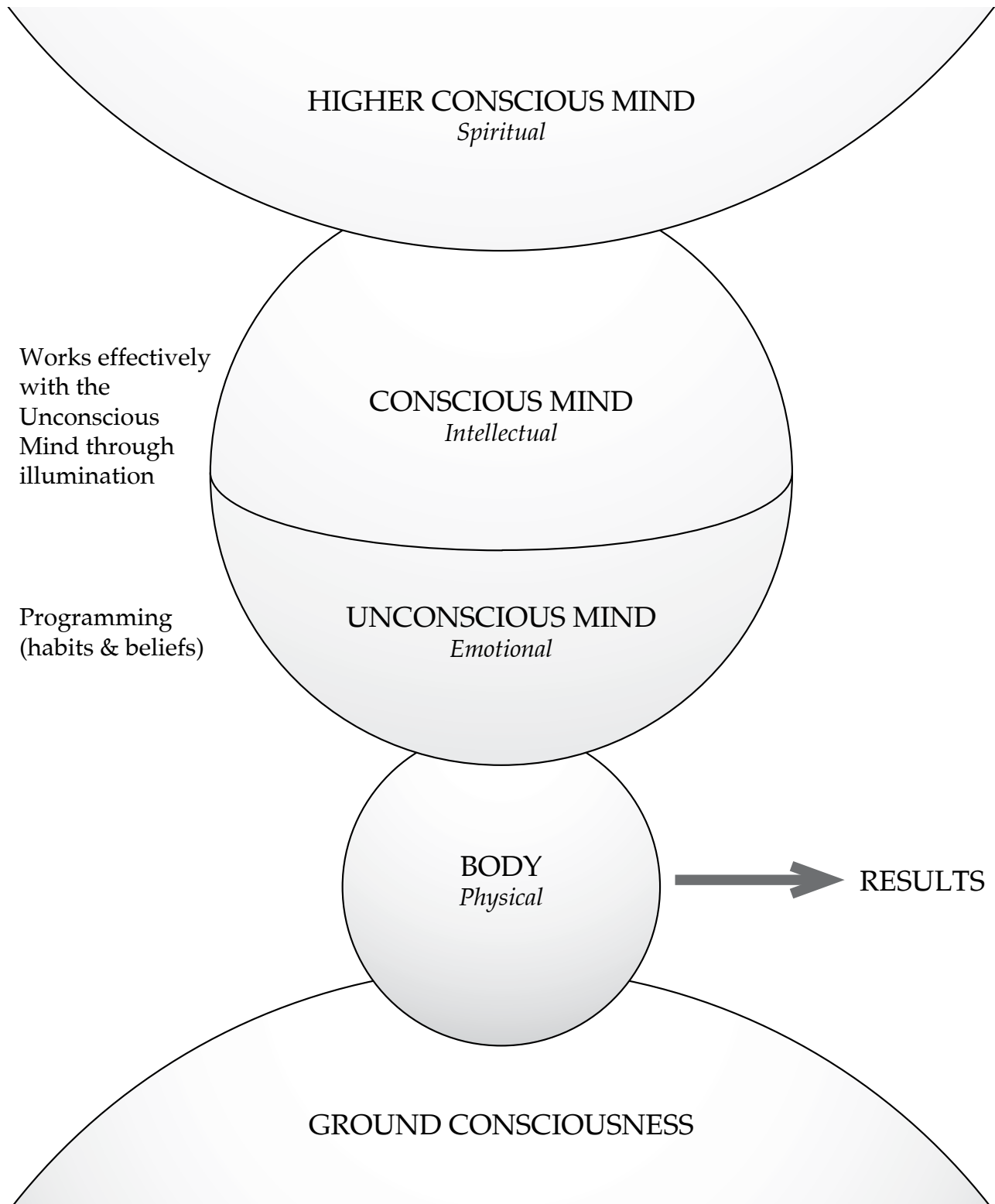
Many people want to change their results,
but they are unwilling to change them-
selves. They therefore remain bound.

—JAMES ALLEN

It's not about working from the result level backward, it's about working from the internal level and moving forward. If we're going to understand universal laws and apply *The Science of Success*, then we must first and foremost understand ourselves.

