

S2 SUCCESS SYSTEM OF THE
EMPOWERED MILLIONAIRE INSTITUTE



S2



EMPOWERED
MILLIONAIRE
MASTERY
(DAY 5: THURSDAY)

CONCEIVED & DEVELOPED BY JAMES LEE VALENTINE

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EMPOWERED MILLIONAIRE MASTERY
7-DAY REVOLUTIONARY WINNING DISCIPLINES SUCCESS SYSTEM

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contact James Lee Valentine via email
jlv@empoweredmillionaire.com

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S2: EMPOWERED MILLIONAIRE MASTERY



*Do not equate the size
of this S2 program
to its true value.*

*If you will diligently
STUDY each of the
S2 modules and
steadfastly APPLY
them to your life,
you can ATTAIN a
net worth of at least
US\$ ONE MILLION.*



DAY 5: BE PURPOSEFUL

Empowered Millionaire Mastery

Day 5: Be Purposeful

THURSDAY

Today I will master the
Winning Discipline of...

*Being harmoniously aligned with
my life's ultimate purpose
every day.*

EMPOWERED MILLIONAIRE CREED – PRINCIPLE # 5

Today I am purposeful in multiplying my value.



DAY 5: BE PURPOSEFUL

TODAY I WILL MASTER THE WINNING DISCIPLINE OF...
*BEING HARMONIOUSLY ALIGNED WITH MY
LIFE'S ULTIMATE PURPOSE EVERY DAY.*

*"I slept and dreamt that life was joy.
I awoke and saw that life was service.
I acted and behold, service was joy."*

RABINDRANATH TAGORE

Andrea Jaeger was an astonishing tennis prodigy. She was just fourteen-years-old when she won her first professional tennis tournament. A pigtailed, teenage sensation, Andrea was the youngest seeded player in Wimbledon history at the age of fifteen in 1980, and the youngest ever U.S. Open semifinalist later that same year. In 1984, however, a shoulder injury brought her promising career to a sudden and unexpected end. Though Andrea's body was injured, her spirit remained strong. She came to us as a phenomenon and, in a very different sense of the word, Andrea Jaeger still remains one all these years later, but now for her work off the courts.

During her spectacular, yet all-too-fleeting tennis career, there was a grand purpose emerging that Andrea was quietly nurturing. Though she no longer serves up aces on the court, Andrea is serving society — and her serve has never been better. The tennis star, who wowed the tournaments as a teenage sensation, began a nonprofit organization called the Silver Lining Foundation and now serves aces of hope, compassion and significance to children dying of cancer or other life-threatening illnesses.



DAY 5: BE PURPOSEFUL

Andrea's Silver Lining Foundation in Aspen, Colorado is part of a success story taken to the highest level. Her tale is hard to rival in the game of success over adversity. But what is it that differentiates Andrea from other entrepreneurs with a dream and a heartfelt calling to score the ultimate victory? The answer is in having a powerful life's purpose. Hers is aligned with that of her foundation with its mission to provide a lifeline of opportunities for dying children to enhance the quality of their lives before they pass away.

"You get very spoiled on the pro tour," Andrea says. "The courtesy cars, the five-star hotels, all the people applauding because you hit a good shot. It's easy to forget what's important in life." Her purpose in life started to become clear whilst still on the professional tennis circuit when she spent many hours between matches visiting sick and dying children in hospitals.

Her life is a shining example of what can happen when one concentrates on a worthy vision. Andrea remembers what is most important in life. "The whole mission is to bring opportunities for children with cancer or other life-threatening diseases to enhance their lives and to make things possible on a long-term basis," she says.

It is often lamented that the main cause for unhappiness in life is trading what is wanted most for what is wanted at the moment. Having a significant lifetime purpose helps one focus on long-term achievement and rely less on short-term gratification. If the best things in life really are free, then they are not found in more money and more material possessions. They are found in the values of fulfillment, intimacy, joy, friendship, spiritual wholeness and compassion for our fellow humans.

"I believe in the philosophy of one child at a time," Andrea says. "If you can make a child smile or laugh, well, your place in the world has been preserved. You carry a lot of what the kids bring and when you see their strength, their character, the hope in their eyes and in their heart, it gets you through the darkest hours you could ever have."



Empowered Millionaires Are Single-Minded

A monumental key to success in any endeavor is *single-mindedness of purpose*. This is pursuing one's desires with a mindset focused like a laser beam. Humans are goal-directed creatures. As such, the very act of striving to hit a target is necessary to a person's well being, as this gives the individual a certain sense of purpose — something to work toward and look forward to. People who possess a powerful sense of purpose are happier, have greater health and generally live much longer than their counterparts who lack purpose and who have no objectives of substantial magnitude. Goal-directed people have greater ambition and are more productive than those impotent souls who lack meaningful targets in their lives.

Individuals who earnestly strive for successful results have carved out a focused direction for their lives. They know what they want, and show firm decision-making abilities in heading toward the attainment of their aspirations. These achievement-oriented people are absorbed in what they are doing and eager to give life all that they have to offer. It is one of life's little miracles that it returns the favor by making their lives richer and fuller. Every person needs a strong sense of purpose — fueled by a *magnificent obsession* — as it gives them powerful motivation for living life to the maximum and potent reasons for endeavoring to accomplish mighty objectives.

