

INTRODUCTION

I come from poverty. I was raised in Ottawa, Canada, in a family that lived mainly on welfare. We lived in "the projects," and my parents had many problems. My father had a drinking problem, and my life growing up was really tough. I am the last person who you would think would write a book teaching people how to change their thinking and how to live their dreams.

It wasn't always this way with me. On September 6, 1977, my life completely turned around. I began the process of changing the way I thought about myself, about my world and what I could accomplish in my life. In just a matter of a few short years, I was earning a six-figure income. Then I met my financial mentor and my life changed yet again.

Mark Victor Hansen, co-author of the *Chicken Soup For The Soul* books, is a friend of mine. Over a dinner in Toronto he insisted I meet this man named Bob Proctor. Mark told me how much he had learned from this man, and since Bob and I both lived in Toronto we could probably develop a great relationship. I was thrilled. Mark made arrangements for me to attend Bob's seminar the next day. I met with Bob for a few minutes and gave him a copy of my just published first book, *Conquering Life's Obstacles*. Bob impressed me. By listening for three hours, I learned more than I had in years. I was completely blown away by his knowledge and his ability to teach. I still am.

TODAY
IS A
GREAT
DAY

One Question and Two Statements

Bob called me the next day at home. I was thrilled. He invited me to his home, and we started what would become one of the closest and most meaningful (and most difficult) relationships I've ever had with anyone.

On this second visit with him, Bob asked me one question and made two statements that literally changed the course of my life.

The Question: He asked me, "What's the most you've earned in a year?"

I very proudly told him I was earning \$100,000 a year. I had recently written my first book and was giving speeches all over the place and feeling quite good about my new business. I had only been in business for myself for less than two years at that time, and I thought he'd be impressed about my grand total. He wasn't.

The First Statement: He looked at me and said, "That's garbage..."

I couldn't believe my ears. How dare he! I thought, "How can he possibly think that \$100,000 is garbage?" None of my friends at the time were making that kind of money. Didn't he know very few speakers make this kind of money, especially in their first few years in the industry?

"What are you talking about?" I shouted back. "I am only in my twenties." I couldn't believe what I was hearing. Then, he finished the statement. *"It's garbage for you to make in one year what you could be earning in a month!"* That almost floored me. I nearly fell off my chair. I couldn't believe this guy thought I could actually make in one month what I was earning in a year.

So, instead of accepting what he said and asking him for help, I started arguing with him. I said, *"Bob, you don't understand. I come from poverty. I don't have any business experience like you. I am not a great speaker like you or have the connections you have. I don't have any education. Heck, I got kicked out of school when I was fifteen. What are you talking about making in one month what I am now making in one year? You've got to be joking."*

Bob had the ability to quickly diagnose mental problems, and he looked at me and called me this very scientific name. On the second time I met with this man, he looked at me and made the second statement.

The Second Statement: "You are a jerk."

I felt terrible. I felt devastated, and when I realized what I was doing. I thought I completely lost any chance of having him help me. I thought I had blown it for sure. So. I shut up and listened.

He said, *"Anyone who would reject that kind of idea has to have mental problems."* Ouch, that hurt. Still, I remained silent. He continued: *"Gerry, I have been making that kind of money and more for fifteen or twenty years now. I am telling you, that deep within you is the potential for you to make that kind of money "and more" in a month. All you are doing is fighting me on it. Anyone who would do that I would have to call a jerk."* He said it again!

Bob isn't always easy on people who ask him for help. He's not always polite. He has the ability to get through to people in a way that is sometimes difficult to hear. When I realized what I was doing, I simply shut up. When I shut up long enough and started listening to him, I rejected long-held beliefs about my self-worth. I started playing around with his fantastic ideas, and the results were astounding.

The Result

I earned a million dollars in one year. Why? Because I made a necessary shift in my thinking. I got a *Millionaire Mindset*. It doesn't mean there were no problems. You should see some of the problems I've had to deal with. They don't matter. I acquired a different way of thinking, and as my thinking changed, my life turned around too. For the better. Forever.

**TODAY
IS A
GREAT
DAY**

Why is it when some people win the lottery, that within in a few short years they are broke again? It's because they never learned the secrets of thinking like a wealthy person.

On the other hand, I have seen people at my seminars (we have had over 1 million people come to my seminars and hear me speak live), who seize this way of thinking and turn their lives around. One man, Bellum Tan of Singapore, made \$300,000, within a few weeks after attending my Money Mastery Boot Camp, from a single idea he learned in class. Bellum hasn't even started. He will become one of the Mega-Rich because he works hard on changing his thinking.

