

**Be more,
Make more
Work less**

**Articles on
Developing The
Millionaire Mindset**

A collection of articles taken from Veronica Lim's
Millionaire Thinking™ e-Journals
www.millionairethinking.com

Presented to you by Vic Carrara of SuccessSecrets.co.uk

JUST WHAT IS IT THAT YOU WANT?

Focus. Just what does it mean?

The dictionary defines it as “point on which interest, activity is centred”. And before that comes the question, What will you focus on? In other words, Just what is it that you want?

Stop for a moment and ask yourself that question.

Many people find it quite difficult to really focus in on what it is that they really want. Many people who run their own business, for example, find this to be a big challenge. They may have heard that it is far easier to find a niche and then expand from there, but still, they find it difficult to do so. They can't seem to define their market with any great clarity, nor define exactly what they are delivering to their target market.

Not only have some of my clients been guilty of that, I have too! But in the last week, I have been working with a new business idea, which involves a tightly defined target market. I've been quite astounded as to how much easier it has been to make decisions and to take action. I simply know that this business idea will take off in no time at all!

And it started with me getting focused in the first place, defining what I really wanted. I did this by first clarifying and then defining both my personal and my business vision and why I wanted it. Once I did that, finding my point of focus became crystal clear.

So how do you find your point of focus? Firstly, stop listening to everyone else quite so much. Start listening to yourself more.

Start with defining what you don't want. It's no coincidence that this is the very first exercise in the Get What You Really Want in Just 12 Minutes a Day system! This is usually much easier for most people that it is to define what they want with clarity. So start with what you don't want.

Then, move on to defining what it is that you really want. Keep asking yourself the question, “Why do I want this?” until you find that it connects with some deeper part of you and ignites your spirit. In other words, your eyes light up and you feel good!

Earlier in the year, I attended a conference and in my notes, I wrote, Intention + Attention = Retention..... meaning:

What You Want + Focus = Reaching Your Dream

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ACTION POINTS

- (1) Make a list of what you don't want
- (2) Start getting clarity then on what you do want
- (3) Build up the picture so that it excites you. Use your imagination!
- (4) Declare it as an intention (or goal). Write it down.
- (5) Keep focused on what you want. Keep the paper on which you wrote it down in front of you to remind yourself.
- (6) Put your doubts to one side, and don't worry about how it will happen. Let the ideas come to you.
- (7) Have fun!

CAN YOU BE FINANCIALLY FREE?

Do you believe that you can have a freer, easier and richer life? Do you believe that you can be financially free?

You have probably heard the saying, "The rich get richer, and the poor get poorer". Have you ever stopped to think what that really means? I mean, really stopped to think what that really means.

As you think about it, where do you think rich begins? And where does poor begin?

It begins first in the mind, as a thought, or a belief, which in itself is simply habitual thought. We become what we think about most of the time.

The most interesting thing about a belief is that it is always true, in that we will always find evidence to prove our beliefs to be true. How many times have you said in the past, "I knew it!" or "See, I'm right".

Our minds are programmed to look out for evidence and proof to make us right. After all, we feel good when we are right. And often, this provides us with the excuse to remain in our comfort zone and not take action towards a future which we may secretly, deep down, wish for.

There are three reasons why more people are not wealthy.

- (i) They do not have the skills
- (ii) They do believe that they deserve it
- (iii) They do not believe that they can be wealthy.

Quite often it may not even occur to a person that things can be different! The past does not create the future. And do you notice that two of the three reasons have to do with what you believe?

ACTIVATE YOUR RETICULAR ACTIVATING SYSTEM

We have in our minds what is known as a Reticular Activating System (RAS). The RAS is rather like a radar, looking out for whatever it is that we have told it to look out for.

For example, let's say that you are looking to buy a new car. You scout around and do some research, and then you decide on the make and model of car you would like. "Suddenly", you notice that particular make and model of car – on the road, in magazines, in newspapers... - all over the place! They just jump out at you. That is your RAS at work, picking out the information that you are focusing on and bringing it to your attention with increased frequency and vividness.

