

Become the 1st Millionaire in Your Family

Make a Powerful
Difference to the Ones You Love

J V CRUM III



**A \$79.00
VALUE**

CONSCIOUS MILLIONAIRE E-BOOKS



ABOUT THE AUTHOR

J V Crum III became a **self-made millionaire in his twenties**. He is an entrepreneur, investor, mentor, visionary strategist, and Founder/CEO of Conscious Millionaire Institute LLC, a global entrepreneur training, coaching, and wealth product business. The Institute's programs help both start-up and established entrepreneurs achieve their higher purpose and create higher profits. He is a speaker on entrepreneurial success, conscious business, and youth leadership.

He holds three graduate degrees. He is a licensed attorney, JD; holds a Masters in Business Administration, MBA; and earned a MS in Psychology.

J V has more than three decades of experience in the human potential community and is a leader in the consciousness movement. His personal motto is "trust perfect timing."

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PERSONAL MESSAGE FROM J V

Greetings,

This is J V Crum III welcoming you to this exciting E-book that I wrote for you. As an entrepreneur who has made millions of dollars, I know what a difference creating wealth can mean for your life and the lives of those you love. In this E-book, you will discover how to become the *1st Millionaire in Your Family*.

At the Conscious Millionaire Institute, our mission is to provide you with the path, tools, and support necessary to become a true Conscious Millionaire—and enjoy a life of wealth, happiness, and fulfillment.

The only way to enjoy lasting happiness and deep fulfillment is by being of service to others, by making a difference in a way that truly matter.

At the Conscious Millionaire Institute, our mission is to provide you with the path, tools, and support necessary to become a true Conscious Millionaire—and enjoy a life of wealth, happiness, and fulfillment.

In this E-book you will discover the path and formula that will allow you to achieve your financial dreams and provide for the ones your love.

As a special BONUS for being a reader, I want to invite you to my "Mindset to Make Millions" 60 minute program. Just click on the following link to sign up...

[CLICK TO SIGN UP "Mindset to Make Millions"](#)

<http://www.consciousmillionaire.com/first>

It is my honor that you chose to read this E-book. If it brings you value, then please forward a copy to a friend.

Make Your Difference,

**J V Crum III
CEO/FOUNDER
Conscious Millionaire Institute, LLC**

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The 1st Millionaire

You want to become a millionaire. That's the primary reason why you are reading this E-book.

What's more, you want to become the *1st millionaire in your family*. That's a strong goal. A desirable dream. Yes, becoming a millionaire is a goal that you can attain.

However, first, you have to want to become a millionaire. You have to feel a deep, burning desire to enjoy more financial success in your life.

When I was five years old, I decided to become a millionaire. You see, I grew up out in the country, in the middle of Central Florida, and my family often struggled financially. I didn't want to have those problems when I grew up. I made my decision, set my sights, and in my twenties, I realized that dream.

Today, my dream is bigger. It is to help at least 1,000,000—yes, 1 MILLION—entrepreneurs, who currently own a business or those who want to start a business become financially free and enjoy the true independence of becoming a, "Conscious Millionaire."

YOU are ready to make a decision to get on the path to financial freedom.

This is why I started the Conscious World Institute with a strong vision—to provide the path, tools and support necessary to help entrepreneurs to become financially free and enjoy a true Conscious Millionaire life!

Unfortunately, most families have no millionaires. I am here to change that. Whether you are a woman, man, student, or school-age child, if you are reading this E-book, then YOU are ready to make a decision to get on the path to financial freedom.

I will ask you straightforwardly "Do you want to become the *1st millionaire in your family*?" If you are reading this E-book, the answer is probably YES. Why else would you have opened this book and started reading?

You want to be able to help yourself and you want to be able to help others, especially the ones you LOVE ... your spouse, your children, your parents, even your friends and neighbors.

Why haven't you reached the level of wealth you desire? Why don't you have the riches you desire? Straightforwardly, why aren't you a millionaire?

For some people it's because they don't have a clear direction, they don't yet know where what they want to do in their life or in their business. For others they don't know their passion, they don't yet feel it. On the other hand, they may not be aware of their deeper purpose—an important reason for why they are here on Earth. We all have one. We aren't here by accident.

Still for many people, their beliefs about money are what is holding them back. Whether any of these are true for you, for almost all people it's because they lack a certain path and *formula* that will help them create riches so they can become financially secure.

Without the right formula, it is hard to create wealth, have the money to help those you love, and the means to enjoy a great lifestyle. A nicer home. A luxury car. Vacations. Living your dreams.

Without the right *formula*, you will never be in the position to leave a big legacy for future generations. You also don't have the ability to share quality time now and create magical memories with your friends and family, with those you love.

Without the right formula—and for many people this is the most important accomplishment that is missing in their lives, you can't create a big legacy. As you ponder your place in life right now, the level of success you want to achieve, do you want to make a difference that will positively affect generations yet to come?

In the E-book, I reveal the missing formula ... the *right* formula ... you need to change these poor results into wealthy results.

An American Legacy

Think about the legacy left by one of the greatest historical figures of the United States of America. He was one of its first, and most important early leaders, a man who was admired throughout the new country.

Benjamin Franklin was America's first millionaire. He was a world-class entrepreneur and inventor. He was a master of all things business, commerce, and finance. He was a populist, statesman, and writer.

Just like 80% of those who came after him, Franklin became a millionaire by starting and growing his own business.

Ben Franklin was also one of the most effective—and persuasive—diplomats who ever lived. He was many things to many people at a time in our history when those around him needed him most. Franklin was certainly one of the first great men of America.

Franklin was also an entrepreneur like no other that America had seen.

He was the **first media mogul** of the fledging nation, running the most successful newspaper, having the top-selling magazine and book—*Poor Richard's Almanac*. He also originated the “**franchise**” idea, turning his printing press into a large business.

By the turn of the 19th century, every print operator either had worked in a Franklin Press or was trained by someone who did.

Franklin was the first postmaster general of the United States; he revamped the entire system by inventing a device that could measure distances that were used to plan mail routes. He wanted to make the Postal Service official and reliable. He also used his postal position to raise the distribution of *Poor Richard's Almanac*.

Franklin was a staunch believer in a strong work ethic. Raised in a poor family, his *enterprises made him a millionaire by age 42*.

Just like 80% of those who came after him, Franklin became a millionaire by starting and growing his own business. This is the most likely way for YOU to become a millionaire as well!

Start a business. Buy a franchise. Distribute products through a MLM. Choose an entrepreneurial path for creating YOUR wealth and prosperity.

Now, Franklin was not afraid of hard work and neither should you be. He often stated, "Laziness trends so slowly, that poverty soon overtakes it."

He also originated the saying: "No gain, without pain." While working hard includes discomfort at times, the truth is you experience even *more* pain when you fail to get ahead.

Why? Because that pain never goes away! It shows up in many ways: frustration, hopelessness, feeling overwhelmed, being ashamed for not doing better and feeling that what you do does not even matter! Worse, you cannot provide those you LOVE with everything you want to.

Which pain do you choose? The pain that comes from working hard to get ahead OR the pain that comes from being lazy, failing, and ending up struggling, feeling frustrated, and becoming overwhelmed instead?

When you think of it this way, which pain feels worse? It is the second type, isn't it? You know what is worse? The horrible pain that comes from failing never goes away!

A job is not your path to wealth.

It isn't just the man or woman with a job who often struggles financially. Unfortunately, and you may know this from personal experience, the majority of small business owners also struggle. Many of them struggle the entire time they own their business. Why does this occur?

Not only do they not have a clear path. Far worse, they have **NO** *formula* to use so they can get ahead. However, that won't be your situation because you are going to discover a path and learn a formula as you continue reading. It is the formula I have used for years to make my fortune

However, instead of having to find it all by yourself as I did, it is my honor to share it with you. In fact, sharing it with millions of people is part of my purpose. I am going to reveal a tried and

true formula for creating wealth. It is the formula I have used to create millions. It is what I clients pay me thousands of dollars to learn. However, in this book, I am going to reveal it to you.

Now, as you move forward and start to apply the formula you are going to learn, you will begin to shift from struggle and frustration to wealth and fulfillment.

Now ponder this before you read further. There are no accidents. You and I have known this for some time. You are reading this book for a reason. Moreover, my friend, that reason is YOU are ready to get on the track to wealth, prosperity, and financial independence. You are ready to fully absorb and put into action the lessons, secrets, and keys I am prepared to reveal.

You are ready to take your journey to becoming a Conscious Millionaire, a man, woman, student, or youth who chooses to create wealth by helping others, by making this world a better place. Equally important, take your wealth journey without ever compromising those values that are dear to you.

I am glad to be your guide as you prepare to move forward rapidly in your life, finances, and business aspirations.

So, let's continue with Ben Franklin's story. As you enjoy reading this book, remember this. It's time for YOU to make the money you deserve and get on the millionaire track. My friend, YOU ARE READY! In fact, *feel* how eager you are to move forward!

After all, if you weren't ready, you wouldn't be reading this book. You wouldn't even be interested. However, you are reading this book and you are very interested. In fact, you are probably extremely curious to discover what I am about to reveal to you.