You and I operate on multiple distinct planes: the spiritual, intellectual, emotional and physical planes. This simultaneous existence is what makes it such a challenge for us to practice *The Science of Success* on a regular basis. We are spiritual beings having a physical experience. We've been blessed with an intellect.

Imagine that your intellect is in the middle and serves as a switching station. This intellectual switching station allows you to either choose to operate from a higher plane (spirit) or from a lower plane (physical). It also allows operation from a lower to a higher plane, which is what most people do.



In the physical realm, results are created *through* our form. The only way that God can allow us to experience all the fullness of this lifetime is through our understanding that we are co-creators of our own reality—of our own results—and through us taking massive action.

Our world and your results are like a movie screen of life. Your mind is like the projector. Everything around you is being projected upon your life screen. Your mind will project whatever it's given to create the result you're experiencing. If you want to change the outcome or the result, you have to change the film. And the film is nothing more than the thoughts you give your mind.

It's not so much the thoughts in your Conscious Mind... it's the thoughts you have in your consciousness.

The Unconscious Mind is where your programming, your Total Belief System (TBS), resides. Your TBS is a major portion of the film that runs through the projector and onto the screen of your world. Often your Conscious Mind is not aware: You don't consciously think certain things or think certain results. And yet, your programming, your Unconscious Mind or TBS, continues to run.

We receive our beliefs from outside sources at a very early age. In our young lives, we chose our beliefs from our closest influences: parents, teachers, clergy, etc. As our lives unfold, a shift occurs and those beliefs we may have inadvertently chosen begin to drive our actions, which in turn produce results and ultimately create who we are today.

*Beliefs are a very integral part of our mindset.
Our beliefs are the most highly leveraged place to make a profound
shift that will make a lasting difference in our results.*

History proves that the most profound shifts in our world have not been the result of governments or wars but from a fundamental shift in our collective thoughts or global beliefs.

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Religious: According to your beliefs, it is done unto you.

Psychology: Your belief creates the fact.

Self-efficacy: Your beliefs, first and foremost, are the primary driving factor in your success and/or failure.

Sports: The challenge in success and/or failure is not so much the physical as it is mental.

I encourage you to create a very clear mental picture of what the *Million Dollar Mindset* means for you. What will it create for you? A new belief about yourself, your abilities and your results? A very clear mental picture of your success? Next, you must consistently program this picture into your Unconscious Mind. The best way is through visualization.

VISUALIZATION

1. Create a clear mental image of what you want.
2. Write it down in descriptive and colorful words.
3. Phrase what you want in the positive (not what you don't want!).
4. Associate feelings and emotions to your vivid picture.
5. Run your mental picture through your mind, becoming totally associated with the picture, the feelings and the emotions of what you desire.
6. Make sure that you are in the picture, looking at it through your own eyes and not looking at yourself in the picture.
7. Visualize at least two times per day: morning and evening.

On the next page, write down the things that you really desire in your life. What do you choose to create? You started this earlier. Now is the time to improve upon it. Make it bigger, bolder, brighter, totally unlimited.

NOTES

WHAT I CHOOSE FOR MY LIFE

Create a clear vision of what you choose to create in your life. Clearly define what you want. Improve upon it. Write it in the present tense, as if you have it right now. Get it down in full detail and living color.

The Latin root of the word "desire" loosely translates to *de-sire*, meaning "of the father." Your desire is your Higher Self wanting to manifest. It's your Higher Power wanting to work with and through you. God wants all of your goals and dreams to be humanly impossible. Do you know why? Because that way He is certain to be part of their achievement!

Included in your program is a card for you to write your new vision on so that you can carry it with you everywhere. Once you have it perfectly formulated, you must write your statement on your card.

CREATING YOUR GOAL CARD

Write your goal statement combining your desire with your gratitude for already having received it.

Examples: I am so happy, excited and grateful now that I am taking 2 vacations a year with my wife and children and am earning six figures per year.

I am so energetic and fulfilled now that I am fit and healthy, weighing 150 pounds and exercising 4 days per week.

Write your goal statement below. Remember to write it in the first person, present tense using words that hold emotion for you and that create a mental picture of your desired result.

Now transfer your perfectly-crafted vision to your goal card and take it with you everywhere!

