

E-BOOK SERIES



CONSCIOUS MILLIONAIRE

WIN BY BECOMING
CONSCIOUS

BONUS E-BOOK

Your Millionaire Journey

J V CRUM, III

Transform Your Life, Grow Your Business, Make A Difference!

"J V is one of the current day visionaries. His E-Book, *Conscious Millionaire*, embodies his wisdom, practical knowledge, and cutting edge insights."

—Dame D C Cordova, Director of "Money and You" Program, CEO Excellerated Business Schools® for Entrepreneurs

"In his revolutionary *Conscious Millionaire E-Book Series*, J V shows you how to meet the new challenge of becoming a socially minded entrepreneur—and succeed in today's complex marketplace."

—Gary Ryan Blair, *New York Times* bestselling author, Creator of "100 Day Challenge"

- **Attain the level of financial success you have always desired.**
- **Create your wealth honestly while making a difference that matters.**
- **Find the time, freedom, and resources necessary to get the most out your life.**

Conscious Millionaire is about choosing your destiny and becoming empowered to create it. Whether you are an entrepreneur, business owner, manager, or leader, his E-Book will unleash your passion to consciously grow a successful business while helping yourself, others, and our world become better.



J V CRUM III is an entrepreneur, investor, attorney, speaker, coach, and Founder/CEO of Conscious Millionaire Institute LLC. A self-made millionaire in his twenties, he holds an MBA, JD, and MS in Psychology. He is also the Director of Conscious World Foundation Inc, a non-profit that provides global youth leadership training.



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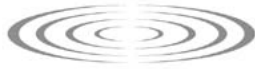
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including its youth leadership
trainings and annual global
Conscious World Day.**

Please visit their site at:

ConsciousWorld.org

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FOREWORD

Making a difference and transforming others has been at the core of my own work as the leader and CEO of the Money and You® Program. The purpose of our organization, *Excellerated Business Schools®* for Entrepreneurs, is to *Uplift Humanity's Consciousness through Business*.

J V's *Conscious Millionaire E-Book Series* is a perfect companion to my work. It is in alignment with what we teach in our Money and You® Program. Through his work at the Conscious Millionaire® Institute, J V teaches his *Triple Win™* principle: you, others, and society winning together. I feel as if I have found a “brother” in this man who is one of the transformational leaders of our time.

Like many successful entrepreneurs, J V was not born into wealth. He grew up in a small country town in a family that frequently struggled financially. In his twenties, he made his first million by stepping into a chaos-driven, family trucking company that was bleeding cash and on the edge of bankruptcy. By turning it around, then growing and ultimately selling it, he reaped the reward of his tenacity and insight.

Now you get that same insight and wisdom layered with additional years of building his own businesses and coaching other business owners. Through his book, he is your coach, mentor, and guide on a path that unites creating profits with achieving a higher purpose. J V seamlessly weaves these two motives throughout his book, which is designed to teach both new and seasoned entrepreneurs how to make their chosen difference in our world.

Today's entrepreneurs are no longer willing to compromise by only pursuing profits at the cost of not also having personal fulfillment and doing something they feel matters. There is a whole new generation of socially-minded entrepreneurs coming on line. These are the same entrepreneurs who seek the program we offer at the Excelerated Business Schools and the wisdom offered through Conscious Millionaire.

My mentors were pioneers in the field of transformational business teachings with the added dimension of Social Responsibility. Our mentor, the benevolent Dr. R. Buckminster Fuller, was named one of the Top 100 most influential persons of the 20th century by *Time Magazine*. He was a great futurist who proved through his work there really is enough to feed everyone on this planet, and that it is our obligation to create a world that works for everyone.

J V is one of the current day visionaries. His E-Books embody his wisdom, practical knowledge, and cutting edge insights. In them he provides a step-by-step path for entrepreneurs who seek to create change while building wealth.

Each of us has a responsibility to create our financial destinies. Through sound business principles, strategies, and the coaching found in each of this visionary E-Books, J V shows you how. The *Conscious Millionaire E-Book Series* gives the reader the entire range of what he or she needs to become successful in business. The series not only provides result-based, bottom line strategies for making money, it also gives insights for how to access the deeper, authentic flow of life and connect with your own visionary consciousness.

Read, study, and apply the *Formula for Creating Wealth™* found in this *E-Book Series*. Utilize it to make your financial decisions as you explore the infinite possibilities for how your business can change the lives of others and our world.

Welcome to a wonderful new paradigm. May you and the society in which we all live, prosper and thrive. Enjoy the journey of building your business and making your contribution as a Conscious Millionaire Entrepreneur.

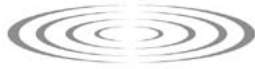
Aloha!

DAME D C CORDOVA

CEO, Excellerated Business Schools® for Entrepreneurs,

Money and You® Program

www.Excellerated.com



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.

As the Founder/Director of Conscious World Foundation Inc., a 501c(3) non-profit, J V oversees the development of its youth programs. Conscious World Foundation provides global youth leadership training and annually produces Conscious World Day.

Its mission is to develop the next generation of conscious global leaders—thereby raising the consciousness of humanity worldwide. All of its programs are based on his *Triple Win* principle: you, others, and society winning together.

J V holds three graduate degrees. He is a licensed attorney, JD; holds a Masters in Business Administration, MBA; and earned a MS in Psychology. He also has more than three decades of experience in the human potential community and is a leader in the consciousness movement.

As a man influenced by both Western and Eastern spiritual traditions and practices, J V believes in the Divine interplay in life and business. His personal motto is “trust perfect timing.”

He loves the outdoors, nature, and all things related to water, from class-five water rafting to skiing, scuba diving, and camping near mountain streams.

J V is an avid lover of the arts, including many forms of music, ranging from jazz, blues, folk, and Indie bands to rock, opera, and classical. He also enjoys food, wine, cooking, and pursues a health-focused lifestyle.

A world traveler, one of his personal goals is to become a member of the Travelers' Century Club, by visiting at least one hundred countries around the world.

SPECIAL READER BONUS

To help you get the most from your experience, each step of your journey I want to celebrate your success with you. At the end of each E-Book you will find special links to gifts which include videos, audios, and downloads. These will help you move forward to achieve your financial success quickly.

In addition to these gifts, please enjoy free access to the Conscious Millionaire Membership Site for a full month. There you will also find:

- *Expert Interviews* on how to consciously grow your business and increase profits quickly;
- *Live Training Calls* on each of the monthly topics;
- *Behind-the-Scenes Videos* of J V Crum III discussing his latest business strategies and insights; and
- *The Millionaire Blog* with exclusive “member only” blogs, articles, and other resources.

The membership site is free for 30 days as a gift to you. Access it to download your *Conscious Millionaire Journal* now.

You will use the journal to complete the coaching found in each of the E-Books in the *Conscious Millionaire E-Book Series!*

ConsciousMillionaire.com/win

Note: All links are guaranteed to work through Dec. 31, 2016.



WIN BY BECOMING CONSCIOUS

Success begins with awareness.

In this E-Book, you learn how biology, physics, psychology, and an understanding of consciousness come together to create the new *Science of Conscious Success™*. You will also discover the three types of consciousness and consider your conscious calling. Further, you will learn how to expand your consciousness by viewing life through three lenses: yourself, others, and society. You will be introduced to the *New Wealth Consciousness™* and the nine beliefs that define it. You will also utilize the *Conscious Focused Action Model* to move forward on your Conscious Millionaire Journey.

SCIENCE OF CONSCIOUS SUCCESS

We are living in the most exciting moment in history. Our evolution as a species and the evolution in our sciences are coming

together. We now understand how to utilize the human potential at a higher level than ever before. By combining discoveries in biology, physics, psychology, and consciousness, I developed a new science—the *Science of Conscious Success*.

Biology was the first area in which we began to understand how we can consciously choose our destiny rather than being controlled by beliefs and ways of viewing ourselves which we learned earlier in life. How we make this change is found in the way our brains operate.

Through the process of evolution, we developed the frontal lobe. This provides us with the capacity for self-reflection. It provides us with a way to connect with higher consciousness and develop meaningful interpretations of life.

