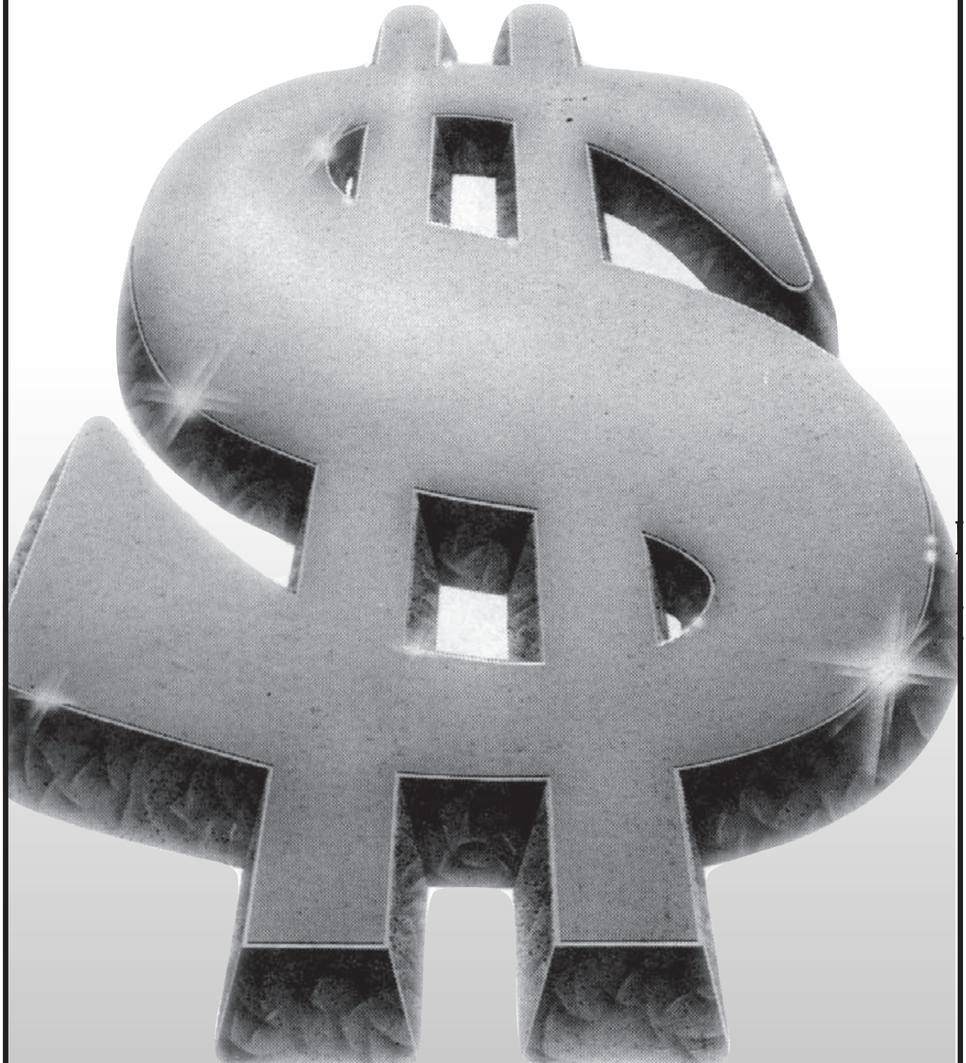
CHAPTER 5



M.S.I. MAGIC

MULTIPLE SOURCES OF INCOME : WHAT THE RICH HAVE ALWAYS KNOWN ABOUT WEALTH CREATION

CHAPTER 5

M.S.I. MAGIC

Multiple Sources of Income: What the Rich Have Always Known About Wealth Creation

Ever wonder what wealthy people do that's so different? They find a better way to do something and multiply it! When I write a book and it is resold time and time again in various countries, I have created the perfect MSI. I do the work once but am paid for it over and over and over again. This frees me up to create more income-generating projects.