And guess what? Your RAS works in exactly the same way with regard to your financial situation. If you frequently say things like, "I would like that but I can't afford it" or "I'm broke", your unconscious mind steers your behaviour to make you right, and your RAS picks up evidence of it being so and brings it to your attention. You get to say, "I knew it!" or "See, I'm right".

FIRST DECIDE, THEN MANAGE YOUR THINKING

Decide to be financially free, and then be willing to change how and what you think. Then take one piece of action each day to get you there.

Watch out for your patterns in thinking and what you say to yourself. Catch yourself when you find yourself focusing on the negative and on lack or a feeling of not enough. Focus instead on what you already have, what you can have, and imagine all that you desire.

Remember, rich or poor – both begin with a thought. You can choose to notice all that you haven't yet got and what is missing from your life right now, or you can feel good by focusing on all that you do have, and imagining all that you want. The choice, as always, is yours.
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ACTION POINTS

Decide today that you want financial freedom.

Begin by watching your self-talk and your language. Stop saying, "I can't afford it". Start saying, "I can have that" or ask yourself, "How can I have that?"

PLAYING MAKE-BELIEVE

Can you remember when you were a kid and you played make-believe? I remember playing doctors and nurses, cowboys and Indians, schoolteacher, champion horse-rider, airplane pilot, expert car driver, potter, chef, hitch-hiker, ambulance driver, and the list goes on. Anything that I wanted to be was always possible. In fact, anything that I wanted to have, and anything that I wanted to do was also possible, even "when I grow up".

And then, I really did start to grow up and I began to think like "the adults".....now things weren't quite so easy and there were all kinds of reasons why I couldn't do what I would really love to do. Obstacles were easy to identify, but not so the path to take me to my dream. I became an excellent student at school, picking up knowledge came easily to me, and regurgitating what I had learnt in just the right way to achieve outstanding results at school, but I forgot how to think outside of the box and I forgot how to think creatively and I forgot how to appreciate and welcome uncertainty and risk-taking.

So when I took the decision to leave the comfort and security of full-time permanent employment to pursue my life-long dream of working for myself and running my own business, I had to unlearn old ways of thinking and re-learn how to think like children do, where nothing is ever impossible and there is always a way if you want it badly enough.

I had to learn new ways to dream.....at first it was difficult; I was so hemmed in by my own thoughts of what could or could not be achieved that I couldn't come up with much in my dream (yet, ask a six-year old what they want and they write umpteen pages!). I had to find a vision of my future that is so compelling and exciting that it would take me through the challenges that I face because I know that my dream is achievable and that I can make it come true.

I had to learn to look at risk-taking as an adventure, to appreciate the fun there can be in the learning-curve, and to not take myself so seriously all the time. I had to learn that life is fun and to ditch those beliefs that were holding me back, and to realise that no-one was stopping me from my dream except for.....me, myself, I.

Piece by piece, the jigsaw of my dream has been coming together and elements which were once a dream or a vision are now reality. There is yet more to go, and I can see it all happening in time. And for the first time in my life, I have also learned to truly relax and enjoy the journey.

I want for you to be able to dream and for you to make your dream come true. Will you decide to start remembering how to "play" make-believe? So you can know what it is that you want. And then, when will you decide to start making your dream come true?

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ACTION POINTS

- (1) Start collecting data and information on how you would like your life to be. What don't you want? And what do you want?
- (2) Keep playing with those ideas, honing them and refining them to make them fully yours.
- (3) Identify why you may think that you can't have (elements of) your dream be reality.
- (4) Decide how you can change your thinking around those seeming obstacles.
- (5) Are there any steps you could take to get yourself one step closer to your dream and have fun with it? Then just do it!

ARE YOU TIRED OF NOT ACHIEVING YOUR GOALS?

The one thing that I do know about myself in the past is that there have been many things which I have achieved without apparently having set any goals, and conversely, many goals that I had set, written down, thought a lot about and yet didn't achieve. Have you found this to be true for you too?