Because of your ability to self-reflect, you can consciously choose the results you *focus* on and which *actions* you take. As a result, you can now break free from old habits, and

We are living in the most exciting moment in history.

consciously take charge of your destiny. Not just as individuals, but as a society we are consciously evolving. We are developing more

conscious ways of doing business, handling environmental and social issues, and interacting with one another. We are tapping into new dimensions of what's possible.

Each of us also has the ability to bring unconscious material, such as hidden beliefs, emotions, or internal road blocks, into your consciousness. Once you are aware of them, you can *consciously* choose to change them. This provides you with the ability to update your beliefs by transforming old beliefs into ones that support you.

It is your *conscious capacity* that empowers you to expand what you see as possible, conceive of bigger visions, and achieve bigger differences. Hence, you can add more value, grow your business faster, and create a greater legacy.

Physics has also created breakthroughs that contribute to this new *Science of Conscious Success*. In the early 1900s, Einstein discovered that everything is energy. This includes both the physical material you see and everything you don't see, such as your thoughts and emotions.

Einstein put this into his now famous formula, $E = MC^2$. However, you don't need to know anything about science to understand that we live in an energy universe.

Think about the people, activities, and foods you enjoy that give you energy. Now think about people, activities, and foods that pull your energy down. Notice how positive and negative experiences affect your energy differently.

Physicists discovered that energy is attracted to other energy which is vibrating at the same frequency. You've probably experienced this with a close friend or partner. When you feel in sync with them, it's as if you are both thinking the same thoughts. You can often finish one another's sentences. It's like you are on the same frequency. And you are.

This includes the group consciousness that emerges when you are at an event, a concert or conference. You have probably had the experience of being in a group where all the people around you seemed to share the same thoughts and emotions. This is what it means to experience group consciousness.

*Create an inner thought, feeling,
and cellular vibration of abundant wealth.*

Being attracted to energy that is vibrating at your frequency is called the *law of attraction*. What this means is very simple. If you want to attract million dollar opportunities and create high levels of financial wealth, then first change your energy so it matches the vibrations of what you desire. Simply put, wealth manifests from the inside out.

Therefore if you want to become wealthy, then first develop thoughts, feelings, and a consciousness of wealth. The same is true for anything else you want to create through your business or your life. You must first enter a consciousness of “abundant wealth” if you want to achieve greater wealth.

*Constantly live in an
abundant wealth consciousness!*

This leads us to psychology, which is the third area in the *Science of Conscious Success*. Psychology helps you change your beliefs, mindset, and emotions.

Psychology began as a science in the late 1800s. The breakthroughs in this area help us to both achieve at our highest level and become more fulfilled in the process. Important discoveries in psychology include how the conscious and unconscious aspects of your mind operate. They also include how to manage your mental and emotional state, achieve high performance, and create rapid belief shifts using *Energy Psychology*.

Because of these changes, we now have amazing tools and technologies that help us unlock our inner potential. You can use these to remove internal roadblocks, such as negative emotions, fears, and energy blocks. You can also use them to create rapid changes in your beliefs and mindset.

The *Science of Conscious Success* empowers you to unlock your potential, choose your destiny, and attain it.

At college, I originally studied pre-medicine, which included biology and physics. Then I received a Masters in Psychology, my first graduate degree. This was followed by nine years of training and certifications in NLP® (Neuro-Linguistic Programming), Ericksonian Hypnosis®, and Psych-K®, which is part of the new energy psychology. I also learned to meditate at a Buddhist Monastery and have studied extensively both western and

eastern approaches to consciousness and awareness. In addition to these studies, I developed my analytical skills by acquiring both a law degree and MBA.

It is because of my background in these areas that I was able to create the *Science of Conscious Success*. In addition to the above discussion, this new science also provides an understanding of how to do the following:

- learn faster and easier
- make conscious choices
- utilize your whole brain
- create your results faster
- eliminate your old beliefs
- achieve your highest potential
- connect with higher consciousness

The *Science of Conscious Success* empowers you to unlock your potential, choose your destiny, and attain it.

TYPES OF CONSCIOUSNESS

There are three types of consciousness: *Awareness* Consciousness helps you awaken to what is true now, what changes you want to make, and how best to achieve them. *Visionary* Consciousness allows you to tap into higher states of consciousness and become aware of expanded possibilities; this includes ways you can innovate and develop new products. *Social* Consciousness helps you understand the needs of other people and our society. This includes both the communities and environment in which we live and work.

Cultivating each of these empowers you to make a greater difference and achieve greater wealth. Here is an overview of each dimension:

1. Awareness Consciousness: This is the type of consciousness that relates to making conscious choices rather than just reacting without reflection. The truth is everything in your business and personal life is an expression of your current level of awareness. The best way to take control over your financial destiny is to become aware of what you want, then identify the best options for achieving it. When you become aware, you wake up and notice what is true about:

- **Your business:** and the top priorities you need to address at this time;
- **Your customers:** and how you can best solve their problems and better serve them; and,
- **Our world:** and how you can be of greater service as well as how to create wealth by becoming conscious of major trends.

To attain wealth consciously, become aware of the very mechanics of making money; which goals and strategies are right for your business; and how to unlock your potential to become a high performer.

2. Visionary Consciousness: This type of consciousness relates to connecting with a higher level of inspiration, which is also called “Higher Consciousness.” In various spiritual disciplines, this is viewed as moving from “small mind,” which is your personal mind, into “big mind,” which is the larger mind of the universe. When you tap into visionary consciousness, you enter into a higher state of consciousness and access a level of information that inspires greater innovation for life, business, and society.

Many entrepreneurs, business owners, and leaders as well as writers, artists, and inventors, regularly connect with this dimension of consciousness. In this state of consciousness, they look at the future differently. They both envision and develop innovative ideas, products, and services. These innovations improve the quality of customers' lives; how organizations operate; the way society solves problems; and how people live, work, and play.

As a personal example, I wrote much of *Conscious Millionaire* by connecting with visionary consciousness.

3. Social Consciousness: This type of consciousness refers to being mindful, or concerned in a caring and compassionate way, about how your actions affect the whole of humanity. Because of our understanding of quantum physics, we now realize that you and I are part of an interconnected whole, a seamless web of life. This web is an energy field that connects each of us with everything on this planet. Because we are all interconnected, there is no such thing as a small action. At some level, each of our actions affects the whole of humanity.

Social entrepreneurs seek to make a difference that is measured in a positive return to society.

In response to the increase in social consciousness, a new, socially aware entrepreneur has emerged. These new social entrepreneurs combine a profit motive with solving social issues. They build businesses that focus on areas such as: reducing pollution, providing clean drinking water, promoting the economic well-being of impoverished

people, feeding and housing the world's growing population, and promoting healthier lifestyles.

This new social entrepreneur utilizes entrepreneurial principles to create a venture designed to achieve social change. For many social entrepreneurs, it is social change, rather than profit, that is the primary goal and motivator. Social entrepreneurs seek to make a difference that is measured in a positive return to society.

Coaching: Open your *Conscious Millionaire Journal*.

Describe one product or service concept that would both help your customer and benefit society. *For example:* A product could be a toxic-free house cleaner that would both improve the health of your customer and create a better environment; a service could be roofing that both saves customers money and lasts longer.

YOUR CONSCIOUS CALLING

My parents taught me that we are all on Earth to make a difference. When we leave, the world should be better off because we journeyed here. I was brought up to believe that living a good life includes helping others and making my personal difference. This is the reason I established the Conscious Millionaire Institute. I want to support entrepreneurs in both discovering the difference they desire to make and creating their livelihood by expressing it to the world.

I believe we each have a calling, a reason we are here. For some there is a spiritual dimension to their calling. For others,

the experience is more of a profound awareness they are here to achieve something important—something that matters.

*You are on earth to
make an important difference!*

Your calling grabs you at the deepest levels of who you are. It tugs at your heart strings and resonates with your soul. It expands your consciousness and awakens you to your true potential of what is possible for your life.

Wherever you are on your journey of discovering your personal calling, in this E-Book you will find the tools you need to *define the difference* you want to make; then turn it into a *way to make money*.