Prosperity is available to anyone who chooses it. Wealthy people all have chosen the Multiple Sources of Income route – MSI. They have money flowing to them from various sources. You will too! Start today on your journey to financial success. Do it the M.S.I. way. My mentor has a coaching program to help with this. (www.ccprogram.com)

"Why, in a free-enterprise economy, would a worker voluntarily submit to direction by a corporation instead of selling his own output or service directly to customers in the market?"[*]

Of course, your P.S.I, Primary Source of Income, is your job. You might be able to create an M.S.I. from your P.S.I., but you want to get income coming to you from various sources. For example, if you are in insurance you could create additional income from this business by giving lectures, training other agents, or doing joint-ventures with professionals in other non-competing professions.

Creating wealth the M.S.I. way is a relatively easy process if you understand how it works. You learn the process from people who are doing it themselves. What you want is financial independence and financial and emotional well-being. Keep reading for a sure-fire way to do exactly that.

MSI TECHNOLOGY

Multiple Sources of Income (M.S.I.) is a technology which will permit you to multiply your present income by providing service beyond that which you are presently providing using only your primary source of income. You will earn many times what you are presently earning.

ADDITIONAL SERVICE – ADDITIONAL INCOME.

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* Pilzer, Paul Zane, *God Wants You To Be Rich*, (Fireside, 1995), 112. This was the question asked of Ronald H. Coase from Britain upon touring the United States in 1931 on a travelling scholarship. He was surprised to find that in a land of so much opportunity most Americans wanted to work for large corporations rather than to strike out on their own. I'm not saying you need to leave your PSI (Primary Source of Income), but you need to examine the possibility of MSI.

MSI is a concept which has been adopted by almost all very wealthy people. Multiple Sources of Income is:

INCOME FROM MULTIPLE SOURCES.

M.S.I. is not another JOB.
M.S.I. is not a better JOB.
M.S.I. is not even a JOB.

M.S.I. is a way of adding a new dimension of excitement and fun to your everyday life while you are becoming very wealthy.

An M.S.I. is an idea with which you are in harmony.

An M.S.I. is an idea which enables you to provide service to humanity in a lawful manner for which you will be fairly compensated. The compensation you receive from each M.S.I. could be minimal or it could be millions of dollars per year.

An M.S.I. should not interfere with, nor cause you to jeopardize your position at, your primary source of income.

The secret to wealth and abundance is to never be afraid to throw your apron on the floor. Never be afraid to jump up on the table and sing! *

> ***"The most popular myth that I have identified is that hard work is the causative factor that produces wealth – that earning money is an inherently unpleasant activity."***
>
> Phil Laut

TODAY IS A GREAT DAY

PERSONAL NOTE

I have income coming in from many places. I created five additional sources of income this past month. Some are doing well and some are actually costing me money at the moment. I decided long ago that having all my eggs in one basket is dumb. I'm always looking for interesting projects in which to invest and ideas that further my vision.

Let me share with you what sort of things I'm personally interested in as far as MSI's. You will want to create your own interest list. I start with my own life and my own interests. If you are in financial services, you might want to continue along that line. It doesn't mean you can't or shouldn't consider other ventures.

MSI's of interest to me are:

* Barnhart, Tod, *The Five Rituals of Wealth*, (HarperCollins, 1996), 69. This quotation refers to the day Frank Sinatra was discovered by the famous trumpeter Harry James. Sinatra was a waiter at the Rustic Cabin restaurant in Hoboken, N.J. in 1939. Frank seized the opportunity, jumped on a table and began singing. James hired him immediately. Frank did it his way.

- ❊ Selling informational products or services.
  - I like these because of my PSI (Primary Source of Income).
  - They are typically low-cost, high margin products and services.
  - They help people.
  - Online books.
  - Helping people become authors. *
  - Seminars opening up in different countries.

- ❊ Internet
  - This is where millions will be made.
  - Under-developed as yet.
  - Fast paced.
  - Easily duplicated.
  - Fun.
  - Low entry cost.
  - Low maintenance cost.
  - Very few people making money. (High potential)

- ❊ Time Savers
  - Anything that saves people time will do well.
  - Changing people's motor oil at home instead of them going to a garage.
  - At home services such home pick-ups, catering, personal shopping.