NOTES

MILLION DOLLAR MINDSET
3. Taking Charge



In times of change the learners will inherit the earth, while the learned find themselves beautifully equipped to succeed in a world that no longer exists.

—ERIC HOFFER

High achievers take charge of their destiny. They take charge of their lives. They take charge of their learning. They take charge of the process and the outcome. Consequently, they have a direct influence on their future.

Wealthy individuals (those who are wealthy in all areas of their life) never allow others to determine the quality of their life. For instance, the wealthy will never allow circumstances or another individual to determine how much income they earn, their level of spiritual connection, their health or their relationships.

Your business will grow in direct proportion to how much you grow.

One of the most powerful ways you can invest in your reputation is to show others how you invest in your truth. Every time you do the right thing, you take control, even if it means revealing one of your own weaknesses to build character and strength.

You see, top performers in all walks of life, winners in every industry, walk the talk. They work on themselves first and others second. They never tell someone else to do something that they themselves don't do. They become an example of what they are advocating and what they want to see in their world.

*Results are the bottom line.
Top achievers, peak performers, individuals with
the Million Dollar Mindset get results.*

RESULTS = NO RESULTS + GOOD STORY

Many people have convinced themselves that results are not necessary as long as they have a good story. But results do not equal no results plus a good story.

Your current results tell an interesting story... they tell the truth. Take a look at your results and you'll begin to determine what you've been doing and thinking for the last six months to a year. Thoughts cause behavior and action, and behavior and action create your results. Therefore, your results are the direct outcomes of your continual thoughts and your consistent behaviors.

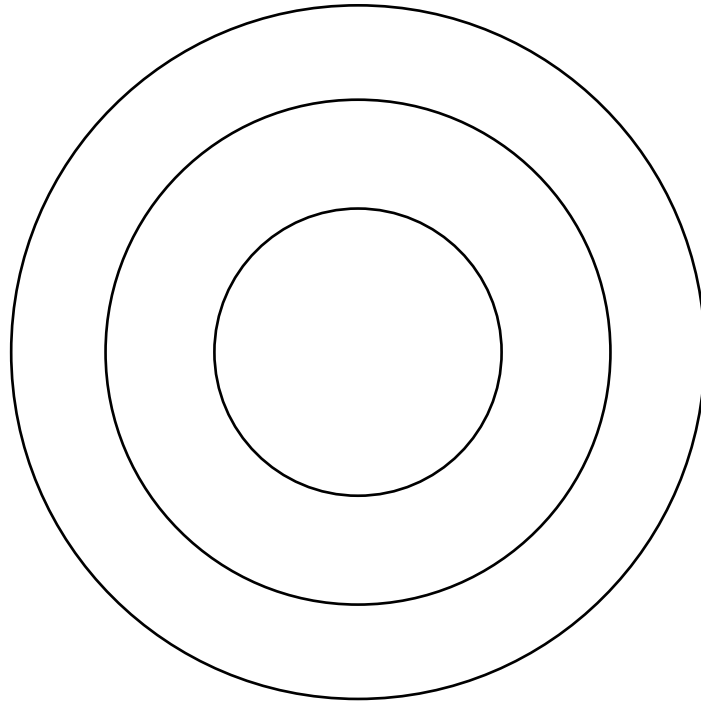
Take control of your own destiny by taking full responsibility and accountability for everything in your life. Top achievers, those who have the *Million Dollar Mindset*, ask themselves a very powerful question:

“What does this say about me?”

For me to react this way, for me to create this emotional response, for me to have this relationship or this result, what does this say about me? When you ask how your results make a statement about you, you place control of those results inside of you.

NOTES

THE INSIDE OUT APPROACH



There are three levels of success to experience in life, as illustrated in the above model. The key factor to controlling your own destiny is to understand that destiny happens from an inside-out perspective.

A business doesn't perform, people do. Society doesn't behave and take action, people do. When you work on the personal and then move to the interpersonal, the result will be a societal change.

If our problems were caused by other people, we would spend a fortune sending them to the psychiatrist.

—WAYNE DWYER

Rare is it that you find a non-achiever who is willing to make an investment in their own development. You know that the greatest asset is your own power to produce. You're good. There's no question about that. The question is:

Are you good enough to get better?