Being focused on the manifestation of inspiring goals will certainly speed me along on my journey to success, as will a determined resolve to persist toward the achievement of my desires. However, it is only when I am fully committed to realizing a definitive lifetime mission that I will be in complete control of my financial empowerment on this adventurous and exciting ride along life's twisting road. Once I am harmoniously aligned with my life's ultimate purpose, I shall be an intrepid champion in the game of life and be able to charge toward the accomplishment of my most glorious purpose with outrageous audacity, accepting no limitations and striving to attain the most outstanding results for everyone involved.



Harmoniously Aligned With My Life's Purpose

Everyone has a purpose for their life, something meaningful that serves the good of humankind, whether a grandiose mission like that of Andrea Jaeger or a more humble role. Perhaps it is a unique gift to be utilized or a special talent to be shared with others less fortunate than ourselves. It is only when we blend this special talent with service to others that we shall experience the ecstasy and exultation of our own spirit being fulfilled — which is the ultimate expression that we are living our lives harmoniously aligned with our life's purpose, *every day*. This is the grand goal that will make our existence here on earth spectacular indeed. When we are harmoniously aligned with our life's purpose, we are working with love, and that love then becomes visible through our endeavors. This is what Kahlil Gibran so eloquently wrote in his magnificent book *The Prophet* about our work being aligned with our purpose and the need to work with love in our hearts:

You work that you may keep pace with the earth and the soul of the earth. For to be idle is to step out of life's procession that marches in majesty towards the infinite. When you work you are a flute through whose heart the whispering of the hours turns to music. I say to you that when you work you fulfill a part of earth's furthest dream, assigned to you when that dream was born. And in keeping yourself with labor you are in truth loving life. And to love life through labor is to be intimate with life's inmost secret. And when you work with love you bind yourself to yourself, and to one another, and to God.

And what is it to work with love? It is to weave the cloth with threads drawn from your heart, even as if your beloved were to wear that cloth. It is to build a house with affection, even as if your beloved were to dwell in that house. It is to sow seeds with tenderness and reap the harvest with joy, even as if your beloved were to eat the fruit.



My Magnificent Obsession

Most humans have a purpose that is far too small for their heart. However, as an Empowered Millionaire, I can be an exception to this. What if I could enlarge my mission in life until it really matched what I am capable of achieving — how would I do this? What if I could trade what I crave in this moment of instant gratification for what I desire in my most compelling of futures — how would I do this? What if I could have a vision grand enough and brilliant enough to enable me to be like Andrea Jaeger and wholeheartedly live my life's ultimate purpose — how would I do this? The answer to all these questions is identical:

I must have a magnificent obsession.

Within every Empowered Millionaire is a spark of extraordinary success. All that is needed for this tiny flame to become a raging inferno of achievement is for this person to possess an unquenchable passion for attaining the one thing above all others he or she truly wants. This passion becomes their life's ultimate purpose — their *magnificent obsession*. This is the one objective that will inspire any person to take immediate enthusiastic action, driving this individual boldly forward with massive self-confidence and single-minded determination in the quest for its realization. If this person concentrated only on accomplishing their magnificent obsession, the future they could build would be no less than monumental.

For me to reach the heights of success I am capable of attaining, I shall conceive of a magnificent obsession in my heart and set out to accomplish it. I shall make this purpose my ultimate aspiration and the central, focused point of my thoughts from this day forth. I shall make this special purpose my supreme duty and I shall devote myself unswervingly to its accomplishment. This is the one major objective powerful enough to drive me toward unimaginable heights of achievement. It is the one mighty motivating force that forms the backbone of all outstanding human advancement. This is what the



foremost proponent of yoga, the great Patanjali, stated with respect to being inspired by a magnificent obsession: “When you are inspired by some great purpose, some extraordinary project, all your thoughts break their bonds. Your mind transcends limitations, your consciousness expands in every direction, and you find yourself in a new, great and wonderful world. Dormant faculties and talents become alive, and you discover yourself to be a greater person by far than you ever dreamed yourself to be.”

Having conceived of my magnificent obsession and molded it into my life’s ultimate purpose, I shall mentally map out a pathway direct to its attainment. The inner strength needed to accomplish the tasks at hand and powerful thoughts of a successful outcome are what I shall focus on. My will-to-do springs from my self-belief that I can do it. Once I have conquered doubt and fear, I shall have conquered failure. All that I desire to achieve can result through my dynamic thoughts concentrated on, my empowering words focused upon, and my enthusiastic actions directed at the realization of my significant lifetime mission. Once I cherish in my heart the achievement of this magnificent obsession, I shall one day surely realize this aim.