STRATEGY 5-1:
Know your entrepreneurial propensity to creating MSI's.

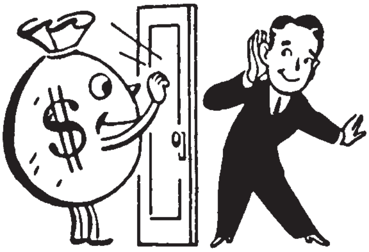
You can hope to strike it rich like the people in Florida. In an article entitled *"Florida lottery hits $86M,"* the Associated Press reported, *"By late Friday, the $1 tickets sold at a rate of 25 per minute."* *

* Gerry helps people become published authors and use the book as income generation and sales tools. He also has a system to write a book in 40 hours. E-mail him for more information at gerry@gerryrobert.com

* "Florida lottery hits $86M," *Toronto Sun*, March 20, 1993.

Or, you can do it the sane and much more fulfilling way by creating your own destiny with Multiple Sources of Income. Read the statements below. Check which ones apply to you. They reflect some of the more common feelings and characteristics of someone who will do well in creating MSI's. Remember, each of these items can be learned and developed over time. Also, you do not have to agree with each statement if you are going to succeed with MSI's.

YOUR ENTREPRENEURIAL PROFILE



(Check-off which ones apply to you today.)

- ❑ When all the facts say Go! but a nagging feeling inside says No! you follow the inner feelings.
- ❑ Although honest, you are capable of being ruthless if others play by devious rules.
- ❑ You don't insist on having total advance knowledge of any new venture before you enter into it.
- ❑ You prefer to shoulder the final outcome of events alone.
- ❑ You will stick with a job or problem even when you are getting nowhere.
- ❑ You frequently exert so much energy at work that there is little left for play.
- ❑ In deciding on such purchases as stocks, bonds, or real estate, you do not believe that past performance is the most reliable indicator of profit potential.
- ❑ People frequently tell you to slow down or take it easy.
- ❑ Taking risks is what life is all about.
- ❑ You are always striving to be the best, the fastest, the tops, the first, at whatever you do.
- ❑ You know you want success and there is nothing worse to you than failure.
- ❑ You instinctively know what to do when faced with problems.
- ❑ You would deliberately modify your style or opinions in order to achieve your ends.

- ❑ When things go wrong, you feel responsible.
- ❑ You are capable of juggling more than one task at a time.
- ❑ When you feel discouraged or experience setbacks, you redouble your efforts.
- ❑ You sometimes become so involved in your work that you forget everything else.
- ❑ You are a fast-moving person, on the go from morning to night.
- ❑ You would like a job that offers variety, even if it were not secure.
- ❑ You have a hard-driving, aggressive personality.
- ❑ You hold that no matter how bad things get, you will still succeed.
- ❑ In games involving money and business (poker, Monopoly) and friendly sports wagers, you seldom need to win.
- ❑ You seem to thrive best when in competition with others.
- ❑ You stay on the lookout for people who can promote your advancement.
- ❑ You cannot relax until a project is completely finished.
- ❑ You prefer to follow directions and do what is expected of you.
- ❑ You have difficulty stopping yourself from thinking or talking about work-related issues.
- ❑ You have little difficulty starting new jobs or assignments you have never done before.
- ❑ You accept that cultivating your co-workers and bosses is often a necessary part of getting ahead.
- ❑ You have little patience for human ignorance and incompetence.
- ❑ You get much more enjoyment from doing things for your friends and or family than for yourself.
- ❑ Others describe you as a perfectionist.

- ❑ You feel guilty unless you are always doing something productive.
- ❑ You become quickly bored with most things you undertake.
- ❑ You are described by others as a restless person.
- ❑ An owner of a successful business is entitled to a much higher income.
- ❑ Although you realize you have a lot of potential, you have seldom taxed your capacity to the maximum.
- ❑ Your life could not be happy without an ever-increasing income.
- ❑ You can move quickly to capitalize on opportunities.
- ❑ You have no qualms about taking what you want in this world.
- ❑ You look after your best interest first.
- ❑ You could live with the reality that you may make $250,000 one year and lose it all the next year.
- ❑ You can see ways to solve needs and are generally an aware person.
- ❑ You would start your own business even if you were faced with a 50% chance of failure within the first year.
- ❑ It gets on your nerves when you make little mistakes or experience even trivial setbacks.
- ❑ Others sometimes see you as complex, possessing an irrepressible independent streak.
- ❑ Others sometimes see you as courageous, ambitious, energetic and optimistic.
- ❑ You have a tenet for surviving and excelling where others fail.
- ❑ You respond well to pressure.
- ❑ You have an excellent ability to organize ventures and solve problems.