Long-term success has very little to do with skills. The difference between the high- and low-level performer lies not in their skill level, but in their consistent thought processes, in their belief systems and in the way they invest and leverage their time.

It's not what you do but how you do it that determines your success.

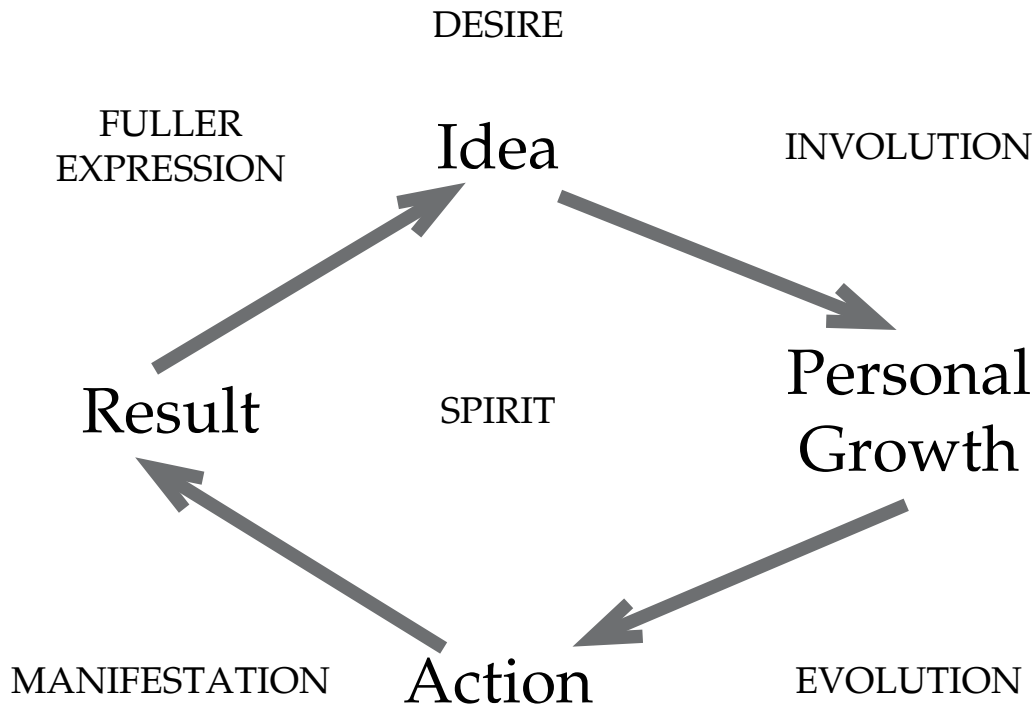
Here's an excerpt from the book *The Science of Getting Rich* by Wallace Wattles:

"You have the right to be rich. Whatever may be said in praise of poverty, the fact remains that it is not possible to live a really complete fulfilling or successful life unless you are rich. You cannot rise to your greatest possible height in talent or soul development, unless you have plenty of money. For to unfold the soul, and to develop talent, you must have many things to use, and you cannot have these things unless you have the money with which to buy them.

"It takes money to travel, to experience different cultures and to further your knowledge. You can only develop in mind, soul and body by making use of many things. And society is so currently organized that you must have money in order to possess these things. The object of all life is development, and therefore the basis of all advancement must be becoming wealthy."

NOTES

THE CREATIVE PROCESS



Your idea or your desire is what I call a spiritual prototype. It's very much real... it just hasn't manifested into physical form yet. Now if your goal is big enough, you must grow to meet the size of that idea. Your goal has to make you stretch. Once you begin to go inside and grow, evolution must happen. The goal starts to come into physical form, and you begin taking different action. Ultimately it becomes a result in your life.

Once you get the result, guess what? A basic principle of life and spirit is to forever expand, unfold and grow. So once you have your result, it serves as a springboard for your next grander, more exciting idea, desire and goal.

NOTES

SEVEN INTERNAL DRIVERS

There are seven internal drivers... seven principles that drive us, motivate us and cause us to create our destiny:

1. Fear
2. Desire or Pleasure
3. The Path of Least Resistance
4. Personal Growth
5. Lack of Understanding
6. Self-Motivated Action
7. Instant Gratification

FEAR

Pain avoidance is a major motivator. In fact, most will do more to avoid pain than they will do to gain pleasure. Fear is a very successful motivator—short term.

