

LAURA LEIGH CLARKE



# WIRE YOURSELF FOR WEALTH

Discover Your Personal  
Money Profile To Effortlessly  
Attract More Cash

**First published and distributed in the United Kingdom by:**

Hay House UK Ltd, 292B Kensal Rd, London W10 5BE.

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Tel.: (44) 20 8962 1230; Fax: (44) 20 8962 1239.

[www.hayhouse.co.uk](http://www.hayhouse.co.uk)

**Published and distributed in the United States of America by:**

Hay House, Inc., PO Box 5100, Carlsbad, CA 92018-5100.

Tel.: (1) 760 431 7695 or (800) 654 5126;

Fax: (1) 760 431 6948 or (800) 650 5115.

[www.hayhouse.com](http://www.hayhouse.com)

**Published and distributed in Australia by:**

Hay House Australia Ltd, 18/36 Ralph St, Alexandria NSW 2015.

Tel.: (61) 2 9669 4299; Fax: (61) 2 9669 4144.

[www.hayhouse.com.au](http://www.hayhouse.com.au)

**Published and distributed in the Republic of South Africa by:**

Hay House SA (Pty), Ltd, PO Box 990, Witkoppen 2068.

Tel./Fax: (27) 11 467 8904. [www.hayhouse.co.za](http://www.hayhouse.co.za)

**Published and distributed in India by:**

Hay House Publishers India, Muskaan Complex, Plot No.3, B-2,

Vasant Kunj, New Delhi – 110 070. Tel.: (91) 11 4176 1620;

Fax: (91) 11 4176 1630. [www.hayhouse.co.in](http://www.hayhouse.co.in)

**Distributed in Canada by:**

Raincoast, 9050 Shaughnessy St, Vancouver, BC V6P 6E5.

Tel.: (1) 604 323 7100; Fax: (1) 604 323 2600

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A catalogue record for this book is available from the British Library.

ISBN 978-1-84850-698-5 in print

ISBN 978-1-84850-919-1 in ePub format

ISBN 978-1-84850-918-4 in Mobipocket format

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# Acknowledgments

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Special thanks firstly have to go to Guy ‘Monkey’ Rogerson for his endless support, optimism and encouragement. He has proven to be my biggest critic and greatest supporter. Thank you for tirelessly proofreading and being my sounding board well beyond the call of duty or reason.

Huge thanks must also go to my Mum and Dad, Trudy and Trevor Clarke, for encouragement by the bucket-load – with a healthy sprinkling of skepticism – and groundedness. Specifically thanks to Dad for always being willing to challenge my ‘woo-woo’ thinking with interesting counter-arguments, tangents, and conversations on long horse-rides; and Mum for explaining everything and anything to me from before the time I could speak. It’s thanks to her that I have grown up with the curiosity to seek deeper truths.

Many thanks must also go to the team at Hay House, for all their support, guidance, and continuing spirit of collaboration throughout the publishing process.

I would also like to extend my deep gratitude to Roger James Hamilton for permission to talk about his Wealth Dynamics profiling system for entrepreneurs. This is a phenomenal resource when pulling teams together and helping individuals to uncover their path of least resistance.

Special thanks also go to my friends and joint venture partners for the constant stream of challenges and inspiration to develop and test the concepts outlined in these pages. I look forward to many more workshops and ventures in the future.

Last and by no means least, I owe a debt of gratitude to all the incredible individuals who have come to me for coaching and workshops over the years. I have learned far more from them than they have from me. It is thanks to them constantly challenging me, stretching the boundaries of what is possible, and working through their situations that I have grown with them. Your successes are a constant source of inspiration, both to me and to those who follow in your footsteps. Thank you!

# Introduction

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Congratulations on taking action! You've taken the first step to wiring yourself for wealth. By reading this book you're giving yourself a gift: an opportunity to change your relationship with money for the better, for good.