Moreover, your mind is eager and open to absorb every *lesson*, *secret*, and *key* in this book, and then put all of them to good use. So let's continue....

NOW, here was Franklin's pain. It's a big pain.

Franklin was the youngest son of 17 children. His father was a poor candle maker. He simply couldn't afford to supply his youngest son with opportunities early in life. Franklin decided that it was up to him to **make his own way in the world**.

Unfortunately, things didn't come easy for young Ben. First, he spent five unhappy years toiling as a printing apprentice for his older brother, James.

Back in those days, printing was hard work. Franklin was responsible for managing and moving the printing press plates, which were tedious and extremely heavy.

Not surprisingly, Ben wasn't happy with this arrangement. Moreover, his own brother was so jealous of Ben's talents and intellect that he scolded Ben constantly.

Ben loved the printing business, but he didn't enjoy working for his brother. So out of sheer frustration and despair, Ben broke the law of the colonies and ran away from his apprenticeship.

So he could continue to do the work he passionately loved and was naturally good at, he had a ship captain take him to Philadelphia. He landed there with three shillings in his pocket—about three cents in today's currency. His clothes were nothing more than rags stitched together.

He was poor, but the decision he made to take the ship was about to change his fate!

It was in Philadelphia that he established a printing shop of his own. As he established himself as an authority in his industry, he began to involve himself in other related industries. He then retired at 42. As they say, the rest is history.

So how did he do it? How did Ben Franklin go from having 3 shillings to having a million dollars in such a short time?

He used a simple idea to building wealth. You see, he understood that he was on his own, just like most everyone else is. Understanding this straightforward concept helped him build his robust and enjoyable life.

Franklin was always looking for ways to make money by doing something he loved that helped others.

Franklin knew he was on his own, so he didn't invest his money in things he didn't understand. Moreover, he was committed himself to doing what he loved and always being of help to others as well.

He knew printing very well. It was both his *passion* and his *strength*. Eventually he saved enough where he opened his own printing shop. Then, from printing, he invested the profits from his shop into publishing his own newspaper.

After the newspaper started growing profits, Franklin turned to the most popular style of books of the day: almanacs. Hence, he started printing *Poor Richard's Almanac*.

His newspaper and books brought him fame. He used his connections to secure a contract to print the colony's paper money. After that, he won the contract to print official documents, including court papers and royal proclamations.

Franklin was always looking for ways to make money by doing something he loved while in turn helping others.

All of his businesses and investing was tied to printing and publishing. Unlike most wealthy colonists, he didn't follow the "hot stocks" that traded in Paris and London during this period. Instead, he invested in his strength. And his strength was printing.

After he printed and published as much as he could in Philadelphia, Franklin opened printing franchises in the other colonies. He would provide capital and expertise, and younger printers would supply the sweat equity.

Once he began opening up franchises, he then used his wealth and connections to become the Postmaster. This allowed him to get his newspapers out faster than the competitors and helped him build his core printing business. Finally, he used his newspapers to sell his various inventions like bifocals and the "Franklin Stove."

Understand that when you're trying to build wealth, when you are trying to become the *1st millionaire in your family*, do what you love, something you know makes a difference because it helps others.

Always do what you love! Always emphasize your strengths! Always help others!

Now you have been reading for a number of pages. I hope you are enjoying reading about Ben Franklin and that this E-book is both helping and inspiring you. That is why I wrote it. I want to help at least one million entrepreneurs and business owners become bona-fide Conscious Millionaires.

This brings me to three important questions for you to consider.

Do YOU want to make an important difference for the Ones You Love?

Are YOU tired of struggling, feeling frustrated, or not having all the money you want?

Are YOU seeking a path for growing a business honestly? A path that will provide the time, freedom, and financial resources necessary for you to enjoy a happy life?

If you desire to move forward quickly, then please accept my personal invitation for you, your spouse, business-partner, or friend to attend my one-of-a kind, 60 minute "Mindset to Make Millions." As a reader of this E-book, it is yours 100% FREE.

Click on the link to sign up now!

[CLICK TO SIGN UP "Mindset to Make Millions"](#)

<http://www.consciousmillionaire.com/first>

There is NO guarantee how long this will be available. So sign up NOW, and claim your seat. A \$97 Value, this is my gift to you.

This special teleclass will cover the highlights from this E-book PLUS much more information not included here, such as: 5 ways to put more money in the bank without losing your values!

Love Your Work

Many who become financially wealthy readily tell their stories of devoting years to their work, to their passion and dreams, before they became successful. The main theme is always the same ... in nearly every case: They love their work.

When we do what we love, offering our gifts and talents to others, we are working at the highest level of service for ourselves and those we love. When we create wealth in this way, we are tapping into a higher conscious approach to business and financial success.

Now when it comes to loving your work and helping others, it doesn't matter what your age is, your gender, your current place or status in life, the neighborhood in which you live, because anyone can do it.

At the early age of five, I was determined to become a millionaire. My motivation was simple. I never wanted money to be a problem for me. I didn't want to financially struggle, as was frequently the situation for my family.

Now, as I tell you my story, I can still remember the one day that changed my life.

My family lived out in the country in the central part of Florida. It was a small town of only a few hundred people. Our home was a five-minute walk to a large lake that was my childhood playground.

I built sand castles on the beach, swam, skied, and played on the docks. Our modest lifestyle was like many families in the area—people got by, but not by much. Part of the problem is that no one really believed, and by this I mean deep down inside, that they could get ahead.

What were your family's money beliefs?

My mom, who was a schoolteacher, instilled the value of education in me. My father farmed and owned a citrus harvesting business. Moreover, my grandmother, my mom's mother, lived with us.

Grandmother was an amazingly wise woman and a true angel who taught me the spiritual meaning of love. As I didn't have any siblings, she was part grandmother, surrogate sister, and close friend.

Dad had a strong entrepreneurial instinct in that he could easily spot trends and accurately predict where money could be made. However, he always seemed to have a setback at the very moment it looked like his financial life might turn around.

He had the right instincts, but his business endeavors never fully worked out. Dad was a man of strong character who cared deeply for others. He lived from his heart and believed in his fellow man.

When Dad asked a customer how they felt or he expressed his concern over a problem, it came from his heart and they knew that he meant it. Relationships, both in his civic and business life, were his strong point.

As a little boy, I went with my dad to the citrus groves, and we enjoyed fishing together. I had boots that were just like Dad's, looked up to him, and wanted to emulate everything he did. His life values had a tremendous influence on my own that I honor today.

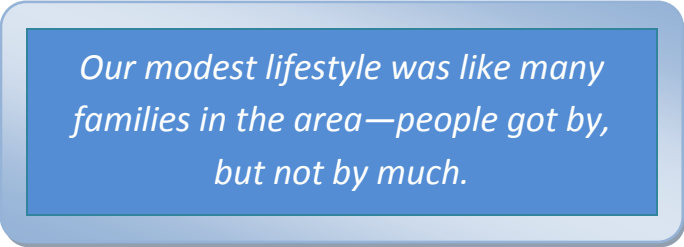
My desire to help others is the direct result of both my Mom and Dad's view that we all have an obligation to leave the world better off than when we came into it. This was our family motto.

Now, it was probably just another typical day for my five-year-old friends, but not for me. I remember that day as if it was yesterday. I clearly recall the precise moment. I had such a strong awareness of what I wanted—more like an epiphany—that my life changed forever.

I ran into the house and looked up at my parents. Then I shouted out in my loudest little boy voice, **“When I grow up, I'm going to be a millionaire!”**

Even now, I can remember the exact look of shock on Mom's face. She shook her finger at me and said in a hushed tone, “Don't tell anyone.”

You see, we were good church-going people and my parents figured anyone who had that much money must be doing something wrong.



Our modest lifestyle was like many families in the area—people got by, but not by much.

However like most little kids, I ignored what they said and told everyone in the neighborhood. It didn't matter to me what anyone else thought or if they even believed I could become a millionaire. What mattered is that **I believed it.**

Facing the Challenge

At five years old, I don't actually think I knew what a million dollars was. However, I figured if I had *that much money*, everything in my life would be great. I wouldn't have any problems! At least that is how I imagined my life as a millionaire.

Flash forward to age twenty-five, living in my new home on Bayshore Boulevard in Tampa, Florida. For the first few months, I thought I had “arrived.” This was everything I had dreamed of as a little boy. I even purchased the grand piano I had always wanted when I was taking piano lessons in elementary school.

Many of you may be wondering how I arrived at this moment and place in my life. By now, you are probably asking yourself how I made my money and learned about business. Here is a brief version of the rest of my story.

I was in school in Los Angeles, living two blocks from Grumman's Chinese Theater. I was a struggling college student, supporting myself, barely getting by financially. This was a seedy part of town but I was having a great time "living in Hollywood." On my days off from classes, I went to FREE tapings of TV Shows.

I had a month break during the summer so I flew back home to Florida to visit my parents. I had been away at college for several years. As I was focused on doing well in classes, working to pay for school and keep up the rent on my studio apartment, I did not realize my father was facing mounting financial problems.