Every person who makes a *big* difference begins with a *big* vision of how life can become better. His or her desire is to help individuals, organizations, or society improve in some way. People who *consciously* create a big vision, then focus on putting it into action, are the true visionaries of any period.

You are one of those people. That is why you were attracted to *Conscious Millionaire*. It is why you have an inner drive to create a difference with your life.

The truth is we all dream of how things could be different. Every time you visualize your life or the world being different, you are dreaming of a better future. That dream is your vision of what is possible.

People who consciously create a big vision, then focus on putting it into action, are the true visionaries.

People who listen to their calling and follow their dreams are the most successful people on our planet. They experience the type of success that is not just defined by how much money they have, but by how many people they help and the ways in which they change our world.

It's time for you to consciously create your vision, one that calls to you so strongly that you feel compelled to bring it to life. When you find the right vision for your business, it will literally become a magnet that pulls you forward. It will connect with your heart and soul so completely, that you will know at a profound level it is why you are on Earth.

As you consider the significant difference you are passionate to make, notice the starting place. It isn't how much money you make; it's how big of a *difference* you make. The money results from helping others.

Your big vision will help you become wealthy in three ways. First, it will *inspire you* to be motivated at higher levels. Second, it will *inspire others* to get on board to help bring your vision to life. Third, as others combine their energies and resources with yours, what was originally your vision becomes a *shared vision*. As more people share your vision, it will expand and create change faster. It can become a movement, one that transforms both others' lives and our world.

So, what is that heartfelt difference within you? What is your personal vision of how life can be different?

Perhaps you have a vision of how parents' lives can be easier, single mothers can make more money, or people can become healthier and find greater balance. You may have a message inside of you that you want to bring forth as a speaker, writer, coach, or expert.

Some people have visions of how to improve business, such as better ways to lead, build teams, market more effectively, close larger numbers of sales, or develop more efficient systems. Others want to create a healthy planet, sustainable lifestyles, and green products.

Whatever the heartfelt difference is within you, whatever you are passionate to do with your life and business, the

world needs you to bring your unique difference forward. As your coach, I am here to support you on your journey of waking up and hearing your calling. I am here to help you turn your *passions* into *profits*!

If you are beginning a new business, then creating your vision is the right place to start. If you currently own a business, then your renewed vision can help you redefine and energize your business purpose. What is your vision of the difference you want to make? Who do you want to help and in what way? Why is this important to you? Consider these questions as you complete the next coaching exercise. You are here for a grand purpose. Imagine how excited you would be if every day you woke up to express this purpose in your business.

Coaching: Open your *Conscious Millionaire Journal*. Write whatever ideas come to you about differences you want to make. Take note of which ones touch your heart and excite you!

EXPAND YOUR CONSCIOUSNESS

To expand your consciousness is to move beyond your current way of viewing life. When you do, you see more of the opportunities and possibilities inherent in any situation. You also become aware of more ways to grow your business and make a difference.

*Choose actions that will
benefit you, others, and society.*

Begin expanding your perspective by considering that what others want and need are as important as your wants and needs. Think about the interactions between a business and a customer. Now, think about your own experiences as a customer.

As a customer, who would you prefer to do business with and why? Would you prefer to buy from someone who only cares about selling you their product or service? Or would you prefer to do business with someone who *genuinely cares* about you as a person and how they can help you; someone who is concerned about your major problems, aspirations, and what's in *your best interest*?

The answer is clear, isn't it? Just as it is equally obvious as to which approach would help you grow your business and profits. Put the problems and aspirations of your customers first. Be mindful of what matters to them.

By expanding your consciousness, you become empowered to achieve and give more.

Now, extend this to the world and take a high level view of society's problems and how you can help solve them. Review the major trends and how the difference you want to make can be channeled to respond to them.

For example: Consider the trend of people seeking to live healthier lives. If you want to enhance the quality of others' health, think of the *conscious focused actions* you could take, such as providing healthier foods, education on how to live in healthier ways, and improvements you could make to the environment.

Expanding your consciousness involves moving from maintaining only one perspective, yours, to utilizing three conscious perspectives:

1. **Yourself:** including owners/entrepreneurs and investors/lenders;
2. **Others:** including customers, team, and suppliers;
3. **Society:** including your community and our environment.

When you move from focusing only on yourself to also looking at life from the perspective of others and society, your consciousness expands. By expanding your consciousness, you become empowered to achieve and give more. Moreover, you now see others and society as being partners with whom you are working to solve problems.

Many people find it helpful to think of society as their community. This can include the community in which you geographically live as well as the community of people in your profession or industry.

Another perspective is to think about society as being a cause you want to support. This can include an existing movement to which you want to contribute resources, as a participant or leader. It could also include a movement you desire to start. Further, society can also mean our *environment* or planet.

By thinking of society in these ways, you transition from conceptual ideas to specific actions that you can take to help our society and world become better.

Coaching: Open your *Conscious Millionaire Journal*. Describe what “community” means to you. Identify three ways you could help your community.

NEW WEALTH CONSCIOUSNESS

As we move into the *Second Stage of Capitalism™*, we are experiencing a major shift in our consciousness about wealth. It is a shift away from the old view that for one person to win, another must lose, to a new view in which you, others, and society can all win simultaneously. I refer to this as a *Triple Win™*: win-win-win.

This *New Wealth Consciousness* is at the heart of *Conscious Millionaire*. It is based on a shift in nine beliefs. When you

embrace these new beliefs, you experience a personal shift in your wealth consciousness; a shift both in how you view wealth and how you create it.

The following list contrasts nine beliefs of the old wealth consciousness with nine beliefs of the *New Wealth Consciousness*:

THE NINE BELIEF DIFFERENCES

Old Wealth Consciousness (win-lose)	New Wealth Consciousness (win-win-win)
scarcity, there is not enough	abundance, there is plenty
we are here to compete	we are here to collaborate
power through domination	power through cooperation
fear-based, inauthentic	heart-based, authentic
focus on past, rigid views	focus on future, possibilities
live by rules and authority	live in flow and synergy
there are limited choices	there are unlimited choices
we are separate beings	we are part of a united team
I win—others lose	you, others, society win together

When you live in the old wealth consciousness, you have a scarcity mindset. You don't believe there is enough money or resources to go around. This results in living in fear that you will never have enough. Your focus becomes how to out-compete others for customers, talent, and resources. You are constantly afraid you will lose everything and become bankrupt, so you actually restrict your business growth by being afraid to spend money on marketing and hiring top talent.

You falsely believe that for you to win, others must lose. This is because you not only think you are separate and essentially alone on your quest for wealth, you also believe there is a limited pool of wealth in the world. When you are in this old scarcity

mindset, you believe real power comes from dominating, exploiting, and exerting authority over others. However, the truth is abundant wealth results from collaborating and working together for the common good—so you, others, and the world all win together.

You hold onto past, rigid ways of seeing life, because it feels safer. This causes you to live an inauthentic life, one in which you actually limit your own choices because you are afraid of being open to new possibilities. You feel alone, separate from others, and empty inside.

Instead of being conscious of your real power and how, by connecting to others you can become true partners, you continue to perpetuate inaccurate beliefs that neither serve you nor anyone else. Therefore, instead of cooperating with others to maximize both your and their wealth, you never achieve your true potential. You are afraid of being open and vulnerable.

*You create wealth
by adding value to others!*

However, *when you wake up* to what is truly possible in your life and shift to a *New Wealth Consciousness*, you realize that life is naturally abundant. There is actually no limit on the amount of wealth you can enjoy. The reason is simple. You can create an unlimited amount of wealth by adding value to others.

How do you add value? You start by making a difference to others in ways that matter to them. In this regard, your life becomes significant because you help others. It can come in the form of any product, service, or experience that solves your customers' problem or helps them fulfill a desire.

When you provide the value you are on Earth to deliver, you will have all the customers you could ever desire.

Because you can leverage how you create your difference, there is truly no limit as to how much wealth you, or anyone, can create.

Once you understand this, you naturally desire to build cooperative partnerships so you can leverage yourself. Rather than focusing on lack, fear, and how to out-compete others, your focus turns to expanding wealth, both for yourself and for those with whom you partner. You realize that you aren't here to compete, in the sense of crushing or putting your competition out of business, but to create new possibilities.