If you're ready to make more money, with less effort and more spiritual zing, let's get started. The book is roughly divided into three parts. The first four chapters introduce you to the powerful concepts and ideas that we then build on later in the book. [Chapter 5](#) focuses on how to embrace your inner Money Genius by discovering your Personal Wealth Profile, and how to use the strengths of that profile to your financial advantage. This chapter also covers how to engage others, bearing in mind that 'no person is an island,' as every success includes other people working toward a common vision. This section is quite strategic and practical. Then [Chapters 6 through 9](#) of the book build on the skills we started to develop in the first four chapters. In this section we pull everything together and learn how to turbo-charge our results.

I have included practical exercises throughout the book. In my webinar courses, the individuals who achieved the most significant results and positive outcomes were those who took the time to complete the exercises. I constantly use the exercises within these pages to develop my own business and my vision for life. You will be amazed at the results you start to achieve if you set the time aside to do them and work honestly.

Some of the exercises are more challenging than others; if you find that many of the concepts I discuss in the book are new to you, you can skip the more advanced exercises to begin with. However, I heartily recommend that you go back through the book at a later date, and re-do the lessons and exercises – including the advanced ones – as this will allow you to gain the maximum benefit from the time you'll have already invested in the program.

Further, free resources are available on my website [www.wireyourselfforwealth.com](http://www.wireyourselfforwealth.com) to assist you in achieving the results you truly desire. Please do take full advantage of them, as the audio programs, meditations, and guided releases are tools to really solidify the concepts explained in the book, and they will help you make the shift you seek.

To your success!

Laura Leigh Clarke

# Finding Your Money Mojo

**Mojo:** 'A charm or a spell', now more commonly used to mean 'sex appeal' or 'talent'; self-confidence; self-assuredness; a belief in the Self in any given situation.

**Money Mojo:** Your intrinsic ability to generate cash, money, and wealth, through living your purpose every day, following your passion, and manifesting the best life you can imagine... and **allowing it all to fall into place, as if by magic.**

Imagine what your world would be like if you had all the money you needed all of the time, just by thinking about it. What might you choose to do? Where would you go? Who would you go with? What if you were completely free to do whatever you felt like doing, at any given time, without upsetting anyone or feeling you were being selfish?

Which burdens might you relinquish? What would you leave for someone else to do? Who would you call? Which calls would you avoid? What would you buy? What would you get rid of? What would you let go of?

Go ahead and take a few moments to contemplate what your life might be like if money was no object and you really were free to do whatever you chose. This is a useful and important exercise, because it sets our direction as we embark on the journey to wire ourselves for wealth.

After all, as you've probably already considered, while generating wealth includes the ability to make cash in the short term for survival (which we will discuss later), it is also a great deal more.

## Unsticking the 'Stuckness'

The most common complaint I hear amongst working individuals, entrepreneurs, and would-be entrepreneurs is that they are sick and tired of feeling stuck. They are fed up with struggling and working hard only to make little progress. They are done with worrying about cash flow and chasing the next client. They are tired of showing up at industry seminars or logging on to Facebook and seeing everyone else apparently doing so much better – and it appearing easy for them.

But what if it didn't have to be this way? What if you could make great progress without all that struggle and effort? What if opportunities just dropped in your lap and progress was easy? What if it was as simple as taking the brakes off and making a few little adjustments to what you are already doing – then watching as these small actions have a massive impact on your results?

Sounds good? Well, what you are about to discover in these pages are the exact strategies that countless people have already employed to generate real-life results, effortlessly.

Meet Michael (this is not his real name – I have changed the names in this book to protect identities). Michael has a very successful business. He has a team of inspired and dedicated people who manage the ongoing work, leaving him free to channel his energy into expanding the business. He loves every aspect of what he does. Opportunities – which sometimes come from the unlikeliest place – just drop into his lap. Why? Because Michael is using his Money Mojo to live the life that lights him up.