Developing My Magnificent Obsession

There are two essential points in developing my own magnificent obsession — my life’s ultimate purpose — the one extraordinary mission or objective above all others that ignites my fires of desire and turns me into an inferno of focused accomplishment:

1. Developing my magnificent obsession begins with asking myself this key question:

Q. *What makes me tick?*

I must know what the one purpose is above all else that lights my motivational fires. In other words, what dominant urge, drive or interest will inspire me toward being the best or achieving



the best I can at one particular thing? Once I have isolated the motivational spur that can kick me into action, I have uncovered the propellant that can boost me into the orbit of prosperity, good fortune and fulfillment.

2. I shall concentrate all my resources — mental, physical and spiritual — on the attainment of just *one* magnificent obsession. I must know what the single mission is above all else that turns me on to the bright lights of success like no other. What is it? I shall concentrate all my energies on the realization of this singular ambition. I shall call upon my dynamic capacity for successful achievement, which I can instantly command when I focus all my resources on *one* major purpose. Controlled focus is like a laser beam, which I can use to cut through any obstacles that may come between me and the accomplishment of my supreme objective.

Am I committed to grabbing hold of the reins of my life and squeezing from it all the passion, power and enjoyment that I know can be mine? Many people know what they should do during their lives, but they never do it. The reason is they lack the drive that only a wondrous and compelling future can provide. I now know that it is my magnificent obsession that provides this drive for me.

Igniting My Motivational Fires

I have an opportunity right now, today, to release my mental shackles and dream at the highest level. I have a chance to brainstorm something that will push my life on toward untold accomplishments. I have an opportunity to find a purpose large enough and grand enough to challenge me to push beyond my limits and unleash my full potential. This question will help me to discover the one special purpose that truly lights my motivational fire:

- Q. *How do I know what magnificent obsession will bring me the most outward success and inner satisfaction?*



Only I can answer this question — and only after a period of deep self-reflection on what I truly desire to accomplish. My primary hope for long-term contentment is if my heart is in what I am doing. I must decide upon a lifetime mission that satisfies my needs in terms of contributing to mankind. What am I trying to do? Is my purpose something for myself to be paraded before men — or something to show the love I have for my fellow man? Either way, as long as my heart is in the right place, I shall go for it. As the golden maxim says: *If my heart is in it, the sky is the limit!*

Richard Bach penned these poignant words: “Here is the test to find whether your mission on earth is finished. If you’re alive, it isn’t.” In line with this, following is certainly the most profound and powerful question I could ever ask myself. This ties in directly with my life’s ultimate purpose — my magnificent obsession — and will bring me to a closer understanding of whether my own mission here on planet earth is yet unfinished:

Q. *What will be my legacy when I die, what will I leave behind that will benefit all mankind?*

So... what *am* I building with my life? This is a most important point and needs serious consideration. Am I building something that blows away in the winds of my funeral pyre to be lost forever? Or am I constructing a dazzling monument to my existence that stands tall and strong and everlasting long after I am gone? In answering these questions, I need to return to my long periods of daily solitude to contemplate my existence and think about what it truly means to be living a purposeful life. In considering my own mission, it is wise to ponder these words by James Allan, author of the classic book *As a Man Thinketh*, regarding the power of purpose in life:

A man should conceive of a legitimate purpose in his heart, and set out to accomplish it. He should make this purpose the centralizing point of his thoughts. It may take the form of a spiritual ideal, or it may be a worldly



object, according to his nature at the time being; but whichever it is, he should steadily focus his thought forces upon the object which he has set before him. He should make this purpose his supreme duty, and should devote himself to its attainment, not allowing his thoughts to wander away into ephemeral fancies, longings, and imaginings. This is the royal road to self-control and true concentration of thought. Even if he fails again and again to accomplish his purpose, the strength of character gained will be the measure of his true success, and this will form a new starting point for future power and triumph.

EMPOWERED MILLIONAIRE INSIGHT

I am a powerful, eternal spirit, imbued with the Christ consciousness, and here with a vital mission to fulfill and important lessons to teach others.

Whether or not I have yet developed a magnificent obsession to drive me on toward success, or have even a humble mission to fix my attention upon, this has nothing to do with the outer circumstances of my life and everything to do with *me*. So I shall not blame my parents, or the government, or the economy, or my spouse, or my family, or my company, or my boss, or the weather. The enormity of the lifetime purpose I choose to pursue, and my resultant financial status, has everything to do with me and is the effect of my current personal philosophy — which results from my thoughts, my words, my actions, my feelings. If my life is not yet as I would wish, I must be the one to develop a purpose for my life that is exciting and exhilarating — a significant lifetime mission that wakes me up early and keeps me up late. In bringing my purpose to fruition, I shall focus on what I *can* do — and I shall do it to the greatest of my ability. I shall overcome my natural inertia, my lack-of-action habit, by going out into the world and every day doing those activities that are harmoniously aligned with my life's ultimate purpose.



Seeking My Life's Ultimate Purpose

The key to unearthing a significant, meaningful mission — one that can encompass my lifetime — is found in this phrase of biblical origin: *Ask and I shall receive, seek and I shall find*. It is through asking that knowledge will abound. It is through seeking that the key shall be found. And it is by way of asking insightful questions and seeking consequential meaning that I shall come to know what my supreme purpose for living really is.