You move from thinking you are alone on your quest for wealth, and therefore must compete, to realizing that you are here to collaborate with others. You realize the profound thought that abundant wealth results from collaborating and working together for the common good. By doing so, you, others, and the world all win together.

When you effectively provide the value you are on Earth to deliver, you will have all the customers you could ever desire.

With this *New Wealth Consciousness*, you move into a heart-centered, authentic way of living and conducting business; one

There is actually no limit on the amount of wealth you can create.

that supports a future that is right for you, others, and society at large. You feel connected to others and experience being part of a united team.

You find that it is easy to become open to possibility and seek a natural flow to your life, one in which you regularly create synergies with others. You realize that you are always at conscious choice both as to how you create wealth and how much wealth you create. The more conscious you become, the more options and opportunities you naturally see.

Your entire world changes because you now view life differently. It is as if your blinders were removed and you see the abundant possibilities that exist in every moment.

When not only you, but the people in your business, family, friendships, organizations, and community also choose to make this shift in wealth consciousness, the world will begin to move into a new way of living and creating wealth.

As an entrepreneur on the Conscious Millionaire path, you are on the cutting edge of one of the biggest shifts that has ever occurred in how we see and create wealth.

Coaching: Open your *Conscious Millionaire Journal*. Using the belief chart in this section, identify one old wealth belief that you may currently hold. List three ways you could grow your business by shifting it to the corresponding *New Wealth Consciousness* belief.

THE FORMULA FOR CREATING WEALTH

Success is not an accident. Entrepreneurs who achieve greatness all follow a consistent method. In short, they achieve their financial results because they use a specific formula. So, what is a formula? It is a process, a set of steps that you can use to obtain predictable results in your business, finances, and life. It is a repeatable way to achieve results.

In this section you discover what I believe is the *ultimate* formula for achieving wealth. This formula consists of three specific steps. Even before I fully articulated them, I was utilizing them to create wealth from my businesses.

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

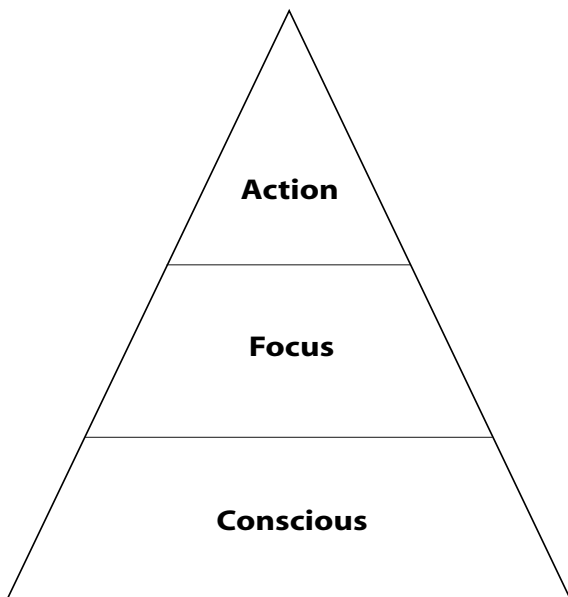
These steps, which I now call the *Formula for Creating Wealth*, are what allowed me to progress from growing up in a family that frequently struggled financially to becoming a

millionaire in my twenties. Consistently applying these three steps is the reason I could afford to live in a luxury town home 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. This includes how I am building the non-profit I founded, Conscious World® Foundation, Inc. You can utilize this formula to achieve any result you desire—in your business and life.

When I sat down to write *Conscious Millionaire*, the first question I asked was, "How did I create 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.

The *Formula for Creating Wealth* is: *conscious focused action*™. Think of these three steps as the skills to develop and master if you want to consciously create wealth.



THE FORMULA FOR CREATING WEALTH

The model provides a visual representation of the formula. The first level is *conscious*; at this level become conscious of the specific result you desire. The second level is *focus*; at this level focus on your desired result so you stay on track to achieve it. The third level is *action*; at this level take actions focused on assuring you attain your result.

1. Conscious: To become conscious is to awaken. It is to become aware of who you are, which includes your deeper passions, sense of purpose and greatest strengths. It is to become aware of both your interior and exterior worlds. It is also to realize that you are part of a greater whole, one that includes you, others, and the society in which you live.

To be conscious as an entrepreneur means giving attention to the mechanics of making money, including: how to define your ideal customer, choose the right products, market and sell them, and create profitable growth. Being conscious includes gathering information, then analyzing it before you make decisions or choose a course of action. As a business leader and entrepreneur it means realizing that you have a responsibility not only to yourself, but to others and the world in which you live.

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, then only taking actions that feel authentic and 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 only make a powerful difference, you will create your highest profits.

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. Because you are motivated, you will grow your business faster.

As you become more conscious, you become more aware of your innate potential, increase your desire to learn and grow, and expand your views of what is possible. As you develop your awareness, you increase your ability to connect with higher levels of consciousness—states in which bigger visions are born. As you take your conscious journey, you will discover an infinite number of opportunities to create wealth.

On this journey, you will discover there are three types of consciousness: *awareness*, *visionary*, and *social*. Awareness consciousness is knowing what you want, how to best achieve it, and what is true in the present moment. Visionary consciousness relates to connecting to a higher consciousness, which is a source of inspiration and vision. Social consciousness is being mindful of the needs of others and the problems in society, then responding to these in how you build your business and live your life.

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.

2. Focused: To become 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.

By paying attention to the feedback you receive, you become aware of which *conscious focused actions* to take.

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 it. 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 because they execute by taking the most effective and efficient actions.

3. Action: One of the primary differences between the big winners in business and those who perform poorly is execution. Successful entrepreneurs constantly take

action; but not just any action. In fact, 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 taking *actions* only designed to attain them.

The most successful entrepreneurs don't just take the right actions, they take them quickly. They are the *first* to create upgraded products, deliver innovative services, or implement cutting-edge marketing strategies. 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.

This is an iterative formula, which means you go through the three levels numerous times. Each time make changes. This allows you to learn more about what works and what doesn't at every level. By paying attention to the feedback you receive, you become aware of which *conscious focused actions* to take.

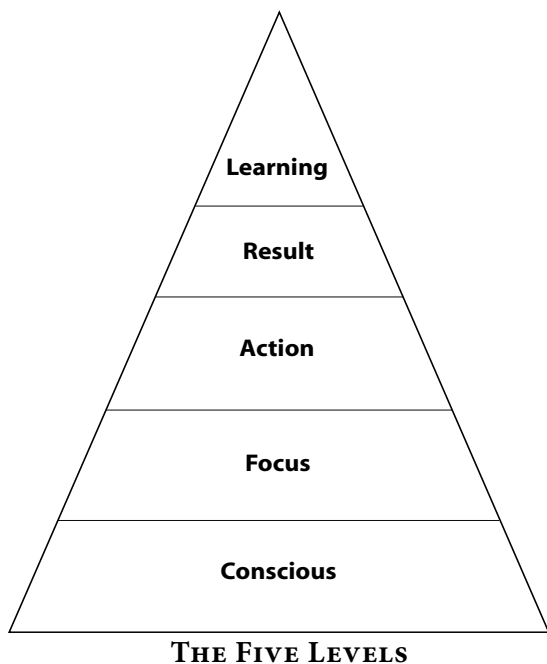
Consciousness makes you aware of the result you want and the strategies that will help you achieve it. Focus drives your energy in the direction of that result. Action moves you forward toward your desired result. In the next section, you will learn how to use the formula to grow your business, create wealth, and achieve any business result you desire.

Coaching: Open your *Conscious Millionaire Journal*. Describe one goal that will require you to move outside your current comfort zone. Then take the first three actions necessary to achieve it as a way to expand your consciousness of what is possible for you.

CONSCIOUS FOCUSED ACTION MODEL - 1

The model consists of five levels: *conscious*, *focus*, *action*, *result*, and *learning*. The first three levels come from *The Formula for Creating Wealth*, which was introduced in the prior section.