But it wasn't always that way. There was a time when he was clinically depressed. His business partner was making dubious deals behind his back and was trying to steal away the company's clients. His contractors were unreliable and the business was on the verge of bankruptcy. He was also

simultaneously managing two lawsuits that had been dragging on for years: one against someone who had been bullying him; the other to take possession of a house he rightfully owned. Michael's life read like something out of a soap opera, except that it was really happening and he was the only one who could turn it around.

And he managed to do just that: his company went from near bankruptcy to a turnover of \$3.3m (£2.2m) in less than twelve months! So how did he do it? He decided to follow the strategies outlined in this book – and he still uses them to this day.

And Michael is not alone. As you will discover as you read on, countless other people have used these methods to generate the very results you personally may be trying to produce. So my first message to you is: If they can do it, so can you!

I have broken down my wealth-creating strategies into seven key steps, which we will explore in detail in the rest of the book. What these seven strategies will show you is that no matter who you are and where you are financially, you already have within you everything you need in order to become a fabulous success. They will help you unlock those abilities and chip away the resistance that is preventing you from being all you would choose to be.

You may have noticed how sometimes you just can't get something to work, no matter how hard you try. Even though you may be doing everything right, you still seem to end up back at square one, a little bit more tired and a little less willing to try again. Does this sound familiar? This scenario happens when you are trying to plough forward with the brakes on. By brakes I mean the internal inertia that can hold you back, a kind of internal resistance. You need to overcome this inertia if you want to succeed. This resistance, which drains you and makes you feel tired, confused, and unable to manifest the results you choose, is the result of what, from now on, we will refer to as *baggage*.

Often it's *emotional baggage*, wrapped up in the corresponding *energetic baggage* you may not even be aware of right now. However, if you're able to identify your baggage and let it go, you will find you become lighter and lighter. And the lighter you become, the more energy you will have for creating the results you choose, and the more effortless the whole process will be for you. Don't worry if you don't yet know how to identify your baggage and let it go, as we tackle this subject in depth in [Chapter 3](#). You will learn precisely how to rid yourself of all this baggage, and be free of it forever. By releasing this baggage, you will find that everything will naturally become more and more effortless. And living the dream – that distant reality you contemplated when I asked you at the beginning of this chapter what you would do if you were free to do whatever you chose – becomes a much closer possibility.

I mentioned above that Michael used his Money Mojo. What exactly is Money Mojo? Michael had tapped into what I call the 'Money Genius' in his brain and had managed to implement some massive changes to generate some very positive results. What you may not yet realize is that you, too, have a Money Genius – perhaps a Warren Buffett, a Richard Branson, a Donald Trump, or a Lady Gaga – sitting in the corner of your mind. If you're not yet making the money you would love to make, the likelihood is that your Money Genius is lying dormant – metaphorically sitting on the sofa, flicking through TV channels, and not knowing what to tune in to.

You can find out what your Money Genius might be through a process called *profiling*, which we will be exploring later (see [Chapters 4](#) and [5](#)). Profiling is a method in which an individual takes a test like a questionnaire. The results can then be analysed according to known statistical data and interpreted to give greater insight – in this case – into the person's most effective way to make money. Once you discover what your profile is, your Mojo is released and your Money Genius knows exactly what to tune in to. All of a sudden making money becomes straightforward and you wonder why on earth you have been finding it so tough!

This is also the magic moment when you get into your natural Flow. You know – that place where

everything is fun, easy, and effortless. Flow is a state in which events conspire to help you, so that you make progress easily and produce results as if you had a magic wand. Now you've probably — experienced times when things just slotted into place: you were in the right place at the right time; chance acquaintances randomly chose to assist you and point you in the right direction; and you found the tasks at hand so easy, you felt like a master. This is Flow, when your Mojo is at its maximum.

Flow could also be defined as a series of perfect moments, joined seamlessly up together, one after another. You will find it much easier to be in Flow when you know your Money Genius type because then you can implement the wealth strategies that work best for your personality.