I discovered that the goals that really meant something to me, the BIG ones that I really wanted, were the very ones that seemed the most elusive. I'd hear and read stories about people who said that they didn't really believe that something could happen, but they wrote it down and read it everyday, and then just as the date assigned to the goal drew near, the goal came to be.

Whilst this works for some people, it wasn't quite my experience. I found myself feeling disappointed, and more able to consider feeling like a failure than otherwise! I found it even more dissatisfying to be setting goals than not. And the stretch goals that I had heard were meant to be motivating only seemed to ultimately contribute to a lesser sense of self.

Was there something I was missing?

WHAT IS BEHIND THE SETTING OF GOALS?

Goals help us to get clarity and focus.....and to feel good. The last piece is one that we often forget about, if we even hear about it. Why do we want what we want anyway? The deepest most reason is always a desire to feel good in some way, and keeping focused on the goal provides the motivation from the anticipation of the goal coming to be.

Yet, the goal itself can often bring up not-so-good feelings. How is that, and why?

There are three elements to getting anything we want, the first two of which are "inner" elements and the last one an "outer" element.

- (1) Desire
- (2) Resistance
- (3) Action

When you think about something that you want, how does it feel? Does it feel totally good? Or do you get a tinge of not-so-good?

The extent to which you feel the tinges of not-so-good gives you an indication of how much resistance you have.

Resistance is the collection of opposing thoughts to your thoughts on your Desire (what you want). These can be thoughts such as, "But I don't have it" or "I can't see how I can get that" or "I can't afford it" and so on. Your dominant thought is that which you think about more strongly and more consistently – and you tell the balance between your level of Desire and your level of Resistance from how you feel about your goal.

The higher the level of your desire and the lower the level of your resistance, the more positive you feel, and the more quickly and more easily you attain your goal. Action seems effortless, and things seem to appear to just fall into place.

By the Natural Law of Attraction, we attract to ourselves people, events, information and circumstances which are in harmony with our dominant thought. This is our Reticular Activating System (mentioned in **Issue 1**) in action.

Have you come across a person before who mentioned that they wanted something and somehow someone showed up with just the thing that they wanted and they didn't have to go out and look for it? That's desire with little resistance, with action being easy and seemingly effortless.

We have been well conditioned into thinking that life has to be hard and a struggle if we are to get what we want. Yet, we know of people who seem to have things just happen for them. What we don't realise, is that our beliefs around struggle and working hard are the resistance – the things which make it difficult even before we begin...and that is when procrastination sets in or we give up.

Or we may wonder why we are not enjoying or taking action towards our goal even though we have a desire for it. When this happens, our level of resistance is greater than our level of desire. It is like driving a car with one foot on the accelerator, and the other on the brake at the same time.

So to make it easier to achieve your goals, maximise your desire and minimise your resistance.

THE REAL POWER BEHIND GOALS

What's more, most of us have been taught how to set goals "backwards" – we decide what we want, then work out the steps on how to get there. We think, when I have this, then I will feel great. And often, when we get there, the elation is short-lived – "Is this it? Now what?" Then we set another goal and strive towards that repeating the same process and potentially feeling the anti-climax of it when we get there.

We've been used to setting goals in this logical analytical way, based on our conscious desires. We think about what we want, such as cars, homes, travel, money and so on, we set those as goals and then we think about what we then need to do to get there.

What we often don't do as part of that goal-setting process is to determine our unconscious desires. Our unconscious desires are the underlying reason for our conscious desires, and are based on some kind of feeling good or feeling better. We may have the desire for approval, to be liked, to be recognised, to have a sense of achievement, or freedom; perhaps we want security, or to be loved or respected, and so on.

By doing this, you align your thoughts, feelings and actions so that they are congruent. The more in alignment they are, the easier and quicker it is to reach your goals.

These feelings are the real power behind our goals. The more you tap into that on a daily basis, the more you tap into the behaviour and action and the less attached you become to the outcome itself. Other opportunities show up and we more readily identify them because we are less attached to how things must be.