The *Conscious Focused Action Model* adds a fourth and fifth level. The fourth level, *result*, is the specific result you chose when at the conscious level. The fifth level, *learning*, is the highest level of the model. It is at this level that you discover what worked and what didn't.

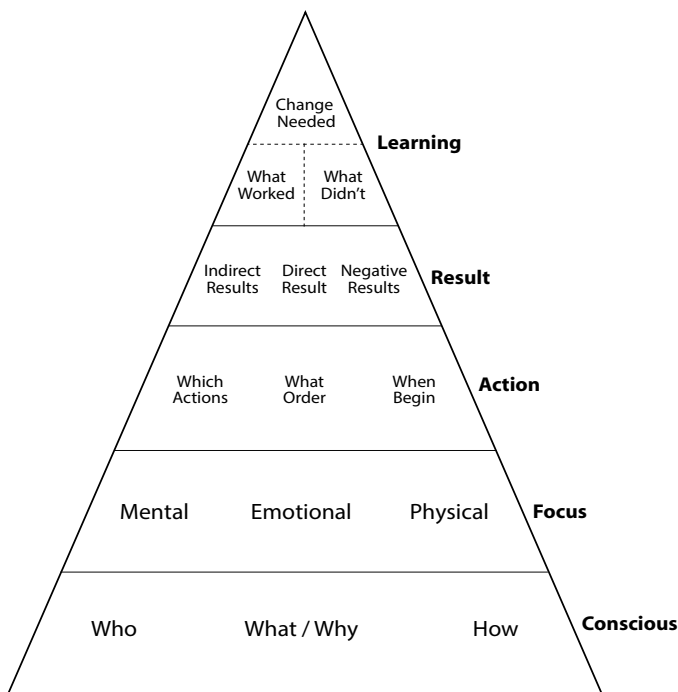


Then based upon what you learn, make decisions about what needs to change and iterate. What this means is return to the conscious level, introduce the needed changes into the model, then move through the five levels of the model again.

Now that you have been introduced to the five levels that comprise the *Conscious Focused Action Model*, in this section you will learn how to use the three focal points on each of the five levels.

Because the following description contains many details, I suggest you use the QR Code and link at the end of this chapter to access a coaching video which fully explains the first diagram, which is below. The short video will give you a practical example of how to use each of the levels.

Throughout *Conscious Millionaire*, there are fourteen versions of this model. Chapters two through fourteen contain one or more of these versions. Each version helps you apply the



CONSCIOUS FOCUSED ACTION MODEL - 1

information in the chapter to become a Conscious Millionaire. Think of these models as your guide for creating wealth.

Let's use your desire to become a Conscious Millionaire as an example for how to use the Model.

1. Conscious Level

At the conscious level, address these three areas:

A. "What result do I want to achieve?" and, "**Why** is accomplishing this result a priority?" These questions address which *result* you desire (to become a Conscious Millionaire) and why it is a priority for you.

B. "Who will benefit from achieving this result?" In this example, it is you. Note: it could also be others or society. In addition consider, "**Who** will help attain this result?"

C. "How do I best reach this result?" which brings you to consider: skills, strategy (set of actions) and resources (people, assets, money).

2. Focus Level

At the focus level, develop these three focal points:

A. Mental (thoughts, beliefs, questions)

B. Emotional (positive emotions)

C. Physical (readiness to take action)

Develop mental focus by constantly thinking about how to achieve your direct result; creating empowering beliefs that support you achieving that result; and, asking yourself questions that direct your mind to discover solutions for how to best achieve your result. Develop emotional focus by selecting three to five positive emotions that you can utilize as positive states. Develop

physical focus by maintaining your health and being constantly focused on taking action.

3. Action Level

At the action level, consider these three questions:

- A. “**Which actions** should I take?”
- B. “**What order** should I take them?”
- C. “**When should I begin** taking action?”

While answering these questions, identify any internal and external events that must occur before you begin to take action. Internal events could include other team members completing their part of a project. External events might include when a prospect indicates interest in buying.

4. Result Level

At the result level, think of three aspects of your results:

- A. **Direct result:** how well you achieved the result you intended;
- B. **Indirect results:** other positive outcomes that weren't your specific focus (such as your customer referring a friend); and
- C. **Negative results:** negative outcomes that hinder achieving your desired outcome (such as spending so much time working that you become sick, which costs several days of productivity).

5. Learning Level

At the learning level, evaluate your experience by asking:

- A. “**What worked?**”
- B. “**What didn't work?**”
- C. “**What change is needed?**”

If you didn't fully achieve your desired result, want to improve your process, or care to achieve your result at a higher level, then iterate. Here is how to iterate: determine what needs to change, return to the conscious level, then make the changes as you move through the model again.

To identify any needed changes, review the decisions you made at each level and consider alternatives that might be better. Make these changes and *test them* to see if they actually are better. How? Put them in the model and notice your results.

By continuing to iterate, you will develop your ideal process (your best *conscious focused actions*) for achieving your specific result. Once you develop your ideal process, you can easily teach it to new employees and duplicate it at other locations. You can also sell it to other entrepreneurs as an information product, consulting service or as part of franchising your business.

While our example concerns a result you want to achieve for yourself, the model can also be utilized to provide a benefit to others (such as another person, business, organization) or to society. Many people find the best way to think of society is as a community to which you belong or care about. Recall that at the *conscious* level of the model, the three possibilities for "who" will benefit are: you, others and society/community.

By utilizing this five-level model in any of the fourteen variations you will find throughout *Conscious Millionaire*, you can rapidly grow your business and achieve any result you desire.

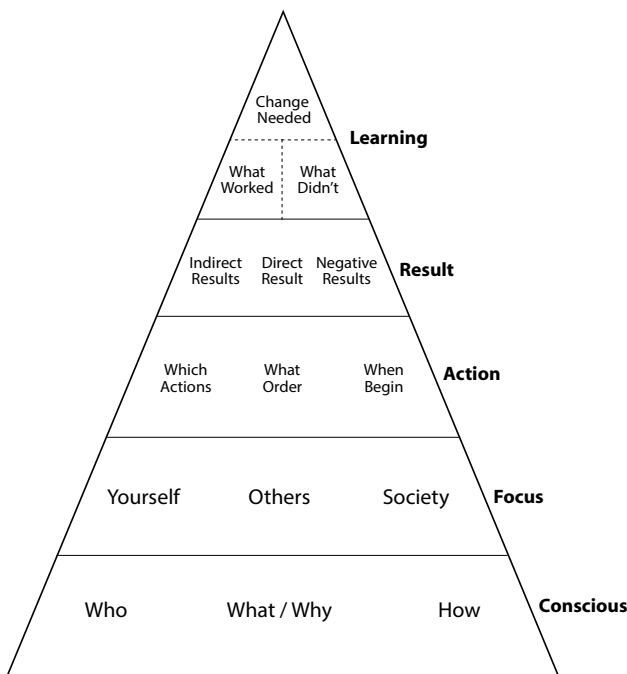
Coaching: Open your *Conscious Millionaire Journal*. Write one result you want to achieve in your business. Then utilize the five levels of the *Conscious Focused Action Model* to achieve it.

CONSCIOUS FOCUSED ACTION MODEL - 2

Throughout the *Conscious Millionaire E-Book Series* there are fourteen versions of the model. This is Model-2.

The conscious level and the focus level interrelate by utilizing each of the words on the conscious level with each focal point on the focus level. *For example:* Utilizing “others” (in this example, customers) from the focus level, ask:

- “What result will I help my *customers* achieve?” and, “Why is helping *customers* accomplish this result a priority?”
- “Who will benefit from *customers* achieving this result?” and, “Who will help *customers* attain this result?”
- “How can I best help *customers* reach this result?”



CONSCIOUS FOCUSED ACTION MODEL-2

Note: In this example, helping customers clearly benefits them. Who else will benefit?

Approach the other three levels—action, result, and learning—the same as in the foundational model. If you don't fully achieve your desired result, want to improve your process, or care to achieve your result at a higher level, then iterate. Review each level to determine what needs to change. Return to the conscious level and make the changes as you go through the model again. Then *test* the changes to determine if they are actually better.