What would you do for the ones you love?

After years of struggling in business, getting ahead only to have setbacks—freezes that wiped out crops, betrayals by business partners, unfortunate money decisions. Dad had reached the age of fifty-eight tired, worn out, and feeling like a failure.

He had just sold one business to a competitor for pennies on the dollar. He needed to raise cash, but the money wasn't enough to pay off all his debts. Although he had recently negotiated a hauling contract that had excellent potential, his trucking lines were on the brink of financial bankruptcy.

I was twenty-two years old at the time and had never seen my usually upbeat, optimistic father in a depressed mood.

Dad and I discussed his business situation numerous times during that month. He asked me to come home when I finished school, which was just months away, and help him with his businesses.

This wasn't the future I'd imagined for myself.

Because of my family's rocky financial history, I had come to associate business with financial struggle and failure. Therefore, I had carefully chosen *not* to take any business classes at college. I'd never read a business book or article.

However, I agreed to help Dad short term, and at the age of twenty-three, I took over the general management of the family trucking lines. While I focused on management, Dad focused on the marketing and customer relationships.

What I quickly realized was that my father's caring heart and good nature, one that served him so well as a civic leader, actually made him an easy target in the business world.

Dad was also a shoot-from-the-hip, easygoing type of person. Unfortunately, his life philosophy was also his business philosophy.

I found there were no actual business plans or records; no policies, procedures or standards for employees or repairs; and worse, there was no formal billing system. Dad picked up the weekly checks from customers, but had no method to verify if they were accurate.

I began to understand why Dad had frequently lost money, in spite of his keen eye for identifying where money could be made and his good nature that customers loved.

Adding to the calamity, I discovered there were financial liens that dated back for nine years. Dad was a good person with good intentions. He simply didn't have the money to pay all the bills.

Rising above the Struggles

There is a word typically used in business books that describes precisely what I did to save the company. The word is *iterate*. It just means to change, hopefully in a positive direction. I iterated quickly. I had to. It was either iterate and keep trying new changes to find what worked—or let the businesses fail.

I began keeping notes throughout the day. Then I studied them at night to determine what was working—and what wasn't. I made changes, often daily, sometimes hourly. Each Monday I would arrive at the office with a new set of ideas for how to grow the business and put them into action.

As numbers were one of my strong points, I started keeping track of our loads, issued weekly billing, and created a manual payroll system.

I knew something was seriously wrong when we pulled hundreds of loads weekly, but could never keep any money in the bank. After about three months of working, I decided to spend the weekend pouring over the numbers and looking for a pattern.

Then it hit me! I immediately called Dad and said, "I've found the problem. Every week we take in less than we pay out. That's the reason we are constantly broke!"

The rest of the weekend, I thought about our situation and looked for a solution. After many hours of stewing, I found it. There was a shortage of trailers that could carry the type of cargo we hauled. That meant our customers needed us and would likely pay more for our services.

Monday morning I began calling customers and explained our rates were too low to stay in business. I was able to negotiate rate increases as large as 25%.

I also scheduled meetings with each of our suppliers and took new bids which lowered our prices. After discussing our maintenance problems with Dad, I took a bold move. We started our

own maintenance company, leased a facility, hired two mechanics, and our repair costs quickly decreased. We were on a new path.

By the end of that first year, all the liens were paid off and we had progressed from large financial losses to a six-figure profit. Within three years, we grew to six figure profits in a month.

Over this time period, I hired a dispatcher, office manager, and administrative team. We were growing and had become the number one company in our niche.

I had an excitement that comes from making your first money and rewarded myself by purchasing the home on Bayshore Boulevard. I also purchased my first luxury car.

Nevertheless, I wanted more. I wanted to experience even more financial freedom, yet I also needed freedom *inside*—the freedom that only comes from feeling inner peace and deep fulfillment.

Finding Your Path

For the next fifteen years, I embarked on a quest to find greater meaning by engaging in personal development courses and spiritual retreats. I explored paths to higher consciousness and delved deep within myself, searching for my inner purpose and why I was here on Earth.

By the end of that first year, all the liens were paid off and we had progressed from large financial losses to a six-figure profit.

I grappled with this and had many sleepless nights thinking about how to move forward.

Ultimately, I concluded that as deeply as I loved and was devoted to my dad, *I had to leave and pursue my own path*. Having come to this decision point, I mounted an effort to sell the companies.

As both my dad and I had become equal partners, I had significant influence, but it took many discussions to bring him to an agreement to sell our businesses.

Although Dad was seventy-six and financially comfortable, Mom had died a few years earlier and he was afraid he wouldn't have anything important to do with his life. As he had always loved his civic work, I helped him develop a plan to become even more involved in his community.

Within three months of our selling the companies, Dad was the happiest I had seen him in years. He was giving back to others and beginning a new chapter.

I to seek my path, to understand why I was here on Earth and how I could use my talents to make this a better world.

My quest launched me into long journeys, including a four-month, 30,000-mile road trip throughout Canada and the United States. I encountered a wide range of experiences as I traveled North America and the rest of the world.

I wanted to learn to meditate so for a short period I lived at a Buddhist monastery. As personal growth had always been one my deepest interests, I participated in the work-study program at Esalen Institute—a human potential center that is located on the Big Sur coast of California.

Throughout my journeys, I constantly sought to understand why I was here on Earth and how I could use my talents to make this world better. Finally, on a day that was just as magical as that day I saw myself growing up to become a millionaire when I was five years old, my answer came to me. It filled my mind with a vision that I immediately knew was my calling.

For a couple of years, I had been contemplating creating a millionaire program. However, I didn't want it to be another vapid, smoke-and-mirror, “get-rich-quick” show. I wanted to develop something that would have meaning and truly matter. I wanted it to create a lasting difference, both to the people whose lives I touch, and to the world.

Revealing the Answer

Then, just like *that*, the answer revealed itself.

I was relaxing in a spa tub, reading a brochure about an upcoming festival. I looked down and read one word, “conscious.” The phrase immediately popped into my mind: “Conscious Millionaire.”

I said it aloud and felt an instant experience of inner peace. I had found what I had been seeking. This profound awareness resonated throughout my being. I felt it to my core.

I believed it. I believed my talents and what I love the most could take me on this important journey. And that’s what it is ... a journey.

This E-book will help you realize that by setting out on this journey to become the *1st millionaire in your family*, by embracing your talents and love for what you enjoy doing, and by focusing on helping your customers, you can become rich.

In fact, you can create your wealth by helping thousands, if not hundreds of thousands, even millions of people along the way! Imagine touching that many lives in a way that matters to them. How would that make you feel?

All that you need to take your first steps is right here. This includes the right formula for you to become the *1st millionaire in your family*.

That's right. The **right** formula. That's what you have been missing this entire time on your quest.

By getting on the right path, with the right formula, you will bring great value to your customers, to your own life, and to the lives of the ones you love. You and your loved ones will travel to a better place. Each step can bring you closer to becoming a millionaire.

You can get on the path to wealth just like the great historical figure Ben Franklin did during America's early colonial times. He came from nothing, yet he became The United States first millionaire.

If you want to become wealthy, then just like Ben and I did, you must abandon the "job path" and get on the "entrepreneur path."

You cannot create great wealth and become a millionaire simply by sitting behind a desk 9 to 5 each weekday. If you exhaust your best years, literally work them away, at a large company that isolates you, squashes your creativity, darkens your freedom, and takes away the things you love to do—you will never achieve your true potential. You will never make your big difference. You will never make millions!

You must stride forward with a good conscious, love of life, and desire to help others. You must become entrepreneurial. Just like Franklin and I did.

But this is not something you are going to do all alone. It's frustrating, and downright scary to go it alone.

Ben did it. I did it. YOU can, too. Although we may not have met yet, I believe in you and your potential. The very fact you are reading this sentence tells me you have what it takes. Most people stopped reading an E-book this long pages ago. But not you. In fact, you will finish this paper because you are ready to do what it takes. You are ready.

However, this is not something you are likely to accomplish all alone. Why? It's frustrating, and downright scary to go it alone. Equally shocking, when you're making all of your decisions alone, without the right knowledge and a trusted *formula* to follow, any success you have will be smaller, much smaller.

Think about a time when you didn't know what to do. You had no formula; no trusted way to make decisions. Should you turn left or right? It is hard to know without the right formula. Without one, you can waste precious time, waste your precious capital or go broke all by heading in the wrong direction!

Embrace your desire—your dream—to become the *1st millionaire in your family*. Do so with complete determination that you will create your wealth by doing something you love. Never give up your values. Never compromise who you are.

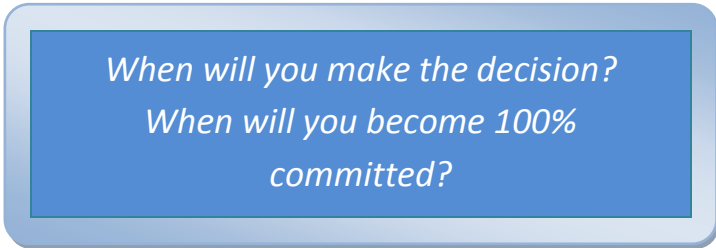
Travel this journey on a path that allows you help the ones you LOVE.