You've got to create a dream. You've got to uphold the dream. If you can't, go back to the factory or go back to the desk.

Eric Burdon

STRATEGY 5-2:

Use the MSI criteria list below for considering potential MSI's.

Here are some criteria to help you when you're considering a multiple source of income for yourself. This is only a general guideline. We recommend you follow it closely until you have learned the process of developing MSI's.

Some or all of these should be part of your MSI development. Do not worry if your idea requires you to go against this list.

YOUR MULTIPLE SOURCE OF INCOME SHOULD...

1. Be low-risk.

We recommend the first few projects remain in the low-risk category. Work on ideas that have a greater chance of success. Take it on a project-by-project basis.

2. Have low time involvement.

One of your first considerations should be the time involvement. We have found if your MSI takes you away from your PSI (Primary Source of Income) and the returns are not immediate, then students tend to give up on the MSI before it has had time to mature and prosper. The intention is for you to work on generating MSI's on a part-time basis for the time being.

Most of us grew up with the belief that "hard work," which often translated to "long hours," was an absolute requirement for financial success.

3. Require low management.

Again, since this is not our main occupation, we suggest developing ideas that fall under the category of low management. If your plan is too elaborate, it will require too much manpower, time and skills, all of which may be discouraging at the start.

4. Demand only low personal energy.

If you are too taxed by your MSI you will not stick with it. This is what our experience shows. Yes, it will demand some of your energy; but during the learning phase, either work only with ideas that require low personal energy or have others involved with you to share the workload.

5. Require low capitalization.

Wealthy people become wealthy using the first rule of entrepreneurship: "OPM=Other People's Money." Make good use of this rule. A warning: Get your feet wet first before you use OPM or your own. Learn how to get several MSI's first, and then you will be able to acquire capital once it is needed.

Also, this doesn't mean that if a great opportunity came your way you shouldn't put up your own money. At times we have all had to do this to start a new venture. Just be careful if this is your first MSI.

6. Require higher level thinking.

Your MSI's should involve ideas, not labor. It is much more profitable working with information or ideas than shovels and hammers. Not that there is anything wrong with these things, but the person who deals in ideas is always the highest paid.

7. Produce high return.

This is one criteria upon which I always insist. It is a must. Wealthy people do not play with small ideas. Be sure there are healthy profits in any MSI you consider. You need to factor in all expenses and other costs before you can determine the return potential. There are a million ways to earn a million. Don't take the long, slow and painful way of low profit.

8. Deliver high service.

Any business or Multiple Source of Income which focuses on customer needs will do well. I have long said that any business which helps busy people save time will be very successful in our society. Be sure your MSI provides a real service and is customer driven. That is, your MSI puts the customers' needs ahead of the profit potential.

> *"There are enough needs available to facilitate everyone in the world becoming a millionaire."*
>
> J. Paul Getty

9. Reward yourself with high personal satisfaction.

Your MSI's should be personally satisfying. You will soon discover money alone will rarely satisfy. You could and should be enjoying your life. I would never do anything that didn't provide me with a healthy degree of internal or emotional satisfaction. This doesn't mean there aren't parts of your MSI you do not enjoy performing or completing; every one will have some of that. In other words, don't select an MSI dealing with dogs if you don't enjoy dogs.

There are ideas and dollar potential for anyone who is awake to find MSI's in exactly the field of their dreams.

10. Contain high growth or education factors.

The purpose, in addition to creating additional sources of income, is to grow. This will happen automatically by virtue of your first effort. Once you have created MSI's, you will know it CAN be done, and you will know HOW to do it.