Example: When do people typically go on a diet? Once they've had a heart attack, right? When do people stop smoking? Typically after they've been diagnosed with lung cancer. When do people get a burglar alarm in their home? After they've been burglarized.

You see, fear is a motivator to take action, but it's unfortunate that many have to experience pain before they take any type of action.

Pain is a driver and it can be used to your advantage if you understand it. It can be used to get *you moving*, but not to *continue* your movement. Once you are moving, you need to move to the second driver: desire or pleasure.

DESIRE OR PLEASURE

Desire and pleasure is what will motivate you long term. This is what will keep you motivated once you get past the initial fear that ignited the motivation to change.

Example: Assume that instead of choosing to not be fat, someone chose to be healthy? Is there a different set of activities that follow becoming healthy than choosing to not be fat? You bet there is. Is there a different set of choices you make? Is it more long-term? The answer of course is "yes" to all of the above.

For this reason, you must choose an internal desire. You have to choose an idea that is extremely compelling, sometimes interjecting a little bit of pain, just to get us moving.

So understand that creating a big idea, a big desire *will not always* motivate you completely. It will motivate you long term, but sometimes out of the gate you need to create a little pain to get things in motion.

THE PATH OF LEAST RESISTANCE

This principle is most readily observed in nature and can also be observed in our own lives.

Example: How does a meandering stream wander? It doesn't go through obstacles, right? A meandering stream follows a path of least resistance. As the water bumps up against a boulder, it finds a way to go around it. It flows downhill, using gravity to pull it along.

Many times we practice this principle in our lives. Given a choice, most people will take the easiest route possible, the least difficult path. Likewise, it's much easier to stay in a current situation, job or relationship than to leap out of your Comfort Zone and follow a new dream.

The way to use this driver to your advantage is to get fully associated in your mind and clearly live in your compelling future. Create incredible desire and pleasure in your mind that is associated to your new goal. Then associate the pain related to where you are right now by comparison. Once you do this, your psychological structure will realize that the easiest way for you to get out of this pain is to move forward.

GROWTH

Spirit is always for fuller expression and expansive growth. You and I are both wired to want more in life. If you're not growing, you are dying.

Example: Look at flowers. They're either unfolding, blooming, expanding or they're withering and dying away.

We're all wired to want more in life, and so consequently, no matter how many things we accumulate, we'll want more because the *things themselves aren't what are ultimately compelling us*.

Your results will always level out to the degree of your growth. We're here to grow. We're wired to want more.

NOTES

LACK OF UNDERSTANDING

We all have a lack of understanding. We have an internal need to know more. Regardless of how much you study, apply yourself and attend seminars, there will still be more to learn.

In fact, the more you begin to know, the more you will learn that you don't know. And you'll find that there is a hunger to know more if you let it develop. Those who do not understand this internal driver of destiny sometimes turn off their mind and allow it to atrophy.

What do you need to understand more fully or to learn more about? In what area do you need to learn more? What will you have to fully learn and understand to take yourself to the next peak in your life?

SELF-MOTIVATED ACTION

You and I are basically self-motivated. Everything we do in our daily life, every action we take or anything we choose to create for ourselves is done from a place of self-motivation.

Example: Mother Teresa was one of the world's greatest contributors to the underprivileged. Even she falls into self-motivated action because of the ultimate feeling and intrinsic rewards for her that came from giving and following God's plan for her. Her focus was on self and what God wanted for her, and that motivated her to help others.

When you give Christmas gifts, don't you absolutely enjoy seeing people's face light up? And ultimately, aren't you giving at some level for the feeling that it creates *in you*?

When you realize that it's okay to make decisions that are best for yourself, then you'll begin to see that they're the best decisions for those close to you as well. To give more, you have to be more. And becoming more comes from caring for yourself.

INSTANT GRATIFICATION

I want it now. How many times have you found yourself becoming impatient? You come up with an idea or goal, and you don't want to invest the necessary time to achieve it... you want it now.

An important tool in leveraging instant gratification is knowledge of a universal law known as the Law of Gender. The Law of Gender states that everything has a gestation period, meaning that there is a time period that must pass before something manifests into physical form.