Such questions as these are what will stimulate my mind into figuring what mission of significance is destined to become my path to an eternal legacy — the path that leads to the construction of a dazzling monument to my existence, one that stands tall and strong and everlasting long after I am gone:

- Q. *What do I most enjoy doing that has greatest consequence to my most essential desires?*
- Q. *What do I most want to accomplish during my lifetime that has meaning and significance to others?*
- Q. *What would I do with my life if money and time were unlimited and failure was not a possibility for me?*

Here we shall use James Lee Valentine as an illustration of how he, as an *Empowered Millionaire Extraordinaire*, would answer these questions, based on his desire to build an everlasting legacy:

- A. What James most enjoys doing that has greatest consequence to his most essential desires is summed up in this motto that he lives by: *Do what I love and love what I do!* What he most enjoys doing is writing empowering books and programs and conducting dynamic stage presentations. In this way, he is maximizing his gifts of the written and spoken word to make a significant difference in the lives of other people.



- A. What James most wants to accomplish during his lifetime that has meaning and significance to others is to help people reach the peak of their potential. He wants to teach the fundamental principles of personal advancement, reaching out to assist millions of people, so that they will realize that each and every one of them already possesses the awesome power to positively transform their own lives in a million wondrous ways.

- A. What James would do with his life if money and time were unlimited and failure was not a possibility for him would be to travel the world helping individuals maximize their lives. He would establish an organization that spans the globe; one that is dedicated to the maximization of human potential for the benefit of all people, so that everyone is empowered to live a greater, more meaningful existence.

James believes that the universe is set up to honor any and all clearly defined intentions backed by absolute commitment. That is why he has personally asked the questions above, he has thoroughly analyzed his answers, he has concisely stated his intentions, and he has made an absolute commitment to build his ever-lasting legacy. For James, his eternal monument that he is passionately building to outlast his life is the membership organization: *Empowered Millionaire Institute*. James believes wholeheartedly that the life of an individual has deep meaning only when it cultivates the ultimate human emotional hunger of dignity, preserving this one thing no person can live meaningfully without — which is dignity as a human being. So James has founded his organization with its overriding mission to help people live with dignity. This is why the aphorism of the *Empowered Millionaire Institute* is: “Dedicated to the maximization of human potential for the benefit of all people.”

For me, now, taking the lead from James, I must endeavor to seek my life’s ultimate purpose. I must go somewhere in solitude and make a list of answers to these poignant questions. I must ask myself



that if money was of no concern and I did indeed have all the time and resources available to me right now, no matter where I am or my present circumstances, what would I do that is best suited to serve humanity? Once I discover my divinity, unearth my unique talent and serve humanity with it, then I shall be living my life ‘on purpose’ and I shall reap the kingdom of heaven here on earth.

Understanding Personal Value

Now that I am totally clear on how to develop a magnificent obsession, traveling the remainder of my days being in harmonious alignment with my life’s ultimate purpose every day, it is time to expand my awareness of my personal value. It has been said that the greatest value in life is what someone becomes. Likewise, for me, it is not what I *get* in life that makes me valuable — it is what I *become*. Therefore, to become all that I can be, I shall commit to personal excellence. I shall learn to work harder on the personal development side of myself than I do on any other of my multiplicity of facets. I shall start with the refinement of my own winning philosophy, continue with the teaching of my own fabulous mind, and get set to launch my own life into the stratosphere of success.

EMPOWERED MILLIONAIRE INSIGHT

If it is to be . . . it is up to me!

The greatest value in life is not what I get — it is what I become. So, I shall not ask what I will get from receiving gifts, or get from my life, or get from this S2 program, or get from my relationships or get from my job. Instead, I shall ask what I will *become* by giving more than receiving, by living my life to the maximum, by studying and using the principles outlined within these pages, from having better relationships with those around me, and by treating my employer or employees with more respect. From this day forth, I shall ask what I can do for others, not what they can do for me.



Empowered Millionaires Increase Personal Value

It is true that the more money I earn, the more I can do for others. Therefore, I must know this truth if I am to substantially increase the amount of my earnings: *I get paid in life exactly what I am worth.* If I earn five dollars per hour, this is my personal value. Likewise, if I earn one million dollars per year, this is my personal value. I get paid for bringing value or worth to the market place — the market place being wherever I or my products or services are bought, sold or traded. Here is an important question: Is it possible for me to become two, three or even many times as valuable as I presently am and earn two, three or many times my current income in the same amount of time? The answer is a resounding yes! Just look at the classic examples of Oprah Winfrey, Madonna and Tiger Woods. All reached the pinnacle of their profession and created vast wealth for themselves by creating outrageous personal value.

EMPOWERED MILLIONAIRE INSIGHT

Millionaires see every dollar as a seed that can be planted to earn a hundred more dollars, which can then be replanted to earn a thousand more dollars, which can then be replanted to earn a million more dollars.