By the end of this book, I will also share with you the one thing that is holding you back the most. This is the most controversial thing I ever suggest in my coaching and training. And it's the one thing that people almost certainly argue about when I first suggest it. But it is also always the one thing that, once accepted, enables them to make massive – and I mean absolutely ENORMOUS – shifts in their businesses. This is the one thing you *must* do if you are to master the seven strategies to wire yourself for wealth.

So buckle up – life is about to flow.

## Your Vehicle of Value Conversion

Dreams are great, but in order to generate cash doing what you love, you need a vehicle through which to pull the cash into your bank account. This is where your Vehicle of Value Conversion comes in.

Every person, including you, has an innate value. I'm talking about a very specific, intrinsic value, a gift that you have to give to the world. This value is your own special blend of talents and qualities and it's for you to discover and understand it. There are clues you leave behind as to what this innate value is. They are right there in the projects you've already succeeded at, as well as in those that didn't go so well.

A good way to get an indication of where someone's gift lies is to ask them what occupies their thoughts and time, and what they would continue to do even if they weren't being paid to do it. Your task is to see each project or business you undertake as a playground in which to uncover more and more of your innate value. The clever part is then to harness that value for the benefit of the business and then later for the good of humankind. There is a shortcut to discovering the 'flavor' of your blend of talents and abilities, which we will explore when we talk about wealth profiling (see [Chapters 4 and 5](#)), but you'll still need to undertake some self-reflection on this topic.

Within this vehicle, within the time you have on this particular project, you will have challenges to overcome, successes to celebrate, parts of your personality to work on, and wisdom to accumulate. If you step into each vehicle, not focusing simply on how much money you can make, but also looking at how you can grow as a person, you will quickly find your Flow and work out how to remain in it on an ongoing basis.

Now, let's zoom in a little on this vehicle. And as we do so, we realize that this innate value you carry within yourself needs an outlet in order to convert it into something of value in the physical world. This is your business.

Your business is the way in which you turn your own, unique intrinsic value into something the marketplace values – something that people will pay money for.

*Let me repeat – your business is the mechanism you use to convert your innate value into cash.*

It's a value extraction device, if you like. This means that your best chance of success lies in



extracting whatever your biggest value is, and unleashing it directly onto the marketplace. And this is why I call your business your ~~Vehicle of Value Conversion~~: The more value you deliver through your business, the more money people will pay you.

Scalability (the ability to handle a growing amount of work or to increase capacity to accommodate growth) is also important. The more scalability you have in getting your value out into the marketplace, the more profitable your business will be. This means that once you've discovered your Flow and worked out how to convert it into cash, you then need to focus on how to convert it into cash more quickly, more often, and in a scalable way.

This is where knowing your inner Money Genius comes in. There are eight Wealth Profiles – eight Money Genius types – that we will discuss in detail in [Chapters 4 and 5](#). Your profile will be one of the eight and, whichever it turns out to be, it is an indication of the type (or 'flavor') of value you bring to a business. Your task is then to adopt the strategy for your profile in order to convert this value into cash.

It may be, for example, that your value lies not in creating a business or starting a project from scratch, but rather in contributing to one that already exists. In this case, you need to look at how you can add your Flow to the existing Flow and thus multiply the results of the efforts of the existing team.

Don't worry if you feel you haven't quite grasped everything we've covered so far. We'll be recapping this information and applying it to lots of situations throughout the book, so there will be plenty of opportunities for it to sink in. Just for now though, why not have a think about your own intrinsic value that you bring to the projects you are involved in.

What do you do that converts into cash? Jot down your answers below, as you'll need this information later. Also make a note as to whether or not you enjoy each task you list. For example, you may currently spend your time presenting your product or service to investors or to potential clients. Or you may make or manufacture something. Or then again you may have an admin role, organizing the orders that come in and making sure they go out on time. Or perhaps you do everything – if this is the case, note this down, too!