To create your wealth the fastest, become a part of a community of like-minded people that can give you the support you need to attain success.

One determined person is still only one, a lonely one. However, even two determined people can have the power of eleven. A much larger community can have a 100, even 1,000 times more leverage. The larger your community, the more likely you are to attain your goals and the more likely you are to make your difference to the world.

Are you on that path?

Are you on the path to a better lifestyle?



*When will you make the decision?
When will you become 100%
committed?*

Are you on the path to make a difference for the ones you love?

Are you on a path that will define your legacy? If you were, you wouldn't be reading this.

Many people have asked me "What is the first step to becoming a millionaire?" This is an important question. The answer is quite simple. The first step is making a decision—that is the first step everyone who ever became a millionaire took.

Well, actually, that decision is more like a commitment. It's the moment you decide that you ARE going to become a millionaire. I made that decision when I was five and it bore fruit in my twenties.

When will you make the decision? Are you beginning to feel that inner desire to create wealth tug at you? Is it calling you to make a decision?

Put more directly, when will you become 100% committed to becoming a millionaire?

Now, I wrote this for people who are ready to become fully committed to becoming Conscious Millionaires. The best part of this E-book is still up ahead.

And, while I can tell you inspiring true stories, tell you how to choose your path, provide you with THE right formula, only YOU can make the decision...to live your potential, to create your millions, to empower yourself, to become bold and take action.

Only you can decide to become better off today than you were yesterday. Only you can decide to turn your dreams into your millionaire future. Only you can decide to become the *1st millionaire in your family*.

To help you become 120% motivated—imagine the sights, sounds, and feelings you would have if you were living your ideal Conscious Millionaire Life. Imagine how amazing it would be! What would you do on a daily basis? Where would you live? Where would you vacation?

What would you do for your loved ones that today you can't? What causes would you give to and what differences would you make? How would you help your community and our world? What legacy would you leave?

Your Conscious Millionaire Life

To start on this journey, you must describe your ideal Conscious Millionaire life.

Describe an IDEAL day in your ideal life. What are you doing and how do you move through it? Where do you live and what is your dream lifestyle? Include the people in your life and the activities you enjoy sharing. What interests do you have in common?

Describe your dream car, home, and personal items, such as jewelry and things you collect. How does technology touch your life?

Do you enjoy traveling and exploring the world? Do you like to be in nature? What sports, entertainment, and vacations do you want to experience?

What is your ideal millionaire life?

Now, describe the characteristics of your closest friends. Envision the type of activities that you enjoy doing with them. Name any people you admire. Would you like to meet them? Imagine your ideal romantic relationship. If you have someone you care about, describe what most attracts you to them.

Consider what it means for you to live consciously. How does this influence the choices you make about your health, your food choices, how you interact with your environment—your total lifestyle?

Living consciously is all about choices. It's about designing your life by making choices that feel right for you.

Notice how you see yourself helping others and giving back. Does your life include supporting specific causes? Will you begin your own non-profit? How will life on our planet be different because you journeyed here?

Envision the difference you want to make, the lives you want to touch, and the business you have enjoyed growing.

The New Way to Make Money

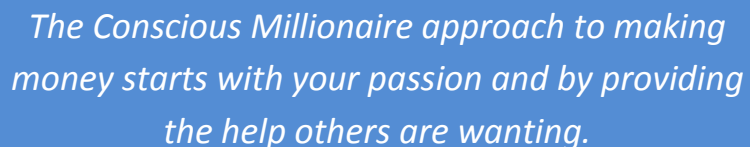
As your vision for what you can accomplish expands and grows, you must come to understand that the traditional approach to building a business only focuses on *how* to make money, without any real concern as to whether it expresses your passion, values, or even fulfills you.

Unfortunately, this is the approach you will find in many business books. I call this the *outside-in* approach because it starts *outside* of you. In this approach, you look for a big unsolved problem in the marketplace. You choose products that solve the problem. You deliver these to your market.

Yes ... this traditional approach to making money and building companies works. Billions of dollars in profits are generated this way daily. However, there is one problem; and unfortunately, it is a major problem.

Something important is missing! What is it?

If you use this old approach, you are missing the most important reason you want to be an entrepreneur. You've left out your own passion and personal vision for making a difference.



The Conscious Millionaire approach to making money starts with your passion and by providing the help others are wanting.

What's missing? You left out YOU!

You've omitted a purpose you are passionate to achieve. You've left out your inner drive to succeed at doing something you enjoy.

Frankly, if your sole reason for owning a business is to make money, if there is no larger reason for why you are building your business, that will only excite you for a while. Over time, you will feel empty because you are not inspired by what you are doing.

Unless you have a big exciting vision, you will also fail to achieve your true profit potential.

If there is no deeper purpose to how you make money—if your heart isn't truly in it—then when things get tough or your business feels like a daily grind, you will likely abandon your business and try another.

This is why the Conscious Millionaire approach to making money starts with your passion. You will be able to provide the help others not only want, but also need.

I call this the *inside-out* approach because it starts *inside* of you.

When you make money this way, you are doing something, you are passionate about and that you believe matters. At the end of the day, you are fulfilled because you know that how you are making money is also serving a *bigger purpose*, one of creating a change that *transforms* the lives and businesses you help.

It launches you into becoming the *1st millionaire in your family*, and making a difference for the ones you love.

Passion Helps You Become the 1st Millionaire

When you are building a business, your journey to becoming a millionaire is easier when fueled with a deep passion. If you are passionate about what you want to achieve, your drive translates into faster results and greater success.

When you are doing things you are passionate about, you are also more fulfilled and, therefore, more eager to continue doing them.

Choose a business that excites and moves you!

The more passionate you are, the more easily you will attract other people. It's as if you are a magnet to whom others are attracted strongly!

Your energy flows out and connects with people around you. As your energy connects with them, they become attracted to you—and naturally feel drawn to you!

Because passion is *energy in fast motion*, passion is contagious. Therefore, when you are passionate, you wake up the passionate feelings in others. Your fast moving, passionate energy can quickly energize a whole room. It can also energize your team and customers!

Energy attracts similar energy. People flock to those who think and feel like they do. So when you are passionate, you attract other passionate people. You also attract people *who want to be like you*. After all, everyone wants to possess abundant energy and feel more alive.

The more passionate you become the more you will *attract* others to you—others who can help you achieve your wealth and whom you can help achieve their wealth.

In your quest to become the *1st millionaire in your family*, your passion helps move you forward to achieve your desired results.

Think of the leaders you admire; are they passionless, cardboard-like people? Or, are they energized and focused on achieving something they are passionate about and believe in?

When your passion is heartfelt, you are tapping into an infinite spring of energy that flows from within you. This type of passion will give you energy and drive to take focused actions and achieve your millionaire dreams and your ability to make a difference for the ones you love.

The Power of Money

You chose to read this E-book because you want to become wealthy. Indeed, the desire to be rich is a noble one, especially when coupled with the desire to make a difference.

It takes money to pay your living expenses, to buy a home or car, purchase food, pay for education, and enjoy entertainment. If you want to surround yourself with beauty, travel to exotic places, and overall enjoy the finer things in life, you must have money.

If you want to create free time to enjoy your life and be with the people you care about, you must have money. If you want to be free from financial worries, live well without working, or prepare for your retirement, you must have money to invest.

Money also empowers you to do amazing good for others and contribute to making this a better world. What differences will you make by how you use your money? Will you pay for your children's college or help an aging parent or relative?

Do you desire to support non-profit organizations and causes you care about? Have you considered using your wealth to start your own foundation as a way to create your personal legacy?

It provides the power to build and grow your business, develop new products to help your customers, and invest for your future. *Money* provides the power to live as you choose, help those you care about, and give back to the world.

People who become, and stay, financially free have the power to both live well and help others.

Money can be a powerful force for good.

If your goal is to enjoy financial freedom, then study how to create wealth: read books, listen to audio programs, and attend financial success and business programs on a regular basis; then apply what you learn by taking *conscious focused action!*

Unfortunately, possessing a large annual income or even making millions from selling a business or doing well with your investments, won't guarantee financial freedom. You can build a highly profitable business and still end up broke.

Money can be a powerful force for good.

This is why I'm providing you with the information within this E-book. Making a lot of money, even millions, or tens of millions, does *not* guarantee you'll become financially free. Worse, it doesn't guarantee that you won't end up penniless!

Why? The answer is immediately clear.

Think of all the people who become rich and ultimately appear in the headlines for going bankrupt, even after making tens or hundreds of millions of dollars. Have you ever wondered how they managed to lose all of that money?

They never developed responsible money habits or sound financial strategies. As a result, they failed to multiply their wealth because they made bad business and investment decisions by paying little to no attention to risk. This can include trusting the wrong people to take care of their money or advise them on their financial decisions.

Further, instead of choosing to enjoy the luxury life they could actually afford, they squandered their money living at even higher levels.