Results change when people change their thinking. Yet I see people who are constantly living their lives pay check to pay check, struggling all the while. They are trying to figure out how to get out of the woods, always going in circles, listening to the wrong people, and making poor choices over and over again. It seems life is such a drudgery and yet I have seen ordinary people, without business experience, simply take off financially. This is exactly what happened to me. I didn't win the lottery. I simply acquired *The Millionaire Mindset*. You will too, by applying the strategies in this book.

It may not be easy, and there will be times when I am going to be blunt – although not as blunt as Bob. I am going to cause you to think about things you've never thought of before. Do us both a favor: don't reject the idea. Realize that if you're going to go to another place in your life financially, then you are going to have to do some things differently, and *doing* first requires *thinking*.

If you change your thinking, then you will change your actions, and if you change your actions, then you are going to change your results.

In Africa the natives use an ingenious method for catching monkeys. They hollow out a coconut shell by cutting a small hole in one end. The hole is barely large enough for a monkey's hand. Inside the hollowed shell they place a few peanuts. They connect the coconut shells to a thick, strong cord and wait in hiding for the monkeys. When a monkey discovers the nuts inside the shell, he reaches in and grasps them in his fist, but the hole is too small to allow the tightly clenched fist to escape. The native pulls on the cord and the monkey, who won't let go of those peanuts, is caught.

Lots of people are like that. Too often we hold tightly to our own peanut ideas for fear we may lose them when all the while it is these very ideas holding us captive and preventing the freedom for which we long. ³

I am glad you decided to leave the past behind and look forward to a brighter future using *The Millionaire Mindset*. There will be many confrontations throughout this program; confrontation between your old programming and your new programming.

*"If you are going to win a battle, you must ensure that the mind controls the body.
Never the other way around."*

General George Patton

You are in a battle. The battle will be between your old conditioning and new conditioning. I will make statements that will go directly against what you are conditioned to do, think and be. You are going to hear voices inside your head that are going to come from your programming that will go directly against what you are going to read in this book. All I am going to ask you to do is trust in the process. Through this system I'll give you everything I can to make the mental shift you need to make so you can have more of what you deserve in life, be the kind of person you want to be, go to the places you want to go and in the style you want to go, irrespective of your old conditioning, your friends, and maybe even what your spouse thinks you can and should do. I am going to give you everything I've got. Everything in this program is designed to be practical and useful.

The Treasure

Alice Grey wrote a story called the *"The Treasure."* The cheerful girl with bouncy golden curls was almost five. Waiting with her mother at the checkout stand, she saw them, a circle of glistening white pearls in a pink foil box.

"Oh, please, mommy, can I have them? Can I have them? Please, please, mommy?"

Quickly, the mother checked the back of the little foil box and then looked back into the pleading blue eyes of her little girl's upturned face.

"A dollar and ninety-five cents. That's almost two dollars. If you really want them, in no time you can save enough to buy them for yourself. Your birthday is only a week away and you might get another crisp dollar bill from Grandma."

As soon as Jenny got home, she emptied her penny box and counted out seventeen pennies. After dinner, she did more than her share of chores and went to the neighbor's house and asked Mrs. McJames if she could pick dandelions for ten cents. On her birthday, Grandma did give her another new dollar bill and, at last, she had enough money to buy the necklace.

Jenny loved her pearls. They made her feel dressed up and grown up. She wore them everywhere, even to bed. The only time she took them off was when she was swimming or had a bubble bath. Mother had said if they got wet, they might turn the back of her neck green.

Jenny had a very loving daddy and every night when she went to bed, he would stop whatever he was doing and come upstairs to read her a story. One night when he had finished the story, he asked Jenny.

"Do you love me?"

"Oh, yes, Daddy, you know I love you."

"Then give me your pearls."

"Oh, Daddy, not my pearls, but you can have Princess, the white horse, from my collection. The one with the pink tail, remember, Daddy? The one you gave me. She is my favorite."

TODAY
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"That's Okay, honey."

He brushed her cheek with a kiss. About a week later, after the story, Jenny's daddy asked again.

"Do you love me?"

"Daddy, you know I love you."

"Then give me your pearls."

"Oh, daddy, not my pearls, but you can have my baby doll and you can have the yellow blanket that matches her sleeper."

"That's Okay, sleep well, God bless you, little one. Daddy loves you."

And as always, he brushed her cheek with a gentle kiss. A few nights later when he came in, Jenny was sitting on her bed with her legs crossed in Indian style. As he came close, he noticed her chin was trembling and one silent tear ran down her cheek.

"What is it?"

Jenny didn't say anything, but lifted her little hand up to her father and when she opened it, there was her pearl necklace. With a little quiver, she finally said,

"Here, Daddy, it's for you."