For me to achieve ultimate financial empowerment, the secret is this: *To earn more money in the same time, I must become more valuable.* That's it. One of the fundamental lessons in making myself more valuable is to learn to work harder on me than I do on my job. As Jim Rohn aptly states: "Work hard on your job and you can make a living, but work hard on yourself and you can make a fortune." I shall learn this essential principle, and then put it into practice on a daily basis to dramatically increase my own value. By performing this winning discipline, more money is just one of the benefits I will gain in terms of increased personal value — others include better health, broader wisdom and greater fulfillment.



I shall work hard on the personal development side of myself and make *me* more valuable to the market place. I shall develop the skills I need and perform the disciplines I require. I shall transform my mindset in a positive direction, leading my whole life to explode into amazing change. I shall start working on my vocabulary, on my communication skills and on my personality. Once I begin making these personal changes everything will change for me — my value to the market place will increase and my income will definitely rise.

Empowered Millionaires Work Hard On Themselves

In embracing my life's ultimate purpose, I must become an avid fan of self-improvement. The journey of personal development can oftentimes seem a long and challenging one. But it is a mission well worth embarking on as self-improvement will quite literally alter my life in miraculous ways. Once I learn to work harder on constantly improving myself, I will reap outstanding benefits in all aspects of my life. As also stated by Jim Rohn: "Don't wish for life to throw less problems in your direction, learn to develop greater skills and abilities to handle those challenges which come your way." I shall begin these self-improvements immediately to begin the process of remarkable life transformation. It's easy for me to figure out where the question marks presently are in my life if I will go to work on dramatically improving myself now:

- Dramatically work harder on my listening skills.
- Dramatically work harder on my positive attitude.
- Dramatically work harder on my optimistic nature.
- Dramatically work harder on my winning philosophy.
- Dramatically work harder on my magnetic personality.
- Dramatically work harder on my art of communication.
- Dramatically work harder on all my vast array of abilities.

Once I begin this empowering process of personal development, everything about my life will extraordinarily transform. Once I make new empowering decisions, my whole life will cascade into wondrous



change. Life is a ladder to climb, it is not a bed to lie down in — so I mustn't spend too much time at the bottom of the ladder. I shall develop a commitment to excellence, work on my self-improvement, increase my personal value, and climb up a rung or two. I shall further develop my abilities and climb up another rung. I shall keep improving my skills, keep my personal value increasing, and climb again up the ladder of success, stepping ever closer to the top.

Empowered Millionaires Recognize Intangible Assets

A fundamental principle for increasing the personal value of an Empowered Millionaire is in recognizing and utilizing *intangible assets*. An asset is defined here as something valuable or useful. It can also be characterized as anything real or imagined that has value or usefulness that can be connected with the outcome being sought. There are two kinds of assets that we will focus on here:

1. *Tangible Assets*: These are sometimes referred to as 'hard' assets and are usually the kind listed on a balance sheet. Examples are: property, land, cash in the bank, stocks and bonds, and possessions like jewelry, houses, boats and cars.
2. *Intangible Assets*: These are what the Empowered Millionaire uses to increase his personal value and are the assets we will make reference to throughout this section. These 'invisible' assets include the skills learned, the knowledge accumulated and the relationships developed during a lifetime.

I already possess an array of unique, valuable and powerful intangible assets that will form the basis of my future achievements and success. Therefore, it is vital that I recognize the importance and the usefulness of what I already know, who I already know, and what I have already accomplished. All of these seemingly intangible aspects of my life have great value to me. However, it will only be after careful analysis of their worth to me that I shall be able to put them to work in creating the successful lifestyle I yearn for.



Maximizing My Intangible Assets

Intangible assets — such as my university diplomas, my martial arts skills, the software programming know-how I possess, my foreign language abilities, my wealth-strategies acumen, my asset management expertise — can add enormous value to me, but only after I have first identified the assets then utilized them to my maximum advantage. I am entirely unique — no one else in the world has the identical characteristics as me, so I don't truly have any direct competition one on one in the game of life. The power of this fundamental truth is incredible once I uncover and employ my hidden value. I need to develop vastly greater reverence for my intangible assets, and then I shall gain complete control over the circumstances dictating my life. As such, I shall have absolute power over:

- My aptitude in having the career of my choice.
- My proficiency in earning multiple income streams.
- My ability to find and manage income-producing assets.
- My competence regarding nutrition, exercise and wellness.
- My skill in nurturing lasting relationships, past and present.
- My capacity to strengthen my mental and emotional health.
- My facility to notice financial opportunities and possibilities.

To be a profit-focused, results-oriented, action-packed winner, I must become more aware of the surplus of opportunities, assets and possibilities that are within my grasp at this moment. Opportunities that the instant they are recognized and acted upon will give immediate, massive and continuous improvements to my financial situation. By harnessing my intangible assets, I shall be making full use of the unlimited possibilities within my reach at this present time. Once I fully utilize my intangible assets and become completely aware of the value I contribute to society through them, I will begin to harvest the full riches I am entitled to on my journey through life. With diligent application of my intangible assets, I can instantly and continuously get all the wealth and success I could possibly want out of my career, my business and my relationships from this point forth.