CONSCIOUS MILLIONAIRE COACHING

Build Your Strategy

Open your *Conscious Millionaire Journal*. Write a three-step business strategy using *conscious focused action*. Develop your strategy utilizing the concept provided in the *conscious* step below. It is an important concept from this E-Book.

- 1. Conscious:** Create a goal of becoming aware of the best practices within your industry or profession. *For example:* "Read one business book a month and select best practices from it to apply to your business."
- 2. Focused:** As you focus on your goal, choose three actions that will help you begin to achieve it. Determine the precise order for your actions.
- 3. Action:** During the next twenty-four hours, execute by taking your three actions.

Grow Your Business

In your *Conscious Millionaire Journal* make notes on how you utilize each of the following to grow your business:

- Create a way in which your business can benefit your community and put it into action.
- Develop a message that shows you care about your customer. Utilize words that are meaningful to your customer. Discover these words by asking them.
- Design one strategy that simultaneously benefits your business, customer, and our society. Implement it.

TAKE ACTION NOW! GET YOUR BONUS GIFTS

I want to congratulate you for completing this E-Book. It is an important step on your *Conscious Millionaire Journey*. Follow the link below or paste it into your browser to access your gifts. I will be waiting for you there.

ConsciousMillionaire.com/win

Use the link below to access the Conscious Millionaire membership site and download your *Conscious Millionaire Journal*. It's located in "Your Millionaire Journey" section under the "CM BOOKS" tab. You will want to utilize it to complete your coaching exercises in each of the books in the *Conscious Millionaire E-Book Series*. Access the site now at: ConsciousMillionaire.com/win

View a coaching video that explains *The Formula For Creating Wealth*. It's in "The Formula for Creating Wealth" section under the "CM BOOKS" tab. Access the site now at: ConsciousMillionaire.com/win

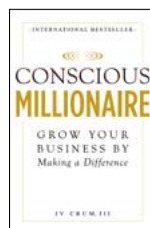
View a coaching video that reveals how to best utilize the *Conscious Focused Action Model*. It's in "The Formula for Creating Wealth" section under the "CM BOOKS" tab. Access the site now at: ConsciousMillionaire.com/win

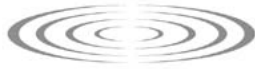
Listen to a coaching audio that guides you through *Conscious Millionaire Visualization*. It's in "The Formula for Creating Wealth" section under the "CM BOOKS" tab. Access the site now at: ConsciousMillionaire.com/win

Go the membership site to view a coaching video that reveals how to utilize the *New Wealth Consciousness* to grow and expand your business. You will want to utilize it to complete your coaching exercises in each of the books in the *Conscious Millionaire E-Book Series*. It's located in "Win By Becoming Conscious" section under the "CM BOOKS" tab. Access the site now at: ConsciousMillionaire.com/win

WANT THE FULL BOOK?

To purchase the complete 320 page book, *Conscious Millionaire: Grow Your Business by Making a Difference*, which is a compilation of the *E-Book Series*, click on the book cover. You can also find the book at Amazon.com by typing in "Conscious Millionaire in Books".





B O N U S E - B O O K

YOUR MILLIONAIRE JOURNEY

*If you miss your real journey,
you miss your real life.*

HOW I BECAME A MILLIONAIRE

I was twenty-five years old and had just moved into my beautiful home on Bayshore Boulevard, the “Fifth Avenue” of Tampa, Florida. My home overlooked the scenic Tampa Bay. Imagine the view: palm trees blowing in the wind, sailboats moving on the bay, and water stretching out as far as the eye could see. The garage was occupied with my Mercedes which welcomed me back from a summer vacation in Europe.

By many definitions, it was the life we ALL dream of. For me, it was as amazing as I had dreamed it from the time I was five-years-old.

At that early age, I decided to become a millionaire when I grew up. 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. In fact, now, as I tell you my story, I can still remember the one day that changed my life. It was like it happened yesterday.

My family lived out in the country in the central part of Florida. It was a small village of only a few hundred people. Our home was a five-minute walk to a large lake which 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 much more.

The value of education was instilled in me by my mom, who was a school teacher. My father farmed and owned a citrus harvesting business. And my grandmother, my mom's mother, lived with us. She was an amazingly wise woman and a true angel who taught me the spiritual meaning of life. As I didn't have any brothers or sisters, she was part grandmother, 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 often had the right instincts, but his business endeavors never fully succeeded.

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.

With a magnetic personality, Dad was also a consummate storyteller. He was a true gentleman. Both men and women admired him and wanted to be around him. He was the type of man who instantly made friends wherever he traveled.

As a little boy I would go with him to the citrus groves, and we would fish together. I had boots that were just like Dad's, looked up to him, and wanted to emulate everything he did. Many of my life values were influenced by his. 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 for our having journeyed here. This was like a family motto.

At an early age, I decided to become a millionaire.

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

But 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.

I can even recall sketching out floor plans for mansions, though I'd never even been in one. From that day forward, I focused on my millionaire dream, determined that nothing would ever stop me or get in my way.

At five, 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. Instead of a life of struggle, I now had money and an amazing lifestyle. 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 as a child.

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

I was in school in Los Angeles and had a month break. So, I flew back home to Florida to visit my parents. I had been away at college for several years and hadn’t realized my father

We all have an obligation to leave the world better off for our having journeyed here.

was facing mounting financial problems.

After years of struggling in business, getting ahead multiple times 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. Therefore, I had carefully chosen to not take any business classes at college. In fact, 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 mark in the business world. This was only half the problem. Dad was also a shoot-from-the-hip, easy-going 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.

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

I began keeping notes throughout the day and studied them at night to determine what was working—and what wasn't. I made changes, often daily. As numbers were one of my strong points, I started keeping track of our loads hauled, issued weekly billing, and created a manual payroll system to pay the drivers.

I knew something was seriously wrong when we pulled hundreds of loads weekly, but could never keep any money

in the bank. So, after about three months, I decided to spend a weekend pouring over the numbers and looking for a pattern.

In a flash 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. Then it dawned on me. 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 twenty-five percent.

I then 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 and I was ecstatic.

By the end of that first year, all the liens were paid off. 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 #1 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. However, that quickly wore off as the realization struck that my boyhood dream wasn't everything I had imagined it to be. I was making money but worked all the time and didn't even like what I was doing. I thought that becoming a millionaire would be the whole answer, but I wasn't happy nor was I fulfilled.

Rather than feeling like I was living in a utopia, my life increasingly felt more like a nightmare. I sought to wake up and *feel fully alive!* I wanted financial freedom. In fact I wanted to make additional millions, but I also needed freedom inside, the freedom that only comes from feeling inner peace and deep fulfillment.

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 purpose and why I was here on Earth.

During this time, I also pursued two more graduate degrees while continuing to run the trucking lines. I attended law school and obtained an MBA. Even with the new degrees and the financial freedom to travel, my life still lacked purpose. In my heart, I didn't feel that what I was doing really mattered.

Rather than feeling like I was living in a utopia, my life increasingly felt more like a nightmare.

I also hit a financial ceiling. Both the business growth and the profits stagnated. I no longer wanted to expand the companies. When new opportunities emerged, I actually found myself putting on the brakes instead of moving forward.

I had to find a resolution for the growing conflicts inside myself. My introspection brought me to realize that I was living my father's dream—at the cost of giving up my own. I grappled with this awareness and lost much sleep thinking about how to move forward.

I ultimately 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 business.

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 of his life.

It was now time for me to pursue my own path. 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 both in North America and around the world. At a Buddhist monastery I learned to meditate, and I participated in the work-study program at Esalen Institute—a human potential center on the Big Sur coast of California.

I constantly sought to understand why I was here on Earth.

Throughout my journeys, I constantly sought to understand why I was here on Earth and how I could use my talents to make this a better world. Finally, on a day that was just as magical as that day I saw myself growing up to become a millionaire, 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.

And then, just like that, the answer revealed itself. I was relaxing in a spa tub, reading a brochure about an upcoming festival. Looking down, I read one word, *conscious*. The phrase

immediately popped into my mind: “Conscious Millionaire®.” I said it out loud 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.