Example: If you plant a carrot seed, it takes about seven weeks for that carrot to break through the ground. Or, a baby takes nine months.

To satisfy that instant gratification desire, you can take your big idea, your big goal, your big desire and break it down into smaller, bite-size pieces. Then experience instant gratification by celebrating your smaller successes along the way.

Challenge yourself to take charge, to take control. Control your destiny and realize that success happens from the inside out, and as you begin to grow, your results will have no choice but to follow. Keep choosing and creating your future, and keep charging forward.

NOTES

MILLION DOLLAR MINDSET
4. Providing Value



Wealth, when sought after directly, will never be achieved. It only comes as the by-product of providing useful service.

—HENRY FORD

Top achievers in all industries throughout time continually focus on providing useful service and value.

THE BOOMERANG PRINCIPLE

When you throw a boomerang, it comes right back to you. This is an example of a life principle. When you give value, then value must come back in return.

The Universe will supply you with exactly what you supply to the Universe. If you're providing tremendous value, then you'll be making a fortune. That's the *Million Dollar Mindset*. If you're not providing a fortune in value, then you probably won't be making a fortune.

It's noble to charge a fortune for your products and services if you provide a fortune in value.

It is a sin to be poor.

—CHARLES FILLMORE

THREE METHODS OF COMPENSATION

1. The perceived value of your product, service or idea in the marketplace.
2. How well you provide and/or deliver your product, service or idea.
3. The ease with which you can be replaced or duplicated.

You have to become so excellent that the cost of your service is no longer an issue. In fact, you have to become *more than* excellent. You have to become outstanding!

Excellence will not make you a fortune. You have to become uniquely outstanding. You have to stand out above the crowd to be compensated accordingly.

If you're running into price objections or if you're not being compensated the way that you would like, then there's a level of value that has not been established.

Winners always give ten times more value than they ask in return.

As you think about providing value, ask yourself, "What are the small things that I can do that will be perceived as high value?" Think about the relationships you can build, so when your product or service is mentioned, you come to mind because no one else has built the kind of relationship that you've built.

Also consider the small things that you can begin to do right now for your loved ones, your children, your spouse, your significant other, your mate, your clients, your prospects and the people in your organization. What are a few small things that will make a major difference and can provide tremendous value, while costing very little?

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SMALL THINGS I CAN DO FOR MY LIFE AND BUSINESS

What are some things that you can begin to do to provide more value in your personal and professional life? What can you do right away, and what are some things you can begin to put in motion? Get as many creative ideas down as you can.

MY PERSONAL LIFE AND LOVED ONES:

MY BUSINESS AND PROFESSIONAL LIFE:

EIGHT AREAS OF INTELLIGENCE

Howard Gardner is a professor from Harvard University. He conducted substantial research on our educational system and how each individual uniquely operates within that system. According to Gardener, we're each a genius. You are a genius!

Gardener identified eight different areas of intelligence or competence, and he contends that almost everyone is a genius in one or two of the eight areas.

AREA OF INTELLIGENCE

1. Linguistic
2. Musical
3. Logical/Mathematical
4. Spatial
5. Bodily/Kinesthetic
6. Intra-Personal
7. Inter-Personal
8. Apprehension of the Natural World

EXAMPLES

Martin L. King, Jr., John F. Kennedy
Mozart, Beethoven
Pythagorus, Albert Einstein
Frank Lloyd Wright, IM Pei
Michael Jordan, Tiger Woods
Carl Jung, Dion Fortune
Abraham Maslow, Carl Rogers
Al Gore, Dian Fossey

MY AREAS OF GENIUS

Think about your areas of genius. In which two areas are you a genius? When you find your uniqueness and exploit it in the service of others, you will be successful beyond measure.

Area of Intelligence #1: _____

Area of Intelligence #2: _____

Area of Intelligence #3: _____

How can you most leverage those areas to provide value? What are some of your natural strengths, your strongest areas, your innate capabilities? How can you utilize them more fully to perform at peak levels? To what degree are you utilizing and leveraging your strengths?

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To build a *Million Dollar Mindset*, you must leverage the areas where you have the most skill or the most capability. You must understand your natural strengths and utilize them more fully.

How can you utilize your genius at more optimum levels?