The importance of self belief with regard to my intangible assets cannot be emphasized enough. Many people erroneously believe they do not have any worth other than what is invested in their homes, cars or in the bank. Other than that, they think they have little personal value. Well, I shall not make this same mistake — as I know that with my vast array of intangible assets I *do* have great value!

Empowered Millionaires Ask Powerful Questions

If I desire to substantially increase my current worth through maximized utilization of my intangible assets, I must ask these three value-stimulating questions:

- Q. What if I want more joy, excitement, purpose, passion and focus in my life, but I do not know how to get these things?
- Q. What if I am presently a business owner, or I am already moderately to very successful in whatever I do, but I am still bored, frustrated, unsatisfied or unhappy?
- Q. What if I want the control of my life back in my own two hands, but I do not know how to get it?

The answer to all three of these questions is the same: *I shall empower my mindset*. This is the mechanism that makes my success possible. If I desire the accumulation of great wealth, I must empower the way I see every circumstance affecting my future:

- Empower the way I see my problems and challenges.
- Empower the way I see my possibilities and opportunities.
- Empower the way I see the circumstances of my environment.

To empower my mindset, I shall begin seeing life from a broader perspective than I have allowed myself in the past. In the process of expanding my self-focus, I can compound the value of my self-worth and my personal value to the market place, by a factor of multiples.



An increase in my personal value and the creation of more monetary wealth will result when I uncover my hidden intangible assets. I need to recognize where these lie, develop belief in them and respect my ability to use them to my maximum advantage. Then, once I empower my mindset, my life *will* be empowered!

Empowered Millionaires Develop A Wealth Mindset

Allied to increasing my personal value and being in harmony with my life's purpose is knowing that having a mindset tuned-in to wealth creation is the best way to attract wealth circumstances to me. In strengthening my prosperity consciousness and increasing my awareness of deserving to be abundantly rich, I first need to become comfortable with earning large sums of money. This is accomplished by changing my mindset from a 'poor person' to a 'millionaire' mentality. Let's analyze here some of the major differences between these two mindset views:

- *Defense versus offense:* Poor people primarily play the game of money on defense, which is focusing on their problems and challenges ahead. They play the money game *not to lose*. While millionaires predominantly play on offense, which is looking to expand upon their opportunities. They play the money game *to win*. How can a team win any contest if they are always defending? The answer is that they cannot. To win, a team must score at least once, and this means they must use their offensive strategies to score, not their defensive ones. How do I rate: *Am I on defense or offense most of the time?*

- *Survival versus abundance:* Poor people play the game of money with their major concern on security. They endeavor to earn enough income to survive and pay the bills. This is their utopia, to be comfortable and secure, with perhaps just enough money left over for a two-week vacation each summer and enough for a few presents at Christmas. Millionaires are



vastly different. What millionaires crave is massive wealth and wondrous abundance. Millionaires want two vacation homes; one for summer in a cool climate and one for winter where the sun is shining. Millionaires are always looking for more prosperity for all. How do I rate: *Am I on survival mode or do I have an abundance consciousness that is in full flow?*

- *Hope versus commitment:* Poor people play the game of money hoping to strike it rich, though most never do because they are too idle to do whatever is necessary to become successful. Millionaires play the game of money committed to succeed, they wholeheartedly expect to win and they come to the table fully prepared with immense commitment. How do I rate: *Am I just hoping to win or am I totally committed to success?*

The founder of Temple University and author of the remarkable *Acres of Diamonds*, Russell H. Conwell spoke eloquently on the subject of a prosperity mindset when he wrote these poignant words:

I say that you ought to get rich, and it is your duty to get rich. How many of my pious brethren say to me, "Do you, a Christian minister, spend your time going up and down the country advising young people to get rich, to get money?" Yes, of course I do.

They say, "Isn't that awful! Why don't you preach the gospel instead of preaching about man's making money?" Because to make money honestly is to preach the gospel. That is the reason. The men who get rich may be the most honest men you find in the community.

"Oh," but says some young man here tonight, "I have been told all my life that if a person has money he is very dishonest and dishonorable and mean and contemptible." My friend, that is the reason you have none, because you have that idea of people. The foundation



DAY 5: BE PURPOSEFUL

of your faith is altogether false. Let me say clearly . . . ninety-eight out of one hundred of the rich men and women of America are honest. That is why they are rich. That is why they are trusted with money. That is why they carry on great enterprises and find plenty of people to work with them.

Says another young man, "I hear sometimes of men that get millions of dollars dishonestly." Yes, of course you do, and so do I. But they are so rare a thing in fact that the newspapers talk about them all the time as a matter of news until you get the idea that all the other rich men got rich dishonestly.

My friend, you drive me out into the suburbs of Philadelphia, and introduce me to the people who own their homes around this great city, those beautiful homes with gardens and flowers, those magnificent homes so lovely in their art, and I will introduce you to the very best people in character as well as in enterprise in our city. They that own their homes are made more honorable and honest and pure, and true and economical and careful, by owning them.