The purpose of mastering money is not for the money but for the raising of your consciousness; and by understanding that you have been operating from false concepts about the generation of income you will find that you can have MULTIPLE sources of income and it won't cost you your marriage, your health or your life. You did it and you feel great. You grew in your awareness of the great potential within.

11. Easily duplicatable.

The service or product which you offer should be easily duplicated in various markets. For example, if you offer services that raise funds for non-profit causes, it should be fairly easy to do exactly the same thing for a homeless shelter. If one will pay you, so will many more. The best MSI's have this intrinsic value built in.

12. Be unique.

Of course, there is no need to reinvent the wheel. You might be wise to find a way to build upon others, success. When it comes to MSI's, the more unique the product, the better. I'm thinking about this primarily as a marketer. When you start your MSI, you might want to bring in partners. You might need investors.

13. High Speed.

It seems to me, after having taught thousands of people these techniques, that the people who do best are those people who produce cash flow the fastest. If you require eighteen months to prepare a business plan, six more months to find funding, twelve more months to produce a prototype... your idea will probably die on the vine.

Start developing the MSI habit by first doing something that produces a quick result. I had a group in my last seminar who wanted to start a restaurant franchise. Even though it was a good idea and might have worked well, given the unique angle they had come up with, I discouraged them from making that their first MSI project. Get one going well first, then start a second, then a third.

STRATEGY 5-3:
Contact Gerry Robert about your MSI.

If you have a hard time coming up with a viable MSI for yourself, e-mail me and I will help you come up with a few ideas. I've helped many people from around the world come up with ways to make more money. You do not have to have a lot of money to start. You do not have to have a brilliant idea. I can show you how ordinary people can create MSI's from nothing more than desire.

Also, if you want me to evaluate an MSI you are considering then e-mail me and I will help you make more money from it.

E-mail: gerry@gerryrobert.com

STRATEGY 5-4:
Make a list of what you have to offer.

You can offer in varying degrees, your...

Time
Energy
Knowledge
Drive
Self-Confidence
Contacts
Experiences
Non-Limit Thinking
Blood, Sweat and Tears
Skills
Positive Attitude
Problem-Solving Abilities

"The immediate economic potential for an individual, an industry, or a society can be explained by examining the technology gap – the best practices possible with current knowledge versus the practices in actual use."

Paul Zane Pilzer

Decision-Making Skills
Training Skills
Computer Skills
People Skills
Marketing Knowledge
Advertising Expertise
Construction Skills
Engineering Skills
Knowledge of Technology
Software Skills
Sense of Humor
Artistic Skills
Connections
Speed
Specialized Knowledge
Ideas

Add to the list:

STRATEGY 5-5:
Make a list of your interests.

Write down any hobbies, activities, and skills that interest you. In many cases you can turn those things into an MSI. For example, James always wanted to be wealthy. He enjoyed studying and dreaming about opulence. As often as he could he visited the most expensive restaurants. After the seminar we showed him how to take that interest and create income from it. He was able to become a critic. He would eat at the best restaurants and critique the meal. He would then sell the articles to popular travel magazines. This added to the quality of his life because the most popular maitre d's would invite him to their restaurants and allow him to eat for free. In addition, he made money selling the articles. Of course, he created several additional sources of income because he sold the same articles to other publications, created a website for the rich and famous, and sold advertising on that website, generating even more income. At the end of the year he published his book.

If a person advances confidently in the direction of their dream
and endeavors to live the life they have imagined,
they will meet with success unexpected in common hours.

Henry David Thoreau

STRATEGY 5-6:

Wait for the whole picture.

A person's financial worries are frequently caused by that person trying to make decisions before he has sufficient knowledge. At this point you have only covered a small portion of this entire program. Doubting your ability to multiply your income is natural. The various components of the income acceleration program in which you are involved will come together like a giant mosaic. Do not be concerned if you are having difficulty seeing how you are going to reach the objective you have set for yourself.

STRATEGY 5-7:

See the end result.

