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WEALTH MAGNETS:		
-----> 1 NO GUILT.		
Wealth is not limited. It's not a zero sum game. Otherwise you'll do things like underpricing. You increasing wealth doesn't cause anybody to lose wealth.		
-----> 2 UNEQUIVOCAL BELIEF IN ABUNDANCE.		
Everybody somehow has plenty of money to buy whatever they want to buy. There is more wealth than ever. And, more opportunities than ever.		
-----> 3 BREAK FREE OF "FAIRNESS".		
Wealth attraction is completely separated from virtue. Being a good person won't help you attract money. Sell things that improves other peoples' lives.		
-----> 4 ACCEPT YOUR ROLE AND RESPONSIBILITIES		
Maximum profit and wealth. To optimize sales, profits, and value. Getting all this stuff about greed and opportunism out of your head is critical.		
-----> 5 NO FEAR		
Fear-based business decisions are a mistake. Confidence attracts money. Money is available in unlimited supply and readily replaceable if you lose it all.		
-----> 6 NO EXCUSES		
Take full responsibility for everything. Never make excuses for not doing well. Monitor all the excuses you and the others do. Log them all. Eliminate yours.		
-----> 7 SPEAK MONEY		
Most people speak poverty, inadequacy, doubt and fear. What you think and say about money reveals the programming you're subconsciously following. If your desperate you smell like fear. The one that needs it the least has the power. Money is attracted to the most confident and comfortable about it. It's easy. Money is like women. They're everywhere. Absolute abundance. Log it too.		
Why is "easy money" supposed to be dirty? That blocks opportunities.		
-----> 8 BE SOMEBODY		
Become a celebrity, at least within your business sphere. Any and every photo of you with a celebrity has real value to you. Surround yourself with celebrities. You can become an expert by studding one hour per day for a year.		
-----> 9 BE SOMEWHERE		
Write a book. Be famous. Do something. Mailing list, newsletter.		
-----> 10 DO SOMETHING		
Everybody has an idea. Few act on it. Take action. Even wrongly. No excuses or waiting. Don't wait to have your material ready. Do something every single day.		
-----> 11 DEMONSTRATION		
Edison staged a series of heavily publicized secret events to demonstrate the next amazing invention. Houdini would go to the police to get handcuffed and then escape. Toni Robbins walked barefoot on red hot coals. Use demonstration to prospective clients. Houdini make himself a 24/7 walking demonstration. Think of yourself as a "lifestyle brand". Show off. Be coherent in your personal demonstration. Be a congruent personal demonstration of what you're selling.		
-----> 12 FOLLOW UP		
Think in terms of "process" rather than "incident". If you give a speech create a multi step "attack" to boost attendance and those coming. And, "opportunity" rather than "outcome". Create relationships instead of one-night stands.		
-----> 13 INTEGRITY		
Keep your promises (stated or implicit): deadlines, communicate with clients... Be reliable. Over deliver. Price competition becomes irrelevant. If you miss it once: apologize and make it right. A less appealing promise kept is better.		
-----> 14 ASK		
Clearly enunciate your desires, expectations to clients, vendors and employees. Even ask successful people you just met for advice and help -they like it.		
-----> 15 DOMINO OPPORTUNITY		
Domino every opportunity you get. Even tiny ones. [Make it a habit.]		
-----> 16 PASSION		
The order: market, market demand, purpose, passion, money. Identify a viable, preferably underserved market, determine market demand (what it wants most and will pay for), then do something for the market you feel passionate about.		
-----> 17 SEE WHAT ISN'T THERE		
Maybe a in the middle range prince where only chip and very expensive options exist. Maybe more luxurious than ever, ignored location or different means of		

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distribution -steaks delivered by UPS. Move to a more profitable business.		
-----> 18 NO BOUNDARIES		
Think globally, not locally. Operate internationally.		
-----> 19 CLARITY		
It is up to you to _decide_ how much money you'll earn this month, this year... Clearly defined goals, objectives, measurement of progress, schedules...		
-----> 20 INDEPENDENCE		
The less you need income, the more opportunities present themselves, the more people are to pay you money and do business, and the more wealth is attracted. This mandates living beneath your present income and to stay debt free.		
-----> 21 THINK VALUE, NOT TIME		
Ideas for increasing your personal value: expertise, status as an expert, skill, productivity, efficiency, effectiveness, organization, influence, relationships, celebrity status, reputation, vision. Increase your value.		
-----> 22 THINK EQUITY, NOT INCOME		
Wealth comes from value and equity. Equity is the value of your business. To increase it think 50% present banking, 50% future banking (like collecting birthdays and e-mails of first time customers N in a restaurant; making a kind of offer that maybe X% will take where every birthday dinner averages to \$Y). Future bank += X% of N x \$Y. A big future bank makes you think/feel different.		
-----> 23 MARKETING PROWESS		
Super-entrepreneurs are unabashed, unashamed, irrepressible promoters. They are salespeople who know how to sell and do so day in and out. They are marketers. They can delegate almost everything but the marketing: how to get customers.		
-----> 24 BEHAVIOURAL CONGRUENCY		
Behaviour congruent, first with the ones already achieving the goals you want. Model their behaviour, not their thinking or attitudes. Second, congruent with the goals themselves. You don't control outcomes, you control your behaviour.		
-----> 25 ACT WEALTHY TO ATTRACT WEALTH		
If you act in the same ways that the wealthy act, you set in motion a big collection of internal changes and external effects that do attract wealth. Two of them are done by all the really wealthy. The logical one is saving. The 90-day experiment: put a fixed percentage of all income in a "wealth account". Now the illogical one: giving. Also a fixed percentage in an account that you can use for charity, people in need, over-tipping. The "giving account". This is important cos all wealthy people give. Giving has an incredible effect on your psyche. *And*, it *should not* replace giving you already do. [Shit!]		
If you give 10% is not: 100% - 10% = 90%. But, 100% -10% = 100% x 4 = 400%		
-----> 26 ENERGY FROM PEOPLE		
Obstacles to wealth attraction: Incompetent and lazy people, time vampires, negative energy and toxic people. Only one of them if fatal to you. Be ruthless eliminating them from your life and businesses. It will increase wealth. "If I wake up three mornings thinking about you and I'm not having sex with you, you've got to go." There are no "neutral" factors. They're either power source or a power drain. Yes, it *is* black and white. Yes, don't make any exception.		
-----> 27 COURAGE		
Brass balls. Fortune favors the bold. Courage attracts wealth. You have to put yourself out there. Your ego and reputation dealing with "what will they think of me?". Gene Simmons: "don't need experience to do many things. You can learn as you go along." You need courage to act on your ideas, to defy conventional wisdom, to start before you are ready, to screw up, to face embarrassment, humiliation and rejection, to stand by your convictions, to ask, to promote, to sell aggressively, noisily, visible, to ignore criticism, to focus on results. Money moves because Authority, Transfer of Responsibility, and Value Exchange. But, most of all, money moves because of Courage.		
-----> 28 PACE		
There is a winning rhythm to sales, negotiation, alchemizing ideas, launching products, business operations and attracting money. You cannot teach it. [Is it similar to my waves and one-second-decisions?] Try to do things simultaneously instead of sequentially and keep a good pace. Set multiple new initiatives moving forward at fast pace and it will be fine if only one works out. The winning driver, if leading the race, must control is pace. No waiting.		