We preach against covetousness in the pulpit and use the terms "filthy lucre" so extremely that Christians get the idea that it is wicked for any man to have money. Money is power, and you ought to be reasonably ambitious to have it! You ought because you can do more good with it than you can do without it. Money printed your Bibles, money builds your churches, money sends your missionaries, and money pays your preachers. I say, then, you ought to have money. If you can honestly attain unto riches, it is your Godly duty to do so. It is an awful mistake of these pious people to think you must be awfully poor in order to be pious.



Being An Empowered Millionaire

Here is an interesting thought: *Money will only make me more of what I already am.* Therefore, I must be very careful as to what I make my God. For example, if I worship the accumulation of money just for the sake of the money, and without knowing for what purpose I intend using it, the result will be emptiness and discontent. Of course, for me, as an Empowered Millionaire, I shall build my life on solid foundations. This stable base is the consequence of knowing specifically what viewpoints I hold close to my heart. We shall look at four such mindsets in this section, namely — the size of my thinking, my ability to sell my personal value, the level of my compassion, and how great is my genuine urge to succeed.

Empowered Millionaires Think BIG!

Imagine, hypothetically, that I am now earning one million dollars per year — this is my after-tax personal income, to spend and do with as I wish. However, there is a catch: I must spend every last cent of this one million dollars each year. So, how would I spend it? For sure, a large part of it would go on material purchases, much would be showered as gifts upon my friends and family, and some of it would be donated to charities in need of my bequests.

Now, as part of defining the end result, shouldn't I know just how much I'd be spending, on average, each day? Being specific is crucial. I owe it to myself to make sure this is exactly what I want before I manifest such an awesome goal into my reality.

Well, one million dollars a year divided by 365 days equals almost three thousand dollars a day. Hmm, I think to myself, this is not nearly enough for my ultimate dream lifestyle — so I must think bigger! T. Harv Eker, author of *Secrets of the Millionaire Mind*, said this: “There is nothing wrong with getting a steady paycheck, unless it interferes with your ability to earn what you're worth. There's the rub, it usually does.” Hmm, interesting!



Empowered Millionaires Sell Their Value

In everything they do, each and every man or woman is basically a one-person business, selling his or her services or products to another. Whatever I do and wherever I am in life, I have to sell either myself or my products or services to someone else. For instance, if I want to develop a lasting relationship with another person, I must sell myself — I must sell my personality, my charm, my kindness, my good manners and my virtuous heart. If I want an increase in salary or a new job, I must sell my total worth to my present employer or prospective employer — I must sell my benefits, my effectiveness and my future performance. Just by understanding how to maximize my ability to sell my full personal value, I could create:

- Far more impact and make a stronger impression.
- Far more personal joy and gain greater satisfaction.
- Far more success and attain my material desires far easier.
- Far more achievement and experience extra financial reward.

I have an infinite opportunity to succeed. I have riches within and outside of myself right now that I can begin harvesting instantly. All it takes is for me to recognize these riches and utilize them. One of the keys to uncovering these riches is to aim to get the highest possible result from every effort expended in my business, in my career, in my financial endeavors and in my personal life from this point forward. As James Allen said: “The vision that you glorify in your mind, the ideal that you enthrone in your heart; this you will build your life by, this you will become.”

Empowered Millionaires Have Compassion

Mother Teresa created great personal value and was the epitome of success, truly living her life's ultimate purpose. This Nobel Peace Prize winner jetted around the world with the frequency of a diplomatic crisis-solver. Admirers mobbed her with the kind of fervor usually reserved for rock stars and royalty. However, even as she



hobnobbed with the most powerful, wealthy and influential people on the planet, Mother Teresa's priorities remained with the poorest of the poor. She chose to serve God by showering attention on the most destitute, most outcast, most ill members of society. She often said: "If you can't feed a hundred people, then feed just one."

For Mother Teresa, serving the poor meant living like the poor, so she spent most of her life with few material possessions and modern comforts. As she said: "We are called upon not to be successful, but to be faithful." Nearly all members of Catholic religious orders take the three required vows of chastity, poverty, and obedience. Mother Teresa and her workers added a fourth: Wholehearted free service to the poorest of the poor. "If luxury creeps in, we lose the spirit of the order," Mother Teresa said. "To be able to love the poor and know the poor we must be poor ourselves."

All people, whether privileged or impoverished, responded to her kindness, her compassion and the fact that this solitary woman would often reach out when no one else would. She reached out to the dying and destitute everywhere, no matter who they were or where they were from. Mother Teresa used to repeat this mantra again and again: "If there is any purpose in your life, it is to reach out to the poor." To millions of people of all faiths, Mother Teresa radiated pure, selfless goodness. In a world too often darkened by cruel indifference, she was a beacon of light and hope, shining her brightness over all corners of the planet.

Upon her death, Mother Teresa left behind a phenomenally successful charitable order. But perhaps even more importantly, she bequeathed a glorious vision. She believed no one was too wretched to deserve dignity, especially in dying. This laser-like focus was inspiring. Mother Teresa simply was not interested in things beyond her calling. She often referred to herself as just a 'pencil' in the hands of the Lord. She said: "We ourselves feel that what we are doing is just a drop in the ocean. But if that drop was not in the ocean, I think the ocean would be less because of that missing drop."