Your life doesn't need to turn out that way. By following the Conscious Millionaire path—the right way—of building a business, executing sound financial decisions, and making your difference, you will learn to build wealth in a way that fulfills you and helps others.

You can have the financial security and freedom you seek. You can have money to do amazingly good things for those you love and for causes you care about.

To have this level of money, you must adjust your beliefs. You must get them in alignment with your goals and aspirations. Here's how...

Scarcity vs. Abundance

Now that you understand that there's a right path to take and that money can be powerful and empowering, you must be sure you have a core set of beliefs that will keep you on the right path.

You must have the wealth thoughts, beliefs, and mindset that will support you as you move forward on this important journey—your journey of becoming the *1st millionaire in your family*.

Unfortunately, instead of easily making profits and becoming successful, many entrepreneurs remain stuck in a scarcity mindset. This is a mindset of *lack*—a set of beliefs that there *isn't enough*: time, resources, customers, talent, opportunities, or money to go around.

When people buy into these scarcity beliefs, they often begin to struggle, feel frustrated, and start telling themselves they are worthless. They say things to themselves like they will never accomplish much with their lives.

Worse, they sometimes even beat themselves up emotionally and feel like giving up. Scarcity thinking can even result in feeling like a victim instead of being in charge of your life and business.

Have you ever felt this way?

Business owners (and people who want to own businesses) trapped in a scarcity outlook sometimes think that real business is ruthless.

They mistakenly believe that to make money they must destroy the competition. They have to literally crush them and put them out of business.

At times, they may even violate their own values by resorting to lying or cheating, when they actually desire to be honest and fair with others.

Now, they don't act in these ways because they are bad people. Actually, deep down, they are good people. They are just so afraid they will fail miserably that they act out of desperation.

Bring every scarcity thought that is within you into the light of day and then discard it as being false!

This horrible fear is fueled in part by their mindset of "lack." It is also fueled by their sense of *separateness*.

Because they see themselves as being separate from

others, instead of being part of a larger whole, they feel compelled to try to win at the expense of others. In fact, they think that is their only choice! But as you know now that doesn't have to happen anymore.

Now, one of the most prevalent scarcity thoughts is "wealth is a *zero-sum game*." When you think of wealth in this way, you falsely believe that for you to win, someone else must lose.

Why? Because you tell yourself there is a finite amount of wealth in the world. You believe you have to grab your share before someone else takes it all. Have you ever found yourself thinking in this way?

Regrettably, deep down in the recesses of your unconscious mind, I guarantee that beliefs like this are hovering in some dark corner.

Why do I say this? The prevalent view today is there is a finite amount of wealth, so there is never enough to go around. It is imbedded in our cultural mindset.

We are taught in school and business trainings to "out-compete" other businesses for scarce resources, which includes customers. It's communicated repeatedly on financial networks. This viewpoint is found in business books, magazines, and newspapers.

Without even realizing it, you have probably been affected by this way of thinking.

If you want to do a large amount of good in the world, grow your business, and enjoy a life of true abundance, then you *cannot* afford to allow scarcity thinking to cripple your chances.

Bring every scarcity thought that is within you into the light of day and then discard it as being false!

The first belief to examine is the very idea there is a fixed amount of wealth in the world.

Why? Because if there were actually a fixed amount of wealth, then in a world in which the population is expanding, there would not be enough wealth to go around. However, this belief is 100% false.

Think about this belief carefully. It will become immediately clear why it is false. If there were a fixed amount of wealth in the world, then there would always be the same level of wealth every day, of every week, of every year. It would never vary.

However, that doesn't appear to be the case. The actual total amount of wealth in the world is a dynamic quantity—it's a constant ebb and flow.

What does occur is that, together, we produce greater value in the marketplace by *collaborating* with one another. When two or more people come together with the stated intention of each benefiting, they produce new synergies and ideas for how to add value to customers.

This is why cooperatively collaborating with your "competitors" produces more ways to add value to the marketplace and, therefore, more ways for each of you to create wealth.

Cooperating creates more wealth than competing.

Wealth results from adding value to others and receiving value in return!

Ponder these questions for a moment:

Is there any limit to the ways your business can leverage your relationships and technology to create wealth?

Is there any limit to the ways you can market and sell your products?

I want you to think about this. Is there any limit to the amount of value your business can provide to others?

Absolutely Not!

There is absolutely *no* limit on how much value your business can deliver, and, therefore, how much wealth you can create. There is no limit on how much money YOU can make as an entrepreneur—as a business owner.

The same is true for all the other entrepreneurs and businesses in the world.

Because you now realize that the old scarcity view of money and wealth is simply inaccurate, you can consciously choose to let go of it—at any time.

There is infinite abundance in the world, limitless wealth potential, and endless ways you can create wealth by bringing value to others.

The truth is you can create as much wealth as you desire. The only limits on your wealth are the ones you choose to believe.

One of my goals is to help free you from your limiting beliefs. They are like a cage that surrounds your mind; a cage that is keeping you restrained.

It is time for you to break out of your limiting money beliefs.

It is time to free your mind!

Your Beliefs are Filters

A belief is any thought you have repeated so many times that you now regard it as truth. One way you form your beliefs is through the ideas to which you are repeatedly exposed.

Another way to develop beliefs is by thinking the same thoughts repeatedly.

Moreover, what is your definition of thoughts? They are the ways you view yourself and your interpretations of what is occurring in your environment.

Your beliefs are the filters through which you view life. They determine what you think is possible, where you naturally direct your attention, and how you interpret your life. They also influence which opportunities you see.

Your beliefs can either *limit* or *empower* you. Which occurs is YOUR choice. You have the power to change your limiting beliefs into empowering beliefs.

Many people, maybe even you, pointlessly harm themselves because of unexamined core beliefs about how things operate.

To create wealth, take conscious focused action.

You must reflect on those events in your life that shaped those negative beliefs. Create a process of becoming *conscious*. Learn how to *focus* like a laser on the result you want. Then take immediate *action* to achieve it.

Yes ... take immediate action. No more excuses. You, like many, probably create all kinds of excuses to block your path to becoming the *1st millionaire in your family*.

How does that occur?

Your mind is comprised of neural networks. Each belief you form creates a specific neural pattern in your mind. Your mind works by looking for matches.

So if you have an established neural pattern for something, your mind will search for a match in your environment. If it finds one, you will naturally perceive it as being real.

However, if you don't have an established neural pathway, you are initially blinded from its existence. You don't look for a match and, therefore, you don't naturally see it.

But once you do see it, you begin to establish a new pathway. Then the next time it is in your environment, you will more easily make a match for it.

Yet what happens if you believe that something is *not* possible. For example, you think there is no WAY you make \$100,000 profit in a month?

You will negate seeing any opportunities to achieve this. It's unlikely you would even attempt to make the money. You would not develop strategies or even take one single action in the hope of attaining the result.

This is because you have an established neural pathway—a belief that opportunities for making this much money don't even exist—*for you*.

So, even though you have witnessed others achieve similar results (make this amount of money) and are staring at an opportunity for achieving \$100,000 profit this month, you literally don't see the possibility!

Unfortunately, even if you did see the opportunity, because of your limiting belief, you would likely tell yourself that you couldn't use the opportunity to make money. You believe it wouldn't work for you!

Has something like this ever happened in your past? Do you ever think that?

Everything was much easier in the “good old days!”

I am too young.

I am too old.

I have no money to start a business.

I don't have enough education, skills, or talent.

Losers make excuses. Winners take focused action!

Have you ever thought that you simply don't have enough energy to make it all happen? To get up off the couch, to get away from that 9-to-5er, to make a promise to yourself that you can fulfill your own dreams and destiny, to be fully committed to becoming the *1st millionaire in your family*.

If you have, you must now decide to change your way of thinking. Change your beliefs to a more positive and supportive core system.

If you believe, for example, you can make a sale to people you meet at networking events, then networking events become great opportunities for you. Because of your belief's established neural pathway, you walk in the room thinking you can make sales.

Your mental belief—your mind—empowers you to act on the opportunity and close the sale!

By contrast, if you believe you cannot make a sale by giving speeches, you limit yourself by your own belief. Your belief neural pathway negates you from speaking as a way to make sales.

As long as you maintain this limiting belief, instead of changing it into an empowering belief, public speaking will not be a good opportunity for you to close sales.

Now, let's relate beliefs to mindset *and* results. Your beliefs form your mindset. Your mindset influences your behaviors, which leads to your results.

When you allow your beliefs, mindset, and behaviors to run your life, without consciously choosing and taking responsibility for each of them, your results are far *less* gratifying than you truly desire.

Fortunately, your beliefs are thoughts, and thoughts can be changed.

You know this by how many times you have already changed your thoughts today. In the time it will take you to read this E-book, you will probably change many of your old thoughts about money and replace them with new thoughts of abundance.

By repeatedly thinking these abundance thoughts, you will develop new abundance beliefs.

Imagine how much bigger difference you could make and how much larger profits you could create by *consciously choosing* your thoughts. Imagine that by doing this, you can become the *1st millionaire in your family*.

Money-Purpose Wound

Earlier in this E-book, I revealed the importance of combining your passion, purpose, and strengths just as Mr. Franklin and I did.