ENJOY THE JOURNEY

If you can reach the place where you feel so good that the end result is no longer the main event and the way that you feel while you are on the journey is, then you will discover not only that your quality of life increases, but achieving the goal is easier and less stressful, plus you would have enjoyed yourself along the way.

If you could reach just one goal next year, which one would it be?

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ACTION POINTS

Write down what you don't want, and then clarify what you do want, being sure to state this in the positive.

Now ask yourself, "For what purpose do I want this? What will it give me more of or that I do not already have?"

Keep on asking this question until you reach some kind of positive feeling, such as a sense of freedom, security, peace, respect, recognition, etc. Identify the top one or two feelings – these are the essences of your goals.

Imagine having already achieved your goals and revel in the feelings.

Now ask yourself what actions you feel inspired to take, and note these down.

Also make a note of other actions/things that you could do which, although they may not seem to directly contribute to the goal, will bring you the essences of your goal.

Enjoy the journey!

RECESSION? WHAT RECESSION?

For the past year to eighteen months, there has been talk of the impending recession. What I have puzzling over is, "Is it here yet? Or not?"

Would it matter to you whether other people said there was a recession or not if you are still reaching your targets?

When I was working in a securities house, I spent a morning with the dealers on the US desk. The Head Dealer asked me if I wanted to see them make a run on the market. I was curious and said yes. He said, "Great, watch the screens". Over the next few minutes, he and his team phoned up a few large clients and told them that they recommended a particular stock to buy. All clients said yes, and in less than fifteen minutes, the stock price went up. Why? Because the clients thought it was a good deal, bought the stock and caused the stock price to rise.

For me, it begged the question, "Which came first? The clients thinking it was a good buy? Or the stock being a good buy in the first place?" What had really caused the stock price to rise was what the dealers and the clients were focusing on.

GROUP-THINK

I think the recession is similar. Yes, there are "external factors", and I am not suggesting that you ignore them completely. However, let me stretch your imagination for a moment. Just suppose, that everyone decided to ignore the "external factors"; just suppose everyone just didn't know.....what impact would that have on the recession? Would it happen?

Now just suppose that everyone thinks that the economy is booming. How do they think and behave differently? Then, through their Reticular Activating System (see Issue 1), everyone starts to see evidence that the economy is booming.

There is much to be said about external factors being determined by group-think or group-consciousness, which then impacts on our own behaviour and results.

SO WHAT?

Have you ever noticed a situation where someone has bucked the trend? Where others said it couldn't be done, and yet they went ahead and did it?

Jet Blue is one such company; it has bucked the trend. People said that creating a successful low-fare airline based in New York City would not work. Yet that is exactly what Jet Blue has done, and they have won award after award for their service. As they say, "Ten million customers later, we're proud to be proving the critics wrong."

SAS Institute is another such company. They are a software company, based in the States. In an industry where average staff turnover is well over 20%, SAS has a staff turnover of less than 5%. And in 2001, in a year that brought widespread layoffs in the US technology sector, SAS maintained full employment – in fact, they significantly expanded their sales force.

The question for you then, is, "What will you choose to focus on?" You can choose to focus on the thought that recession is happening and so business will be slow and tough, or you can choose to buck the trend and look out for the opportunities and all the evidence that (some) businesses are still booming, including yours.

There are still many opportunities to be had in a downturn. For example, when the stock market is low, that is the time to buy! If you wait until everyone else thinks that the market has already turned, you are behind the curve, not leading it.

When you think and feel positively about something, your belief systems are different, you make different decisions and you speak and behave differently. In short, it is our EXPECTATION of the result that determines the result itself.

Perhaps you may think that this is too idealistic or simplistic. But, if you knew that it would make a significant and positive difference to your stress levels and your results, wouldn't you want to try it out?

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ACTION POINTS

1. Stop reading the newspapers or watching the news for a week, two weeks, a month! What difference does it actually make to you and your day by the end of the week?
2. Rather than focusing and therefore looking for evidence to support your belief that there is a downturn in the market, start looking for the upsides. Register those – write them down.
3. Start looking for other evidence of other people and businesses doing well. Instead of dismissing it as being down to luck, begin to start expecting that for yourself too.