Reminder: Your unique strengths and gifts are not all that you have or all that you can have. Don't fall victim to, "I wasn't born with those skills." That type of thinking is dangerous. Many people throughout history have achieved what seemed to be the unachievable with the necessary desire and determination, the necessary commitment to become outstanding. It's a funny thing about intense desire... it seems to constantly create its own opportunities as well as its own capabilities. Your unique gifts are there for you to build on and to leverage, never to limit you.

For unto everyone that has, shall be given, and he shall have abundance. But from him who has not, shall be taken away, even that he has.

—MATTHEW 25:29

Your Creator has given you incredible talents and abilities, and as you utilize them to your fullest capability to provide tremendous value, incredible results will be given back to you.

You have a great responsibility and a great gift. How can you use your areas of genius more fully? Understand your uniqueness and exploit that uniqueness in the service of others, and I promise... you will be successful beyond measure.

MILLION DOLLAR MINDSET

5. Strategic Influence



In every interaction with another person, you are either influencing them or being influenced by them.

Whether you are dealing with a child, teammate, boss or client is of no consequence. You are always attempting to influence or sell a product, a service, an idea or maybe even yourself.

Once value has been established, you not only have an opportunity... you have a responsibility to influence the person with whom you're dealing.

None of us can make it by ourselves in today's world. There is just too much to do. We all need assistance, and we all need help. For this reason, you must have the ability to enroll other people to assist you in the achievement of your vision. And that takes the mindset and the skill of strategic influence.

IT'S NOT ABOUT SKILLS

As you begin to evolve, you will discover that certain skills are powerful and appropriate to accelerate the path to your destiny. It's important to understand however, that there is sometimes a tendency to acquire skills without a foundation of vision, intention and purpose. Those who are on a quest to acquire skills too often find themselves "all dressed up with no where to go." Skills acquired from the outside-in are power without purpose.

NOTES

SALES = RELATIONSHIPS

SELL = SELJE = "TO SERVE"

Your intention is to provide value, to serve and to build relationships. In today's world, the quality of your life can be measured by the quality of your relationships. As we explore the skills of strategic influence, you must keep in mind that you are playing a long-term, high-quality game building high-quality relationships.

The meaning of any skill is the intention with which it's used. As we think about these influence factors, I'm going to challenge you to always come from the place of highest intention, to always have the other person's highest good in mind.

SIX FACTORS OF INFLUENCE

- C Consistency
- R Reciprocity
- A Authority
- L Liking
- S Social Proof
- S Scarcity

NOTES

CONSISTENCY

The deepest need of the human psyche, of the human being, is to be consistent with how we have defined ourselves. In fact, it's not just a need... it's a commitment!

To fully utilize the principle of consistency with your clients, your teammates, your mate, your children or anyone with whom you interact, you must first get to a stage of commitment. Get them to commit to something small and non-threatening and consistently build upon it along the way.

THE CONSISTENCY PRINCIPLE

In your position, in the areas in which you are most frequently influencing another person, how can you more effectively utilize the commitment and consistency principles?

RECIPROCITY

This principle is about even exchange. If you give someone something or vice versa, the person receiving the initial gift or idea feels compelled to reciprocate or to return that favor.

This principle works in influence, it works in business and it works in every area of life once you understand it. The reciprocity principle is engaged by utilizing critical success factor number four, providing value.

When you provide incredible value to your potential prospect, to your teammate, to the people you work with, then you are setting up a principle of reciprocity where they feel psychologically indebted to you or obligated to assist you in some way.

THE RECIPROCITY PRINCIPLE

Coming from the highest intention and with the other person's good in mind, how can you do small favors for the people with whom you interact that will set up the principle of reciprocity?

AUTHORITY

This principle reflects that we all have a natural tendency to defer to an authority figure. If we perceive someone to be an authority figure when we are asked or told to do something, we have a tendency to do it with little questioning.

One way to leverage the authority principle for influence is through the use of testimonial letters. These testimonials help to establish your creditability.

THE AUTHORITY PRINCIPLE

Consider how you can begin to establish yourself as an authority in your particular field. What language will you use? How will you dress? Who will you ask for a testimonial letter?