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

Now, which of those tasks do you really enjoy?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

6. \_\_\_\_\_

## **Be Still like a Mountain, But Flow like a River**

I'd now like to share with you an example of how cash naturally follows when you do the things that light you up from the inside. It's simply not the case that you have to do something that's dull and hard work in order to make money.

Let me tell you briefly about Claire, who wasn't rigid in her thinking at all. She came to me looking for guidance as to how to get out of a graphic design job she didn't particularly enjoy, so that she could make more of the Pilates classes she was teaching.

Based on her Money Genius type we realized that she wasn't working to her strengths in her graphic design job. But in her desired career change to teaching Pilates classes, she'd still be trying to perform against her natural talents and, worse still, the niche she was aiming for was massively over-saturated and underpaid. She was also frustrated at being unable to find, and keep, enough participants to make it worthwhile to run even a small number of Pilates classes.

Sometimes we need to step back and evaluate where we expect our value conversion to happen. We often expect it to come through a certain business venture in a certain way – so we focus our energy in the wrong direction, missing where the true value really lies. Claire was missing that her true profile, her Money Genius type, was really a Deal Maker who, as you will discover, is someone who is really good at bringing people and deals together. Such people are well known in their chosen field and their value lies in being able to extract value out of a contract between two or more parties for the mutual benefit of those involved. They're especially great at doing deals that magnify a person's or a product's presence, such as setting up new distribution channels.

Claire was thinking too small. Her best move was to step back from trying endlessly to fill her Pilates classes. Instead I suggested that she start to monitor everything happening in the mind-body-spirit niche in her locale. In doing this she would also be able to re-evaluate what she really wanted to do with her time, within a niche she was clearly attached to. She admitted almost immediately that she wasn't sure she wanted to run the Pilates classes full-time and that trying to fill the classes was hard work for her.

In time, she noticed that there was a gap in the market where she could add value. There were lots of people who had found a discipline such as Pilates or yoga and were open to experiencing more within the mind-body-spirit arena. Claire started building a cooperative of instructors, and massage and Reiki therapists, and pooled their databases. By making one big database she was able to provide each client with access to the other therapists and instructors at a reduced rate. Claire got to take a cut by running it for the good of everyone and the individual instructors increased the number of people on their books, too. And the clients of all the instructors and therapists were able to try new things.

In effect, Claire focused on a much bigger picture, which gave her much more opportunity to create wealth by taking a cut of the money changing hands. She now spends her time networking, meeting others, and getting to know individual trainers, therapists, and traders in the community – and she is loving every minute of it. Claire stood still like a mountain in her niche but flowed like a river to align herself with her natural Money Genius type.

## **Does This Mean She Sold Out?**

No! Claire made a conscious decision to get out of a rut where she wasn't making money, and got into her Flow. It's not that she had to make a choice between doing what she loved and making money. She readily admitted that she wasn't sure that she wanted to spend all of her time running Pilates classes. She also confessed she wasn't that inspired by having to run it as a business, and much preferred doing it as a hobby. But, by contrast, she loved putting people in touch with each other and getting to know new people, so she found the perfect solution by working with others in the mind-body-spirit professions.

And this brings us on to another important point: People often think that wealth and money are incompatible with spirituality and wonder how creating wealth fits into the mind-body-spirit field. Let's now take a closer look, as it's important we understand exactly what we mean by these concepts before we proceed further.

## **To Be Wealthy or to Be Spiritual... That Is the Question!**

Or is it? In the subject area of wealth and finances, the most common misconception I come across is that to be wealthy is to be unenlightened, and that you can't be wealthy and spiritual at the same time.

I never did understand this, but people often quote the example of how they'd 'rather be spiritual than have a flash car'. Since when did being wealthy equate to having a flash car? And why can't you have wealth in financial terms *and* spiritual terms? Have you noticed how frequently people approach the subject of wealth with so many prejudices that they literally paralyze their own ability to take on board any helpful information before they give themselves a chance?