With tears gathering in his own eyes, Jenny's kind daddy reached out with one hand to take the dime store necklace and with other hand, he reached into his pocket and pulled out a blue velvet case with a strand of genuine pearls and gave them to Jenny. He had them all the time. He was just waiting for her to give up the dime store stuff so he could give her a genuine treasure.

What are you holding onto that is preventing God from giving you the genuine treasure? What are you hanging onto? What beliefs are holding you back?

Poverty Consciousness

What are your views on money? Wallace D. Wattles said this:

*"Whatever may be said in praise of poverty, the fact remains that it is not possible to live a really complete or successful life unless one is rich."**

On the other hand, Piper had this to say about the subject...

*"Buying things contributes absolutely nothing to the heart's capacity for joy."**

Where do you stand on the topic of becoming wealthy? That is the all-important question and one we will examine in this book. If you are like most people, you will fall somewhere between Wattles and Piper.

As we begin this material, I want to walk you through a simple exercise to help you get into a prosperous state. I would like you to relax your body right now. Mentally let go of all your problems and stresses of life and play this mental game with me. Imagine

* Wallace D. Wattles, *The Science of Getting Rich*.

* John Piper, *Ten Answers To Life's Most Perplexing Problems*, (Multnomah Publishers, Inc., 1998), 130.

your accountant hands you a piece of paper which officially declares you a millionaire.

How are you feeling right now? As you scan down the numbers, the big box on the bottom says you are worth over a million dollars. You feel great. You think of your accomplishment. I want you to dream with me. Now that you are worth more money, you can accomplish some things in your life. I want you to think of what kind of car you are going to drive. What kind of clothes are you going to find in your closet? If you are a millionaire, or maybe a multi-millionaire, to what location will you fly for your next vacation? Can you see the hotel? Can you see what it is like to fly in the front of the airplane for a change? You sit down in that first class seat. It is leather and huge and there are attendants all around you.

Can you feel that? A limo picks you up at the airport and takes you to the hotel of your dreams, and your bags are taken to a fabulously luxurious room.

I want you to think of the house of your dreams. How large is your lot? How big are the rooms? What does your bedroom look like? What kind of furniture do you have in your living room? Since the house is paid off, there is no stress of a mortgage. You have money to spend to put some things into a house. On what things would you spend your money? Would you get a pool? Some really nice lawn furniture and deck furniture? What kind of toys would be around your house? Let yourself dream. Now that you have achieved the things you want to achieve, what are you going to do for you? I want you to see yourself writing the check to the charity of your choice. Maybe you are seeing someone less fortunate who needs your help. I want you to visualize yourself writing that check for whatever amount would be helpful to that person. Doesn't it feel great? I want you to keep dreaming of the places you'd go and how you would walk now that you have received this paper officially declaring you a millionaire. How are you feeling inside? How are you looking at your spouse differently? How are you viewing your world? It is finally happening to you. It will happen for you. As long as you get a *Millionaire Mindset*.

Let's talk about how you can get the most out of this book. I don't think there is any question that we have done everything we can to make sure you get the most out of this program in terms of learning experience and changing your behavior. Somebody said education doesn't mean teaching people what they do not know. It means teaching them how to behave like they do not behave. What we want to do through this book is change the way you behave. In order for us to do that, we have included many aspects

**Faith is the ability
to see the
INVISIBLE,
Believe in the
INCREDIBLE,
In order to receive
what the masses
think is
IMPOSSIBLE.**

Clarence Smithson

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IS A
GREAT
DAY**

in this program I think are very rare in an educational product. What I want to do now is walk you through some very simple things you can do to maximize your effectiveness in this course.

First, I want you to go about thinking and talking like a millionaire. Don't go around negative people and start talking to them. I want you, in your own mind, to start getting involved and thinking and feeling what it would be like to have a million dollars. Start talking to people who are positive about it, and start talking to friends who might be open to this kind of thinking. We'll talk later about a mastermind group and the different things in which you can involve yourself. For right now, I want you to spend time thinking about what it is like being a millionaire. Think about it, talk about it, and make this your study for the next little while.

If you have any questions, if you have any problems, if there is anything bothering you, or not working, or you want to improve on, e-mail me, gerry@gerryrobert.com. You can send me an e-mail at any time and you will usually get a response within 48 to 72 hours, depending on whether I am traveling. I've included this information because when I think of the times I grew the most it was when I had an opportunity to respond and correspond directly with the author of the material. Take advantage of my offer. Every single day I deal with countless e-mails from people who have questions.

This book is designed to turn your maybes into realities.

**"Poverty is a
degrading,
dehumanizing,
cancer-like
disease of the
uninformed mind."**

Mark Victor Hansen

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**MILLIONAIRE
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