LIKING

People buy from and are influenced more effectively by people they like. People also tend to like those who are perceived to be similar to them. As such, most individuals are going to purchase a product, service or idea from someone they like or with whom they have something in common. It has also been proven that people tend to like things that are familiar to them.

THE LIKING PRINCIPLE

Consider how you can use similarity, build rapport and position yourself to your market as trusting and credible. How will you implement this principle of liking to leverage your influence?

SOCIAL PROOF

Social psychologists explain that the greater numbers of people who find an idea correct, the greater the likelihood that others will perceive that same idea to be correct. It's basically about going along with the crowd.

The most influential leaders, the most powerful people of influence throughout history, are those who have learned to arrange group conditions to allow the principle of social proof to work in their favor.

THE SOCIAL PROOF PRINCIPLE

How can I create social proof surrounding my product or service? What methods will I use to get the social proof exposed to potential clients?

SCARCITY

This principle reflects that things in high demand and in scarce supply have a higher perceived value in the market. When the scarcity principle is employed, not only do we all want the same item when it's in short supply, we want it even more when we're in competition for it.

Scarce items are heightened in value when they are newly scarce. That is, we tend to value things that become more recently restricted than those that were restricted all along.

THE SCARCITY PRINCIPLE

How can I use scarcity to heighten the value of my product or service? What methods will I use to market the limited opportunity I am offering?

NOTES

MILLION DOLLAR MINDSET
6. Creating a Team



If one person gains, the whole world gains.
If one person fails, the whole world fails to
that extent.

—MAHATMA GANDHI

We live in a changing world with changing needs. It's imperative that you continually look to operate in new ways. Many companies today have employees in virtual offices. No longer in one central location, they're all over the country, operating out of home offices.

With the change in work style and the increased activity of our daily lives, it's easy to become isolated from other like-minded individuals. Now more than ever, you must commit to creating your own team.

All high achievers understand and learn how to leverage and value other people. There's just too much to learn, too much to know, too much to do. You must surround yourself with like-minded people: people of a common mind and heart, people who will help you and join in your cause.

There is one key to creating your own high-performance team and here it is: Unity on essentials, unity on a common purpose, a common vision, a common goal and a common outcome. Unity on the principles of living, not necessarily on how to achieve the outcome.

It is one of the most beautiful compensations of this life that no man can sincerely try to help another without helping himself.

—RALPH WALDO EMERSON

Winners hang out with winners.

People with the *Million Dollar Mindset* go to the same churches, they work out at the same clubs, they attend the same functions and they eat at the same restaurants. Why? Because they're in resonance with one another.

Five years from today, you'll be the same as you are today with a couple of exceptions: the books you read, the CDs you listen to, the seminars you attend and the people you spend your time with. Commit to being peers with those whom you admire and respect.

Your environment, at this point in your life, is more important than your heredity. It's more important than your genealogy or your biology. The environment you live in, where you spend the majority of your time, will determine what you are going to create in your life.

THE MASTERMIND

Napoleon Hill states this about the mastermind: "The mastermind may be defined as coordination of knowledge and effort in a spirit of harmony between two or more people for the attainment of a definite purpose. No individual may have great power without availing himself of the mastermind."

MY MASTERMIND GROUP

What are the qualities and characteristics of my mastermind team? How will I attract these individuals to my team? Who do I need to become to attract my dream team?

MY DREAM TEAM

If I could have anyone on my Dream Team, this is whom I would choose:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____

SUMMARY OF MILLION DOLLAR MINDSET

Be illuminated. See the truth as the truth. Understand that you have everything you need to be successful and wealthy.

Align with the universal laws. Use the principles that bring order to your life and eliminate luck from your success equation. Create the picture of your success through quality of thought. See your future through your own eyes.

Take charge. Invest in a life of continuous learning and growth. Be good enough to continuously get better. Replace stories with results. Focus on who you are rather than skills you envy. Do the work and reap the rewards.

Become a valuable asset. Let who you are define your actions. Your talent is in you. Find what you do best and do it often. You will be rewarded.

Influence others. Have the courage to direct others to take advantage of valued opportunity and service. Sell your ideas, products or services with a powerful intention and a passion to move others forward. Polish your ability to influence and practice your skills to attain mastery.

Attract those whom you admire. Surround yourself with the power of others who possess a common purpose. Build harmony by creating, not competing.

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