Empowered Millionaires Have GUTS!

We will end this chapter with a tale of two little acorns, which illustrates one of the vital qualities that an Empowered Millionaire must seek to possess — having the *guts* to be courageous enough to attain that which is wholeheartedly desired. This is to have a vision large enough to positively impact the world and be willing to risk achieving it. ‘GUTS’ is the acronym for *Genuine Urge To Succeed*. With *guts*, I will want to be successful. With *guts*, I will want to improve myself. With *guts*, I will want to be the best that I can be. There is a compelling saying: *No guts . . . no glory!* This means that I must be willing to do what it takes to be successful in my endeavors. Perhaps I will need to study harder or exert more effort or commit to excellence — these are all positive attributes of having *guts*.

Two little acorns lay side by side in the fertile spring soil. The first little acorn said: “I want to grow. I want to become a mighty oak tree. I will take a risk. I will send my roots deep into the earth’s crust below me and thrust my shoots high into the forest above me. I will become a mighty oak tree. I am a mighty oak tree!” The second little acorn said: “I am afraid. I don’t know if I want to become a tree or not. I am scared to take a risk. What if I send my roots deep into the soil below, I may encounter something in the dark. What if I thrust my shoots high into the forest above me, I may damage my delicate buds.” And so she waited. Later a squirrel scratching around in the dirt found the waiting acorn and ate it!

The moral of this story is that life swallows up those people who don’t purposefully express the *guts* to risk and grow. Knowing this, I hereby make a vow that from this moment forth, for every remaining day of my life, I shall possess a *genuine urge to succeed* at every task, project or endeavor that is important to me. This newfound commitment to be genuinely alive with the radiance of purpose is what will drive me decisively toward my golden future.



BE PURPOSEFUL

THURSDAY'S MILLIONAIRE PRINCIPLES

- What differentiates the entrepreneur who scores the ultimate victory? The answer is the one with a powerful life's purpose.
- For an Empowered Millionaire, a monumental key to success in any endeavor is *single-mindedness of purpose* — pursuing one's desires with a mindset focused like a laser beam.
- Everyone has an *ultimate purpose* for their life, something of great significance that serves the good of humankind. But most humans make their mission far too small for their heart.
- A *magnificent obsession* is the solitary ultimate purpose grand enough and brilliant enough that becomes my overriding mission in life. I develop one by way of these key points:
 - Knowing what purpose lights my motivational fires.
 - Concentrating all my resources on the attainment of just *one* magnificent obsession.
- The key to unearthing a magnificent obsession is found in this phrase: *Ask and I shall receive, seek and I shall find.*
- This is the most profound and powerful question I could ever ask myself: *What will be my legacy when I die, what will I leave behind that will benefit all mankind?*
- The more money I earn, the more I can do for others. So, I must know this truth: *I get paid in life exactly what I am worth.*
- The key to tremendous personal value is this: It is not what I *get* in life that makes me valuable, it is what I *become*.
- As an Empowered Millionaire, I know the way to great wealth is to work hard on myself through self-improvement.
- A fundamental principle for increasing my personal value is in recognizing and utilizing my *intangible assets*.
- Having a *mindset* tuned-in to 'wealth creation' is the best way to attract wealth circumstances to me.
- Empowered Millionaires think BIG, they sell personal value, they have compassion, and they have GUTS!



BE PURPOSEFUL : MANIFESTATION EXERCISES

This is an ACTION book. It is designed to induce physical application, so that I feel compelled to take action. This compelling feeling comes from my physiology — it results from *physiological actions*.

These physiological actions are threefold and are reinforced through three specific *Manifestation Exercises*.

1. *Visualization Exercise*: To be visualized whilst placing both hands on the heart.
2. *Declaration Exercise*: To be powerfully declared whilst the fingertips are touched to the temples.
3. *Performance Exercise*: To be done after pumping both fists in the air to induce a powerful physiological state.

These three acts of creation imprinted into my psyche through repetition — *every day* — guarantee the realization of that which I wholeheartedly desire.



BE PURPOSEFUL : MANIFESTATION EXERCISES

THESE PHYSIOLOGICAL ACTIONS ARE TO BE PERFORMED EVERY THURSDAY

THINK

VISUALIZATION

As I place both my hands on my heart, I internalize this thought, visualizing it until it becomes one of my controlling beliefs...

Peace and harmony and solitude are with me always, bringing me into harmonious alignment with my life's ultimate purpose every day.

SPEAK

DECLARATION

As I place my fingertips on my temples, I declare these words out loud with fervent passion to invoke this declaration as my reality...

Today I am harmoniously aligned with my life's ultimate purpose, and I am purposeful in multiplying my value.

ACT

PERFORMANCE

As I pump my clenched fists in the air — saying “yes, yes, yes” — I commit to perform this action today to manifest the results I seek...

Today I will take the time to multiply my value by being aligned with my life's ultimate purpose in my daily endeavors.