Unfortunately, some amazingly talented and good-hearted people erroneously think they should only utilize their true north passions, purpose, and strengths *without* charging. They reason that “God,” a “Higher Power,” or the “Universe” gave these to them free.

Therefore, they should utilize them to provide *free* services to others—or at the very most, charge only a small amount for their services.

I’m here to tell you again, you are on Earth to give back. Moreover, some of our deepest levels of fulfillment come from our giving to others.

Yet, believing that it’s morally or ethically *wrong* to use your strengths to become wealthy is a “wound” in your belief system that needs healing.

I call this the “*money-purpose wound*.” It results from believing and feeling that it is wrong to charge money whenever your actions express your purpose.

You deserve to be paid well for utilizing your talents to help customers!

People with this wound feel guilty when they charge to help others. Even making a small amount of money creates internal conflict within them.

Use your gifts to make money and a difference!

Because of their guilt, they often price products and services at the very low end of what they could charge. This restricts their revenues and profits, which wreaks havoc on their finances and often leaves them struggling to pay their bills.

They have so many negative beliefs about profit that it isn’t even a realistic consideration.

Do any of these patterns feel familiar to you?

People who hold this type of limiting belief do not *yet* realize the inherent power and value of their passion and purpose. They have not *yet* accepted that their passion and purpose actually provides the clues to their ideal business and position within it.

In order to become abundantly wealthy, to create financial riches, you *must* shift your thinking.

You need to accept that you were born with the right to become prosperous. You were not just born with the right to be wealthy, you were also born with an internal guidance system, — your passion, purpose, and strengths,—that reveals the path, which will lead to your riches.

This path is the business you were born to pursue, the gift you were born to share with the world, the difference you are on Earth to create!

And not only does your true north reveal which type of business or profession you should pursue, it tells you which activities you are most qualified to perform and will enjoy engaging in the most.

When pursuing your passion, realize the real issue isn't whether it is moral or ethical to utilize your purpose and strengths to be paid. The real issue is the initial *agreement* you made with the person you are helping.

If you agreed to help someone who came to you as a customer, then you each agreed to an exchange of value. You agreed to help them by using your talents and they agreed to pay you. This is the fundamental nature of all business transactions.

Identify Your Money Beliefs

If you desire to grow a highly successful business, attract more customers, or make profitable investments, then you must develop empowering money beliefs!

*To make a difference for the ones you love,
you must develop empowering money
beliefs!*

If you truly want to become the *1st millionaire in your family*, then you must develop empowering money beliefs!

If you want to make a difference for the ones you love, you must develop empowering money beliefs!

Your money beliefs are any convictions that relate to money. You developed many of them as you grew up by accepting as true what you heard, saw, and experienced.

This includes what your parents and family said and did, what you heard from your teachers, church, and role models, as well as what you observed of other people in your life and society.

As you continue to develop money beliefs based upon the information, you absorbed through advertisements, your friends, or partners' comments, as well as through what you read and hear during your day.

You also develop beliefs about money based upon how you interpret your own experiences—which includes your internal dialogue about what occurs in your business and finances. Your negative money beliefs hold you back from achieving millionaire wealth!

Most of your money beliefs are stored in the unconscious part of your mind. Until you take time to review them, you don't even know what your money beliefs are or how they run the financial part of your life.

Your money beliefs include areas such as:

- whether you are worthy and deserve to have and enjoy a lot of money
- whether it is wrong or evil to make money
- your skills and ability to make money and become a millionaire
- whether you are smart enough to become rich
- whether you have enough education to make large amounts of money
- your past and the type of family you came from
- your ability to keep the money you attract, instead of losing it
- Whether making money will turn you into a greedy, bad, or selfish person.

I'm here to tell you ... it's OK to be rich. More than OK, it is your natural right.

It's absolutely OK to become the *1st millionaire in your family*. It's one of the most fulfilling things you can do by making a difference for the ones you love.

However, you can become the 1st millionaire in your family, if, and only if, you change your way of thinking. I bet the truth is you are already changing your beliefs. Each time you read this E-book, they will change even more.

Notice how uplifted you feel as you now think about becoming a millionaire; as you imagine yourself giving those you love the experiences that will make a difference in their lives—college, the vacation they never had, a new dress or new suit.

Remember the decision—the decision you are now ready to make, the decision to become a Conscious Millionaire. It is a commitment to finally get what you deserve, were born to enjoy; a life and way of living that is truly prosperous.

You deserve to be rich. You deserve to live fully. You deserve to become totally fulfilled by having the means to help others in the ways you may have only dreamed of before today.

The Power of Conscious Choice

Throughout your day, you make numerous choices in your business and in your life. At the conscious level, you make hundreds, if not thousands of choices every day.

At the unconscious level, you make an incalculable number of choices daily as well. Whether small or massively significant, every choice is a decision that affects the results you achieve.

Essentially, choices are simply decisions about your priorities and what you value at that present time. They are the decisions about your desires and how you will achieve them. Each choice you make both opens and closes doors.

Doors open by providing access to specific opportunities. Doors close by eliminating any other options.

Consider all of the choices you make to start and grow your business. You choose the type of business you own, your vision and values for it, the customers you serve, the people on your team, the products and services you provide, and the prices at which they are offered.

You choose whether to structure your daily activities and consciously choose priorities. Or, like many people, go haphazardly go through the day, hoping something good will happen.

Consciously choose the destiny you truly desire.

You also choose whether to stay laser focused, or allow yourself to become distracted and veer off course. You choose how you respond to everything that occurs throughout your day.

You determine how rapidly your business grows, which goals you will pursue, as well as the strategies and the specific actions you choose to take.

You select which opportunities to follow and how well you manage each of the risks involved.

You choose the level of difference you make in our world.

Whether you build a culture that attracts the top talent and then fosters their growth is also your choice. And, you choose whether your business is only focused on profits or is also designed to achieve a larger purpose and provide fulfillment to all those involved, such as your team, suppliers, and your customers.

While many people may argue with the following statement, until you accept the truth in it, I guarantee that you will have far less money and success than I believe you deserve:

The level of financial success you currently have is the direct result of *your choices!*

Every choice you make determines whether you operate from higher consciousness or remain unconscious of the consequences—for yourself, the ones you love, and your society.

Your choices also determine whether you build a high growth, profitable business or constantly lose money. It determines whether you improve the lives of your customers or sell products that deliver little value.

The reality is **EVERY THING YOU DO IS A CHOICE**. Your business, financial, and personal life demands this of you. However, the problem is most entrepreneurs don't *consciously* consider all of their options before choosing which actions to take.

They jump into the middle of building their business without setting up the first part, which is getting clear about where they are going and developing the best business model and success plan for getting there. Therefore, they fail to choose the best path for achieving their goals.

Further, many entrepreneurs also fail to *consciously* reflect on the potential consequences, both positive and negative, of their choices.

Entrepreneurs who have a formula are the most consistently successful.

Entrepreneurs who achieve the most take responsibility by making conscious choices!

You Need a Formula

The entrepreneurs who make the biggest differences, grow the biggest businesses, and enjoy amazing lives that are deeply fulfilling all take personal responsibility for achieving what they desire.

They realize that the only way to control their future is to assume responsibility by making conscious choices. Entrepreneurs who have a *formula* are the most consistently successful.

In short, they achieve the financial results they desire according to a specific *formula for creating wealth*. Now what exactly defines a *formula*? A formula is a strategy; a set of steps. It is a specific set of instructions that you can use to obtain predictable results.

Furthermore, every formula provides not only the *right* steps, but also the *right* order in which to take them.

You are about to discover what I believe is the ultimate formula for achieving wealth for becoming the *1st millionaire in your family*.

This formula consists of three specific steps. Even before I fully articulated them, I was utilizing

them to create wealth from my businesses. It's what I did to become the 1st millionaire in my family.

These steps are what allowed me to progress from growing up in a family that frequently struggled financially to become a millionaire in my twenties.

The Formula for Creating Wealth

Consistently applying these three steps is the reason I could afford to live in a luxury townhome on the water, enjoy my dream car, and vacation in Europe, at the age of twenty-five.

It is also how I reached every major goal I've ever accomplished.

You can utilize this formula to achieve any result you desire—in your business and life.

The Formula for Creating Wealth empowers you to achieve any result you desire!

Not too long ago, I asked myself how I had created wealth so quickly. That's when I realized there were three steps I had been taking all along.

These aren't just the steps for achieving financial wealth; they are also the steps for attaining any type of professional or personal success you desire.

Success is not an accident!

The three steps of the *Formula for Creating Wealth* are:

- *Conscious*
- *Focused*
- *Action*

Think of these as the skills to both develop and master if you want to consciously become the *1st millionaire in your family*.

Step 1—Become Conscious

To become conscious is to become more fully awakened. It is to become aware of who you are, which includes your deeper passions, sense of purpose and greatest strengths. Equally important, it is to become aware of both your interior and exterior worlds.

You need to realize that you are part of a greater whole, one that includes you and the ones you love. To be conscious as an entrepreneur or business leader is to realize that you have a responsibility not only to yourself, but also to others and the society in which you live.