When you create the picture in your mind of how you will live when you reach your income objective, understand that the creative process has begun. It is only a matter of time before your new lifestyle becomes a physical reality. By constantly visualizing that picture, it will eventually become a desire and provide the necessary motivation for you to discipline yourself in forming new habits; habits which will put more money in your pocket every week.

Whether you feel comfortable with the idea ... or believe you can earn the amount of money you have chosen to earn each year... is not important at this point in the creative process.

Follow this system for coming up with your MSI.

STRATEGY 5-8:

Get in a group.

Step 1: Create a brainstorming group.

Select six to eight people to mastermind and brainstorm the creation of Multiple Sources of Income. (See the chapter on Masterminding.) Ask like-minded people to join you in a one to two hour meeting for the purpose of generating wealth.

You might be able to create MSI's by yourself, but usually I find the reasons people try it on their own are for the wrong reasons. They usually are unwilling to share their idea with others. Billionaire J.Paul Getty said, *"I would rather have 1% of the efforts of 100 people then 100% of the efforts of one person."* That makes sense to me.

I have dozens of partners all over the world. I'm very generous as far as percentages go because I want things to work. I know if people spend forever haggling over percentage points there will be problems later. I want everyone to make money. The point is you will need other people to help you carry out the MSI or, at the very least, help you Mastermind the idea.

> *"Money doesn't buy happiness, but that's not the reason so many people are poor."*
>
> Laurence J. Peters

TODAY IS A GREAT DAY

STRATEGY 5-9:
Prepare for your meeting.

Step 2: Gather all the materials for your meeting.

Select a location where you will be free from interruptions and distractions. Round tables seem to work best so everyone can see and speak to each other. Be sure to have all the needed materials assembled before your meeting starts. Here is a partial list of what is required for effective brainstorming:

- Flip chart and paper
- Markers and pens
- Small yellow 3M Post-it Notes
- Pads of paper
- Calculators
- Time device
- Note paper
- Tape recorder

STRATEGY 5-10:
Generate a list of possible MSI's.

Step 3: Come up with as many MSI ideas as possible.

Without evaluating the ideas, generate as many as your group can in a 20-minute time period. List as many ideas as you can on generating Multiple Sources of Income. Do not limit yourself to those areas in which you have experience or ideas which have worked in the past. Simply ask this question, *"What ideas will generate profit today?"*

Ideally, these ideas are written on a flipchart for all to see. If you start slowing down in your process, look at the flipchart and twist, add, subtract, or multiply the ideas there.

POTENTIAL MSI's

Here are a few MSI's students at our Money-Mastery Seminars have come up with and are working on:

Mobile oil change service
Tie-of-the-Month Club
Greeting cards from kids
Research prices and suppliers in Malaysia for North American market, keep %
Provide marketing materials
Collecting famous autographs
Give speeches
Publish a book
Publish anthology book
Attract people to a mall by doing something OUTRAGEOUS at empty mall stores
Find something productive to do with empty office or retail space
Start a specialty school: cooking/business skills/car repair/MSI's
Develop software for markets that are lagging
Sponsor seminars
Find financing for people
Do fundraising
Bring foreign entrepreneurs to your country
Sell something for $1 to everyone in the country
Prepare business plans
Find financing
Be an advocate for speeding/parking tickets
Become a paralegal
An online game
Selling web pages
Develop unique marketing materials for industries
Find what's working in North America and bring it here or improve upon it
Put something to use that is not normally always in use
Unique laundry service
Lifestyles of the rich & famous type television show
Recycle products (engine coolant...)

Start specialty cookie kiosks
Start a Girl-Guide movement and sell 4 billion cookies a year
Become a talk show host
Start a retreat center
Bring foreign products or services to your country
Write a book
Start a mail order business
Run an online auction or lottery
Sign an up and coming star
Promote a sport event
Start a speaker's bureau
Run a dating service
Make money from an online stock game
Get into mail order
Become a personal shopper
Write a newsletter
Sell things via small classified ads
Write and sell special reports
Become a consultant
Sell abstract art
Start an association for Achievers
Write an advice column for local newspapers or magazines.
Get an "Elvis" car - charge $2 to get picture taken
Swap meets
Network marketing
Find underutilized assets in small businesses
Get the rights to books, seminars, products, and services from other countries
Exporting
Sponsor a seminar
Sell web pages for specialized malls
Create web pages
Conduct lead generation seminars

STRATEGY 5-11:

Narrow the list.