Over the next month I handled the legal matters, including incorporating the new business and filing trademarks. I developed my early business model and success plan. Then I scripted and recorded my first Conscious Millionaire audio program. This was the beginning of Conscious Millionaire Institute, LLC.

THE NEW ENTREPRENEUR PATH

There is a shift in consciousness that is occurring all over the globe. One of the ways it is most evident is in the rise of entrepreneurs who desire to achieve a higher purpose. These entrepreneurs want to make an important contribution both by how they live and how they conduct business. Just like you, they seek a path for consciously growing their business by making a difference.

The purpose of the Conscious Millionaire Institute is to provide you with the path, tools, and support needed to consciously grow your business.

Whether you are a seasoned entrepreneur or intend to start your first business, I acknowledge and commend you for seeking an entrepreneurial path that transcends the goal of only making money.

First Stage Capitalism™, with its singular focus on creating profits, is giving way to a new approach that I call *Second Stage Capitalism™*. It is from this second stage that the new entrepreneur path emerges. Unlike its predecessor, this new approach has the dual focus of achieving both a higher

Entrepreneurs who choose this new path are driven to do something more with their lives.

purpose and higher profits. When entrepreneurs choose to build a business based on a heart desire to improve lives, organizations, and our world—both they and their team become driven by a shared desire to make a difference.

This more powerful, robust form of capitalism is fully expressed through *Conscious Millionaire*. It combines the drive to achieve something bigger with a focus on all the stakeholders winning together. As a result, it becomes a path for not only creating greater profits, but also achieving a greater good in the world.

*This new path
combines profit with purpose.*

Entrepreneurs who choose this new path are driven to do something more with their lives. Moreover, they take responsibility for their future by consciously choosing their destiny and taking focused action to attain it. This new Conscious Millionaire path takes business to a higher plane, a level of consciousness on which visionary purpose naturally emerges.

Reflect for a moment about your unmet dreams of touching and transforming others' lives. Consider the greatness you aspire to achieve and the mark you want to make on the world. Now imagine a path on which you can attain these goals by growing a business that helps others in ways that truly matter.

You also seek a path that supports your growing, learning, and expanding as a person. Like many other heart-felt people, you want to express your strongest passions in all you do, both in business and every area of your life. Equally important is your desire to experience deep fulfillment and abundant joy. You desire a path that not only provides you with each of these, but is also a way forward that supports your living with purpose.

You want to journey on a path that feels authentic and right. Moreover, you seek to experience a meaningful life that is lived

in service of something greater than you. For many entrepreneurs who choose this new path, feeling a spiritual connection to a higher calling is important. It is how they unite their desire to serve mankind with their desire to serve a Higher Power.

This new path is as much about heart as it is about making money. It is a path on which your strongest passions, deepest sense of purpose, and greatest desire to make a difference in the world converge into one united path for consciously building your business.

This is the Conscious Millionaire Path, and it is with heartfelt appreciation that I thank you for choosing to journey with me through this E-Book. I feel deeply honored. On this journey, I will help you define your visionary purpose, develop the skills you need, and learn to utilize the *Formula for Creating Wealth™* so you can achieve whatever level of wealth you desire.

CLAIM YOUR FULL POWER

The exact moment you make a conscious decision to stop believing that life is happening to you and begin taking *conscious control* over your destiny, you start reclaiming your power. This is what it means to become conscious: it is assuming full responsibility for what you achieve and the fulfillment you have along your journey.

When you choose to believe and act like a victim, you feel powerless. What happens when you do this? You literally move the center of your power outside of yourself. It is as if your power has left your body and as a result, you may feel weak, stressed, or overloaded. You feel little to no commitment to your goals and have a hard time believing in yourself.

The instant you own your power, you begin to feel your power move back inside of you, into the center of your body. You become empowered. As this occurs, a renewed

energy and passion fills you with new possibilities for your life and business. You feel powerful and become more committed to achieving at your highest level.

People who achieve millionaire wealth and fulfillment let go of anything that has held them back in their past. They choose to become aware of any internal roadblocks, make a conscious decision to move past them, and then focus on taking the actions that will create the results they want.

They claim their power, move through any fear, and hold themselves accountable for what they accomplish in their business and life. As a result, they experience significantly higher levels of wealth and success.

Coaching: Choose something you want to achieve in your business but you are afraid you can't. Claim your power by choosing an initial action. Take it. Feel your power. Focus and take another action. Feel your power again. With each action you take, the more power you own.

YOUR IDEAL LIFE AND BUSINESS

Many entrepreneurs are so busy running their businesses that they never allow time to actually define what they most want, in their lives and their businesses. That is why I chose to include this section as it is important for you to consider on Your Millionaire Journey. In order for you to create your ideal life and business, including positioning yourself to only do what you truly enjoy, first define your ideal future.

Like most entrepreneurs, your ideal life includes much more than owning a business and making money. You probably also desire to enjoy the fulfillment that comes from sharing time with those you love and care about deeply. Further,

a quality life includes engaging in activities that encourage you to grow, become healthy, and do something you feel matters.

*Money only pays for your journey,
it's how you live your journey that matters!*

What is the real secret to creating your ideal life and business? Design your business so that it fits into your life—rather than trying to fit your life into your business. Quite frankly, most entrepreneurs get this backwards. The only way to avoid this trap is to consciously design your ideal life first. Then create your business model and position so they complement the life you truly desire.

The time to begin is today.

To receive the maximum value, ask any business partners to also complete this exercise. It is important to discover if each of your views of the future are complimentary, different, or currently incompatible. The reason is clear, isn't it? If there are any major incompatibilities in your respective views of the future, the best time to reconcile them is now.

In addition, if you have a significant other, also ask them to write their vision for each area. As life partners, it is important that you work together to design your shared, ideal future.

As you prepare to describe your ideal life, business, and position, I am going to invite you to dream big. Imagine that everything has gone according to your plan. In fact, it has actually turned out even *better*. Envision the difference you want to make, the lives you want to touch, and the business you have enjoyed growing.

Expand your mind to believe anything is possible.

Expand your mind to believe anything is possible. As you consider the following questions create a vision of what you desire over the next three years:

1. Ideal Life: Describe your ideal Conscious Millionaire life. Describe a day in your life and what you do as 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?

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 our environment—your total lifestyle? To live consciously, make choices that feel authentic and 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?

Coaching: Open your *Conscious Millionaire Journal* you downloaded from the membership site. Write a description of what your ideal life looks and feels like in three years.

2. Ideal Business: Describe the type of business you envision owning in three years. If you currently own a business, notice what may have changed, such as the range of products and services you sell, how you market, and the size of your revenues and profits. What is the overarching purpose or vision for your business? Why does it inspire you? What would be missing in your customers' lives if your business didn't exist?

How large has your customer base grown in three years? In what new ways are you engaging with your community? Consider what you most enjoy about your business, your office environment, and the people with whom you work. Describe the characteristics of your office, including whether it is inside or outside your home. Is your ideal business people-driven or would you automate most activities and have few employees?

Describe the major challenges and opportunities you envision for your business three years from now. *For example:* how to manage growth, develop a sales team, or oversee virtual contractors located throughout the world. How fast are you growing and what are your best avenues for growth? Are there multiple locations? Have you franchised? How will you leverage your business? Describe your coaches, mentors, advisory team and key team members.

Coaching: Open your *Conscious Millionaire Journal* you downloaded from the membership site. Write a description of what your ideal life looks and feels like in three years.

3. Ideal Position: Imagine your primary role in your business in three years. Begin creating the position you want by imagining what you would be doing on your ideal day. Walk through it in your mind. What would occur? Are you only performing activities that are your strengths and passions? Have you delegated or outsourced everything you dislike or are not good at? Remember, you are designing your ideal position.

Make certain that it is 100 percent the way you want it. Next, consider your leadership style. Will you create the rules in a top down fashion or operate collaboratively? What fits your personality? Think about what you see yourself doing. Then review the following list and consider which you want to include in your position: networking, leading your team, developing new products, speaking, media interviews, marketing, sales, or negotiating deals.