Becoming conscious means giving attention to the mechanics of how to: define your ideal customer, choose the right products, market them effectively, and create profitable growth.

Becoming conscious also includes gathering information, then analyzing it *before* you make decisions or choose a course of action.

When you make financial and business decisions, it is noticing which decisions have integrity and genuinely improve the lives of others, and which do not. Only then do you take the actions that feel right for you.

By paying attention to what is in your heart—the authentic ways you want to help others, then expressing these in your business purpose—you will not create your highest profits, you will make a powerful difference.

The reason is simple. When you and your team are achieving something that matters to each of you, a purpose that transcends money itself, you will become passionately motivated to achieve it.

Not to mention, this passion adds greater value to your customers, in turn increasing your sales and profits.

As you become more conscious, you become more aware of your innate potential, boosting your desire to learn and grow, and expanding your views of what is possible.

Lastly, by developing your awareness, you increase your ability to connect with higher levels of consciousness—states in which bigger visions are born.

Now, as you move forward on your Conscious Millionaire Journey, you will discover an infinite number of opportunities to create wealth.

Being conscious includes gathering information, then analyzing it before you make decisions.

Why?

Conscious Millionaires operate with a sense of higher consciousness. They build their businesses with the complimentary goals of achieving a higher purpose and making higher profits. They want to help others, both their customers and those they know and love.

When you become laser focused, you naturally build momentum and achieve your goals faster.

They want to play bigger. They want to make a difference and leave a legacy. That is what you want, isn't it? Sure it is. That is what all people who care about others and want to become rich desire. They want live a life that matters.

Step 2—Stay Focused

To stay focused is to concentrate your attention in a specific direction. Focus is the ability to follow one course of action to completion rather than succumbing to distractions.

When you scatter your focus, your energy dissipates over a broad spectrum. As a result, you accomplish very little and your business tends to stagnate.

Yet, when you become laser focused, you naturally build momentum and achieve your goals faster. The more you focus your attention in a specific direction, the more your entire business begins to move in that direction.

If you focus on bringing your visionary purpose into your business, you identify ways to infuse it into every area of your business.

If you focus on increasing profits, you find ways to ramp up profits. By focusing on building products that deliver high value, you will naturally discover ways to develop them.

If you focus on acquiring customers and making more sales, you begin to attract customers and make more sales.

While every entrepreneur has the same number of minutes, hours, and days in a week, the ones who become successful, consciously focus on their highest priorities and best use of their time.

As a result, they achieve far more than other entrepreneurs do because they execute actions that are not only the most effective, but the most efficient as well.

Step 3—Take Action

One of the primary differences between the big winners in business and those who perform poorly is execution!

Successful entrepreneurs constantly take action. However, their actions are not random.

One of the most frequent errors business owners make is jumping right in and taking massive

action—without allowing time to reflect consciously on what they want and how they can best achieve it.

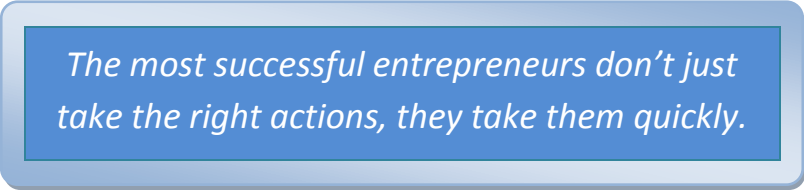
However, entrepreneurs who utilize the *Formula for Creating Wealth* become *conscious* of the specific results they want, are laser *focused* on achieving them, and efficiently reach their results by only taking *actions* designed to attain them.

The most successful entrepreneurs don't just take the right actions. They take the right actions *quickly*. They are the *first* to build the upgraded product, deliver the innovative service, or implement cutting-edge marketing strategies. They take bold action. They are first to market.

Aren't you tired of seeing people who don't seem to care as deeply as you or have as big of a heart as you or have as much to offer as you, live in better houses and drive better cars?

Don't you secretly think that you should be living in this way also? Don't you want to be paid at the level deep down inside you want and know you should be receiving. Don't you want to play big and be paid big as well.

Remember our discussion earlier? The one about it all comes down to you making a decision—a decision that from this day forward you will be 100% committed to becoming a millionaire. It really is time for you to start achieving what you are here on Earth to achieve.



The most successful entrepreneurs don't just take the right actions, they take them quickly.

It is time for you to make that difference you are here to make. It is time for you to choose to become a millionaire and decide that nothing and no one will stand in your way.

Conscious Millionaire entrepreneurs achieve higher results by remaining consciously focused on their desired results, then taking the *fewest* number of actions necessary to achieve their results. Consider this as you think about how you will become a millionaire.

You must also understand that this is an iterative formula.

By paying attention to the feedback you receive in each of the three steps, you become aware of which *conscious focused actions* best achieve your desired result.

Consciousness makes you aware of the result you want and the strategies that will help you achieve it.

Focus drives your energy in the direction of that result.

Action moves you forward toward your desired result.

See Your Future Now

I'm here to tell you that there are no boundaries, no barriers, and no limits to your success. To build wealth knows no bias to any age, either gender, or any race. You don't even have to be talented.

No obstacle should stand in your way as you maneuver through this journey.

Ben Franklin became America's first millionaire at the time when our country was just beginning to define itself.

I became a millionaire after growing up in a small town in the heart of Florida, being raised by parents with good hearts who cared about others deeply. Yet like many good people, they frequently had financial problems and challenges.

As I revealed earlier, at the age of five I made a decision. I decided that when I grew up I would become a millionaire. On that day, I looked in to the future and literally saw myself becoming a millionaire. I immediately became 100% determined and committed.

From that moment forward, I consistently saw myself becoming a millionaire. I never wavered. I believed in my future and I believed I could make it happen.

Anyone who is a high performer regularly visualizes his or her success before it happens.

You can make the same decision and reach the same level of commitment. If Ben Franklin did it, if I did it, if countless others did it—SO CAN YOU!

You just have to see it to believe it to make your dreams come true.

I call this visualizing. This is how you can "see" and create your future!

Visualizing is thinking in terms of pictures. Think of a gold coin or blue sky and you are visualizing. Anyone who is a high performer regularly visualizes his or her success before it happens.

Successful athletes, actors, speakers, singers, entrepreneurs, business owners, sales professionals and executives all use some form of visualization to turn their goals into real life results.

Olympic athletes and major sports players use visualization to help them win and stay at the top of their game. They envisage hitting their golf shot, winning their race, making the touchdown, sinking the ball, and making the goal.

Just as they use visualization to see themselves winning before the game begins, you can use

visualization to see yourself winning in your business! You can see yourself becoming the *1st millionaire in your family!*

Remember when you were a child? You would imagine was endless.

You easily accessed your imagination and saw yourself becoming rich and famous, being a movie star, a celebrity singer with raving fans, living in an amazing home, driving your ideal car, or having your dream boyfriend or girlfriend.

In your mind, you visited imaginary lands and became a pretend person. You would see yourself taking action in such rich and vivid detail that you completely felt and believed it was real. You experienced the emotional excitement as if you had actually become a king, a queen, or your favorite action hero!

What were you doing? You were visualizing.

Now, as an entrepreneur, you can use your same powers to help rapidly turn your goals into the results you want. You can use visualization to help grow your business, lead your team, close more sales, or achieve any result you desire.

*Visualization helps you turn your
millionaire dreams into your millionaire
reality!*

Visualizing is seeing the future as it were now.

Remember the childhood story I shared with you? I was a five-year-old when I saw myself growing up to become a millionaire. What was I doing? I was visualizing. I've been constantly refining my approach ever since.

As a result, I've developed a massively powerful process that I am sharing with you now. Use it to quickly achieve any business or personal goal you desire.

Visualize Your Amazing Future!

I call my approach *Conscious Millionaire Visualization*. It consists of three steps, each modeled after one of the steps in the *Formula for Creating Wealth*:

1. Conscious: In your mind, build a richly detailed, vivid picture of your ideal future, the new reality that you want to experience. Describe what you will specifically see, hear, smell, taste, touch, or emotionally feel when what you desire has fully become your reality. See it in your mind as it will be when your goal is fully achieved—see it as if your quest is finished.

2. Focused: Intensely focus your mind, heart-centered feelings and body on your desired reality. Imagine that every thought, feeling, and cell in your body is laser focused on your outcome. Instead of leaving the picture, “out there,” as if it were somewhere in the distant future, bring it toward you. When it gets close to your body, bring it inside of you so your future and present become one. Embody it and see yourself fully living in your new reality as if it were occurring right now!

3. Action: While connecting with your passionate heart-centered feelings, mentally rehearse the exact, systematic actions you believe are necessary in order to create your new reality. Continue to make any needed changes in your actions until you genuinely feel and totally believe that by taking these actions you will create your new reality. Think of this as your action script. While remaining in a state of intense mental, emotional, and physical focus, take your initial action steps.

Now, *Conscious Millionaire Visualization* is how I visualize and is what I teach my clients. By physically sensing and emotionally feeling your desired reality, you can rapidly move toward the result you want.