Step 4: Narrow your list to five potential MSI's.

Take a look at all the ideas you have generated in a 20-minute period. You should have 20 to 30. Now, narrow the list to 5 for yourself. You decide by asking this question: *"Of all these ideas, which 5 excite me most?"*

STRATEGY 5-12:

Pick one MSI.

Step 5: Select one idea which you will begin developing until you learn the process of creating MSI's.

This one idea is the one you are most excited about and seems like the best idea for you. This should be an idea on which you will begin working NOW.

STRATEGY 5-13:

Start working the idea.

Step 6: Mastermind this MSI.

Using the information and process described in the Masterminding chapter, lead your group in a Mastermind session. That module will walk you through a step-by-step process as to what your next move is. You will start earning more money once you have done this. It is a vital step.

STRATEGY 5-14:

Do it all again.

Step 7: Set a time for your next meeting.

Before you adjourn your meeting, be sure to schedule another meeting. You might want to work on MSI's for each member of your group. Everyone should try and help the others do better. Encourage one another.

STRATEGY 5-15:

Practice entrepreneurial persistence in creating your MSI even if it takes hard work.

Never reject an idea, dream or goal simply because it will be hard work. Success rarely comes without it. Keep the idea alive long enough to be able to devote enough energy and/or resources toward the goal to see it come to pass.

The world of welfare and broken dreams is full of people who refuse to advance themselves because they won't work hard. If you want to move ahead and design the life you want, stick with it and move forward one step at a time.

The issue is abandoning your goal because of the work it will require at the beginning. It's like pushing a snowball down a hill. You push and push at the start until you make it big enough that the snowball starts to roll on its own.

This past year has been one of the most challenging we have ever experienced. There has been more time, money, and energy spent to develop our businesses than ever before. We don't shy away from hard work and, more importantly, we don't put our dreams on hold because of it. We know hard work, directed toward a worthy goal, always reaps worthwhile results.

STRATEGY 5-16:

Practice entrepreneurial persistence in creating your MSI even if it looks impossible.

People are limited by their own beliefs. They give up because they perceive something is impossible. Edison was told it was impossible to invent a light bulb, but he did it. Henry Ford was told it was impossible to mass produce the automobile, but he did it. Alexander Graham Bell was told he could not create the telephone, but he did it. While one person is deciding why something will not work, another is making it work!

Clear the word 'impossible' from your vocabulary. Thomas Edison was labeled as slow by his teachers. He left school after only three months of formal education. He burned down his father's barn and used to sit on eggs to try and make them hatch. He was called a misfit by society, yet he went on to become one of the greatest inventors of all time, creating over one thousand inventions including the electric light, phonograph, and movie camera.

Man is not the sum of what he has
but the totality of what he does not yet have, of what he might have.

Jean Paul Sartre

STRATEGY 5-17:
Practice entrepreneurial persistence in creating your MSI even if failure is looming.

People often get charged up about a goal or dream and they start planning and designing things, then give up because it might fail. How sad! Every great and noble goal has a failure factor built in. If it didn't, everyone would have already attained that goal.

STRATEGY 5-18:
Practice entrepreneurial persistence in creating your MSI even if there is conflict.

People reject goals because their goals might cause others to feel uncomfortable. Never deprive yourself of something you want simply because it might cause some uncomfortable conflict. There was a day when people believed in the divine right of kings, that women should not vote, that blacks were inferior, and the world was flat. Where would the world be today if it wasn't for some healthy conflict?

Good ideas are shot down
by people who assume the future is an extension
of the past –
The past does not equal the future.

STRATEGY 5-19:
Practice entrepreneurial persistence in creating your MSI even if you don't yet have all the resources!

Ever wonder how many great ideas were rejected because the originators of those ideas did not have the time, the money, or the manpower to bring the ideas into fruition? Build and create a great life for yourself. It's all there for you. If you hold the image of your goal in your mind, you will attract everyone and everything you need for the fulfillment of that goal. You are like a magnet.