In your ideal position, will you work in a physical office or virtually, from anywhere in the world? How often would you travel on business and how much time would you take off from work? How many hours would you work each week? Create your ideal position, the one that will allow you to contribute to your business, clients, and the world at your highest levels.

Coaching: Open your *Conscious Millionaire Journal* Write a description of what your ideal position looks and feels like in three years.

CONSCIOUS MILLIONAIRE COACHING

Build Your Strategy

Open your *Conscious Millionaire Journal*. Write a three-step business strategy using *conscious focused action*. Develop your strategy utilizing the concept provided in the *conscious* step below. It is an important concept from this E-Book.

1. **Conscious:** Define the characteristics of other entrepreneurs with whom you want to build a relationship. Utilize these characteristics to create a goal. *For example:* If you want to build a group of friends and associates who also seek to become millionaires, your goal could be, "Develop one new relationship each month with an entrepreneur who is committed to becoming a Conscious Millionaire."
2. **Focused:** As you focus on your goal, choose three actions that will help you begin to achieve it. Determine the precise order for your actions.
3. **Action:** During the next twenty-four hours, execute by taking your three actions.

Grow Your Business

In your *Conscious Millionaire Journal* make notes on how you utilize each of the following to grow your business:

- Select an aspect of the "New Entrepreneur Path" with which you strongly identify. How will you utilize it to grow your business?
- Use the *ideal business* description you developed in the prior section and choose three actions you can take this week to create your ideal business.
- Utilize the *ideal position* description you developed in the prior section and choose three actions you can take this week to begin creating it.

TAKE ACTION NOW! GET YOUR BONUS GIFTS

I want to congratulate you for completing this E-Book. It is an important step on your *Conscious Millionaire Journey*. Follow the link below or paste it into your browser to access your gifts. I will be waiting for you there.

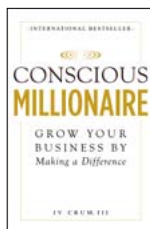
ConsciousMillionaire.com/win

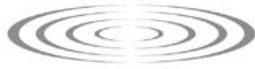
Use the link below to access the Conscious Millionaire membership site and download your *Conscious Millionaire Journal*. It's located in "Your Millionaire Journey" section under the "CM BOOKS" tab. You will want to utilize it to complete your coaching exercises in each of the books in the *Conscious Millionaire E-Book Series*. Access the site now at:

ConsciousMillionaire.com/win

WANT THE FULL BOOK?

To purchase the complete 320 page book, *Conscious Millionaire: Grow Your Business by Making a Difference*, which is a compilation of the *E-Book Series*, click on the book cover. You can also find the book at Amazon.com by typing in "Conscious Millionaire in Books".





PERSONAL MESSAGE

FROM J V

Congratulations for beginning your Conscious Millionaire Journey! I consider it an honor that you read my book. I wrote it for people like you: entrepreneurs who aspire to make a powerful difference both through their business and life.

As the Founder of Conscious Millionaire Institute LLC, 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 both grow your business and make a powerful contribution to our world.

By choosing the Conscious Millionaire path, you join 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.

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

The world needs you to take your place as a conscious leader. By employing people who share a heart-felt connection with your values and purpose, you expand the consciousness of what is possible—for individuals, for businesses, and for our society as a whole.

By following the guidance in this book, you've completed your first milestone on your Conscious Millionaire Journey. Now, it is time for you to complete your *next milestone* by developing or revising your business model, selecting your one-year goals, and creating your one-year success plan.

Whether you are an established entrepreneur or want to start your first business, creating the right business model, goals, and plan is the next step on your path to growing your business. That seems like a daunting task for many people. Yet, it doesn't need to be.

You can accomplish all of this in as little as seven days. To help you achieve this, I am providing you with a free program, *Mindset to Make Millions!* Discover how to consciously create wealth and enjoy a life of total abundance.

The program is designed for entrepreneurs who desire to take a conscious path for growing their businesses. They want to develop their wealth mindset so they can both make millions and make an important contribution to our world. Sign-up now by using the link below.

I look forward to you attending the program and hearing about your results!

Make Your Difference,
JV CRUM III, Founder/CEO
Conscious Millionaire Institute LLC

To sign-up for the next online program, *Mindset to Make Millions*, use this link now:

ConsciousMillionaire.com/mindset



CONSCIOUS MILLIONAIRE MEMBERSHIP

Because you are a reader of Conscious Millionaire, I am providing you with 30 days free access to our Conscious Millionaire Membership Site. Our membership community is a group of like-minded conscious entrepreneurs who care about one another and our world. They are people like you who want to create wealth by helping others and our world.

As a member, you receive access to resources such as videos and downloads that enhance your experience of reading this book. You also have access to monthly Expert Interviews, Training Calls, and our Millionaire Blog. Additionally, you receive advance information on new programs as well as special member only bonuses when we launch new trainings and products.

Each month is a new topic, such as getting started, mindset, goals, and strategies. Think of your membership as a monthly program designed to help you grow your business, increase wealth, and make a bigger difference.

Our entire team and I are invested in your success. As a member you will find support, tools, and like-minded entrepreneurs. I look forward to speaking with you on our Training Calls.

To access your 30 days free membership go to this link now:

ConsciousMillionaire.com/win



CONSCIOUS MILLIONAIRE MASTERMINDS

Napoleon Hill, in his book *Think and Grow Rich*, defined mastermind as the organized effort of two or more people to achieve a goal by working in harmony with one another. Through participation in a *Conscious Millionaire Mastermind* group, you share knowledge, experience, and insight, while also sharing a visionary consciousness with like-minded entrepreneurs.

By entering your zone and sharing a group consciousness, the participants in a mastermind rapidly become more productive. You share positive energy and contribute to your group's creative mindset. Together, you innovate, expand one another's possibilities, and help each other discover new opportunities. You achieve far more than you could alone.

Conscious Millionaire Masterminds are a group of people with a common goal of building financial wealth by making a visionary difference. Participants use the formula, principles and tools in this book for the common good of everyone in the group. And by collaborating, you will expand your consciousness, evolve your ideas, and develop better solutions for how you build wealth by contributing to our world.

Another important benefit of a mastermind opportunity is that the other people in your group will see your business model, products, services, and wealth opportunities through different lenses. This is because they have varying perspectives and can offer valuable insights that are based upon their unique experiences.

It is also why you will see their business and opportunities differently than they will, and can therefore offer fresh insights to help them grow their businesses.

Conscious Millionaire Masterminds
help participants evolve consciously and financially.

Each participant will learn what is, and is not, working for their business. You can also leverage each another's experiences, knowledge, and resources into greater success. Further, you will expand your vision of what is possible for you.

If you came together with other entrepreneurs who are also dedicated to delivering products that make life on this planet better, how would your business and life change? How much more motivated and inspired might you become? How much more could you accomplish?

What other benefits would you receive? Would you refine your business vision, discover new opportunities for money, or create insights for new products? Would you achieve your goals two, five, ten times faster by sharing resources and tapping into one another's circles of influence?

I personally invite you to contact us today to discuss *Conscious Millionaire Masterminds*. Join with other entrepreneurs who want to consciously create their wealth by making an important contribution to others and our world. Call or email to learn more about our application process and how our masterminds can benefit you. To learn more visit:

ConsciousMillionaire.com

Or email: mastermind@ConsciousMillionaire.com



CONSCIOUS WORLD FOUNDATION, INC.

The Conscious World Foundation, Inc., is a 501c(3) non-profit organization. It supports our Conscious World Youth Training programs that will expand globally with the goal of working with youth in more than 160 countries. Our intent is to help create the next generation of worldwide conscious leaders.

The flagship program works with youth organizations. We help youth from age six through college identify a specific difference they want to create in their community. Then, by utilizing our process, they develop and implement their group project.

Through these trainings, youth learn how to achieve individual success, team success, project management and leadership. The program teaches many of the concepts in *Conscious Millionaire*, including the *Triple Win*: you, others, and society all winning together.

The foundation also sponsors the annual Conscious World Day. This is a day to celebrate youth and their potential to lead our future. A portion of *Conscious Millionaire* sales are contributed to the Conscious World Foundation, Inc.

To learn more please visit:

ConsciousWorld.org