All creation begins on the internal plane and manifests on the external plane—as within, so without.

Visualization helps you turn your millionaire dreams into your millionaire reality!

Start your day by visualizing your success and taking *conscious focused action* to make it your new reality!

One of the *secrets* to why *Conscious Millionaire Visualization* consistently produces amazing results is found in the “focused” step.

When you fully associate in your mind, heart and body with your desired result as being *completed*, you energetically become one with your desired result.

At the exact moment this occurs, you experience a deep transformational shift—in your mind, emotions and body.

The shift is from hoping the result will occur someday in the future, to experiencing it as if it is already occurring today—here and now, in this exact moment.

This approach to visualization is a practical expression of a profound truth: all creation begins on the internal plane and manifests on the external plane—as within, so without. It begins in your mind, your heart, and the very cells of your body then manifests through your *conscious focused actions* into your external reality.

Consider the profound truth we are discussing is expressed in every culture and wisdom tradition known to humanity.

Using *Conscious Millionaire Visualization*, you not only see your future—you create it!

How? By *visualizing* with complete faith that what you are seeing in your mind, feeling in your heart, and sensing in your body is real—as if it is already occurring.

Through this form of visualization, you give yourself permission to express your highest consciousness and live at your highest level.

Your *internal* reality is literally activated and magnified through the visualization process. It is made ready to manifest outside of you. Therefore, act with complete confidence, believing that what you are seeing in your mind is now becoming your *external* reality—one *conscious focused action* at a time.

By utilizing *Conscious Millionaire Visualization*, you make it possible for your highest and best self, the expression of your deepest passions and greatest aspirations, to become your reality in this very moment.

This is true whether it is achieving your purpose, closing a sale, growing your business, becoming a millionaire or attaining any goal that is important to you.

Visualize yourself becoming the *1st millionaire in your family!*

Your Time is Now

Think back to when you began reading this E-book. How you defined what your ideal life would be. How you started on a journey to become the *1st millionaire in your family*. How you wanted to make a difference for the ones you love. Think about your vision of your ideal future.

Now it is time for you to take that vision and expand it exponentially. It is time for you to open your mind wider, allow in more options, and consider what you would do if you knew with *absolute certainty* that your success was guaranteed.

How much bigger would you dare to dream? How much larger would you create your goals? How much bigger results would you achieve?

As you continue to dream of the businesses you want to start and grow, the lives you want to touch, and the change you are on Earth to make, it's time for you and I to have a heart-to-heart conversation.

Now, it's just the two of us, you and me. No one else is listening. So, let's talk about the reason you picked up this book...

I believe it's because there are hopes and dreams inside of you that need to be let out. Something major is still left for you to accomplish, something that will change others and fulfill you. I believe you are ready.

Your life has brought you to this precise moment. The tumblers in the universe have all come into alignment. You have come face-to-face with your destiny. You know you can become wealthy by being of service to humanity and making a difference for the ones you love!

It's time to turn your big dreams into your millionaire future.

This, my friend, is why you picked up this book. You are ready to grow your business into a profitable force that gives important value to your customers. You are ready to break through your comfort zone and take conscious focused action to move forward. You are ready to achieve, give, and live at levels you may have thought impossible only yesterday. You are ready to accomplish in new ways, some of which you never considered before this very moment.

Consider these questions: Do you want to make a difference on a grand scale? Do you want to start, build, or grow your business exponentially? Would you like to have the money, resources, and time off so you can enjoy an amazing lifestyle, provide for your family?

How about wanting to create a great future for your children, and be in a position to support causes you care about?

If your answer is “yes,” then you are ready to take your business and life to new levels. You are ready to stop holding back and start dreaming big. You are ready to act with bold conviction by choosing big goals that inspire you to take action.

Now, what would happen if you became fully committed to multiplying your results over the next three years? How much more could you accomplish?

Would it be twice as much? Three times as much? Four times, seven times, even ten times as much as you originally calculated? How much larger of a vision could you bring to your life?

You are ready to create a big, expansive vision of your dream business. Look out a year from now. Next, consider how much you can achieve over a period of three years. When you think about growing a business, what does it look, feel, and sound like?

It's your time and YOU are ready!

What are your products and services? How big are your revenues and profits? Who are your primary customers? What do you most enjoy doing every day? More importantly, how has your life changed?

At this very moment, you are ready to let go of any fear that has held you back; shed each and every doubt that may have previously kept you from taking action; discard any negative thoughts that may have blocked you from fully believing in yourself.

In fact, it is time for you to let go of everything that may have hindered you in the past. The reason is simple. **YOU ARE READY!**

Now is the time for you to take those first steps. It's time to make it all come true ... your desires, your hopes, your dreams!

To do that, you must use the *formula* you have learned make a *conscious* decision, *focus* on your ideal future, and then take the necessary *action* to attain it.

What is the first step in that formula? Conscious—become conscious of the result you want then make a conscious decision to achieve it!

THIS IS YOUR FIRST STEP. Decide what you want and make a decision. Make the commitment that you are going to stop waiting and get on the path that leads to the life you want.

Will you continue on your current path, at your current pace, or will you make your decision today to enter a new stage of growth, one that will take your life, finances, and the way you begin living now to an entirely new level?

Imagine yourself blasting through any barriers and stuck points that held you back before. See yourself becoming **100% confident** that you can achieve your millionaire dreams. Now, imagine moving forward toward the life you now only dream about.

I know that you can do this. I did it, Ben Franklin did it, and so have many others who are in circumstances just like you.

Instead of saying I'm too young or too old, too broke or not educated enough, too afraid to take risk...just between the two of us, instead of falling back one of those old, lame excuses—ones that robbed you of your dreams in the past..

It is time for **YOU** to make a new decision; a specific decision. A decision that 100% excites you and a decision you are passionate about. It's time, and you feel it to the core of your being.

This is why I personally invite you to step up and say...

***"Yes! Count me in.
I am ready to bring my message forward,
make my difference, and consciously grow a business.***

I will join the ranks of those committed to becoming Conscious Millionaires!"

It's the right decision for you and your family, for your customers and your team, and for our society and global community. You are here to make an amazing difference. It's time for you to step up and play big.

You have my support, the support of my team, and the support of all the other like-minded entrepreneurs who are part of this growing worldwide community.

I am excited for you and your future; for the life you are now ready to live; for the business you are ready to build and grow; and, for the vision you are ready to bring to our world.

Now, whether you currently own a business and are ready to increase your revenue and profits or want to start a business that turns a difference you want to make into a profitable enterprise that helps others, I have a **special gift for you**.

In the next section, I tell you all about your *FREE* "**Mindset to Make Millions**" and how to register for this event. I designed this limited time teleclass to help you achieve a rapid leap forward in a single 60-minute call.

Keep reading. The best is yet to come...

TAKE ACTION NOW!

As the Founder of Conscious Millionaire Institute, my goal is to provide you with the path, tools, and support needed to grow—personally and as an entrepreneur. When you grow as a person, you will expand your ability to grow your business as well as make your contribution to the ones you love.

By choosing the Conscious Millionaire path—the fast path, you are joining a community of like-minded people who are dedicated to evolving their consciousness. Whether you are currently an entrepreneur or seek to start a new business, you can become a role model of what it means to consciously create financial success.

You were born to do something important.

By taking a conscious approach to business, you demonstrate to your customers, team and business associates, as well as to your family and friends, how to create wealth without sacrificing your values or integrity.

If you have children, it is especially important to both expose them to how to create wealth and to teach them that you can become wealthy by acting with honesty, integrity, and helping others. That is why I invite you to bring your children to this special teleclass event!

The world needs you to take your place as a conscious leader.

Making a decision that you want to join the ranks of those committed to making their difference and enjoying the life of financial freedom was your *first milestone*.

Now it is time for you to complete your *next milestone*. That milestone is joining a group of like-minded people for a teleclass that tells you in 60 short minutes the exact actions you should take to take in order create quantum -leap forward—in the following seven (7) days!

Most people never get started. They get excited for a moment but then never take action. You know now that won't be your situation. When you attend this FREE Tele-seminar, we will not only cover the most important parts of this E-book (so that you learn them at an even deeper level), but I'll also cover the following additional material:

- **The new conscious boom and how you can now become a part of it!**
- **Super-successful Top 3 activities to become a Conscious Millionaire!**
- **The # 1 reason most entrepreneurs fail and how you can avoid it!**
- **Your 7 Conscious Millionaire Money Habits for creating wealth!**
- **How to attract more customers to buy your products and services**
- **Why customers are ready, and eager, for conscious products today!**
- **Your 5 ways to put money in the bank without losing your values!**
- **AND MUCH, MUCH MORE....**

Valued at \$97, it is my gift to you!

Sign up by simply clicking on the link now...

[SIGN UP FOR "Mindset to Make Millions Now"!](http://www.ConsciousMillionaire.com/first)

<http://www.ConsciousMillionaire.com/first>

I want to help 1,000,000 new and existing

entrepreneurs to become a Conscious Millionaire.

Will YOU be one of them?

Become the *1st millionaire in your family!*

Please pass this E-book along to others you care about.