If you take a tuning fork and strike the C note, for example, it will sound the C note on the piano on the other side of the room. Likewise, you attract that on which you focus. Move out of lack into plenty.

Refuse to concentrate on lack. If your goal is big enough, the money, time, and help will all appear. Remember, the mind is like a Polaroid camera. Once Ray Kroc met the McDonald brothers and caught the vision of restaurants dotting crossroads all over the country, he moved into massive action. Poissant reports in *How To Think Like a Millionaire, "The next morning, Kroc's plan of attack was ready."* *

The very next morning.

Your circumstances may be uncongenial, but they shall not long remain so if you perceive an ideal and strive to reach it.

James Allen

STRATEGY 5-20:

Practice entrepreneurial persistence in creating your MSI even if things aren't yet perfect!

People will get you to reject an idea or goal because there may be something wrong with it. There's something wrong with every good idea. What's wrong with these folks? Let's keep the goal even with the imperfections. You don't have the whole solution today. So what?

STRATEGY 5-21:

Make your dreams come true by never giving up.

* Poissant, Charles-Albert, *How To Think Like A Millionaire*, (HarperCollins, 1985), 69.

There are no limits save the ones we impose upon ourselves. People have self-imposed barriers which inhibit their success. They are stopped by obstacles within their mind. A complete breakthrough would be possible by altering the smallest of things within their thinking.

How do you control the power of a huge circus elephant? They are massive creatures, yet often the only thing holding them to their stake in the ground is a tiny little chain, a chain they could effortlessly break away from if it wasn't for their conditioning.

When they are born, circus elephants are tied to a stake by a huge chain. The young animal tries and tries to free itself from the chain, to no avail. Nothing seems to work. No matter how hard the elephants pulls, nothing releases it from the chain which keeps it pinned to a certain stake in the ground. That small stake in the ground becomes his reality.

After several years of trying, the elephant gives up. His environment convinces him he is helpless. He stops tugging on the chain.

The power of that conditioning overrules what we know about the strength of the mighty elephant. The same chain holding him captive at 100 pounds keeps him captive when he weighs over 1000 pounds. In his mind, the chain is more powerful than he. He conforms to his obstacles even though we know, physically, he has the strength to break away from 10 chains that size. The power of conforming to present results is phenomenal. Never settle for the chains imposed upon you.

"Never before in the history of the world have so many people had the opportunity to be wealthy beyond their wildest dreams."

Tod Barnhart

A number of years ago, in a European nation, an extraordinary event occurred. Scientists were given permission to experiment on a criminal who was sentenced to death.

The criminal was informed he was to bleed to death. He was placed on a table with his eyes blindfolded. A small incision was made on his arm, but not deep enough to actually allow blood to flow. A small stream of warm running water was allowed to trickle down his arm into a basin, which he felt and heard distinctly.

The scientists began making remarks on the progress of the bleeding and his growing weakness. They commented on how the man was now approaching death. The man died in a short time and suffered all the symptoms of a person who had bled to death. His subconscious mind created a reality based on false information from his imagination.

Stella Mann said, *"If you can hold it in your head, you can hold it in your hand."*

The powerful truth is by keeping your mind on your desire, your desire will materialize for you. It may not be easy for you to keep your eye on what you want when what you want is so far from where you are. Never give up.

STRATEGY 5-22:

Make an irrevocable commitment to develop an M.S.I. lifestyle.

My MSI Commitment

"There is a difference between interest and commitment.
When you're interested in doing something, you do it only when it's convenient.
When you're committed to something, you accept no excuses, only results."

Kenneth Blanchard, Ph.D.

I, ________________________________ (insert name),
make this irrevocable commitment:

Without violating the rights of others or the Law of my being,
I commit to doing whatever is required to efficiently and effectively execute the Multiple Sources of Income Technology in the most professional manner possible.

I commit to place the highest priority possible on using this Technology until it has become a habitual part of my nature. I recognize MSI Technology as the catalyst which will enable me to multiply my present annual income and net worth.

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Date Signature