I started on the journey when I was 18. I moved to London for university, and happened upon the world of self-development. I attended all kinds of courses and events: wealth courses, trading courses and NLP seminars. They all focused on mind-set and talked about the common wealth beliefs that stop people from having money. I was young and had not been exposed to these beliefs, so at that time I thought they were silly, but through the years I have come into contact with many people who do believe that *to be wealthy, you have to be 'unspiritual'*.

I was often confused when people said, 'Money is the root of all evil.' (This a misquote from the Bible, which in fact says, 'The *love* of money is the root of all evil.') I also didn't understand the saying 'Money doesn't grow on trees.' *So where does paper come from?* I would wonder, dismayed at the confusing logic and figures of speech these grown-ups used.

Do you identify with this attitude to money? The problem is that these are the very beliefs that are holding you back from having a decent amount of cash in the bank. They are simply socially accepted 'truths' with no real basis in reality, but if you cling to them, you will never be able to have the amount you desire. What is more, such beliefs will make it very easy for you to dismiss all the possibilities we're about to talk about as mumbo jumbo.

So I'm now going to address a few fundamental points briefly to help you if you're struggling with these specific culturally programmed beliefs. (We will return to this subject throughout the book, so that you will have a framework through which to release any other unhelpful beliefs around money.)

Let's return to the belief that a person cannot be spiritual and wealthy at the same time. Maybe you've already noticed this yourself, but I find that when my life expands in one area, it is naturally forced to expand in all other areas as well. It's as if the energy I'm putting into the one area causes a shift that automatically expands the other parts. I think of it as a balloon expanding when you breathe into it. It can't stay shriveled and small in some areas and still grow in others. Your life is the same. Perhaps you can intuitively see that if you expanded the spiritual area of your life, your financial life would automatically grow, too? And vice versa – by sorting out your finances and increasing your wealth, you'd be making energetic shifts that would bring you to more profound spiritual

understanding.

Yet I often come across individuals who are unable to let go of the belief that it's one or the other: wealth or spirituality. All the while they declare they are 'on the path' to becoming spiritually enlightened, whilst simultaneously complaining they earn a living doing a job they hate and only do it because they can't find anything better. This isn't spirituality, it's just hard work. This isn't freedom from desire, it's a prison of limitation... with a refusal to acknowledge the prison bars. It needn't be like this.

Another thing I've come to realize is that being able to take care of yourself is something you can't just 'transcend'. Transcending occurs when you've accumulated the wisdom to be learned from that particular phase and are able to move on. If you haven't mastered the basic ability to survive – to feed and clothe yourself – then you have no solid basis for higher evolution. Having someone lend you money or bail you out isn't demonstrating your ability to manifest in a positive way. It's saying 'I can only create when my survival is threatened.' This isn't transcending, it's skipping – you're just missing out a phase of spiritual development completely. And you're limiting yourself – cheating yourself out of true growth. But this kind of person isn't you. You're reading this because you already recognize that if you are to follow your true path, all aspects of your life must be in harmony, and that includes your ability to command your financial situation.

## **Wealth and Development of the Self**

Wealth and personal development are intimately linked. If you don't develop the Self, even if you were handed a huge sum of money, the chances are you'd end up with the same amount of money you started with (or less) not long afterward.

The classic case for this is lottery winners. Did you know that over half of all lottery winners in the UK have lost all their money a mere 12 months after having a big win – greater than \$1.5 million (£1 million) – and are in more debt than when they started? This is because psychologically they weren't wired to manage this kind of sum. They didn't energetically feel themselves worthy to have it. As a result, they inadvertently did everything they could to get rid of the cash, and keep it away from themselves.

You only have to Google the topic and read some of the stories in the online newspapers and you'll see what I mean. There are tales of people who gambled their money away; some who gave it away to anyone who asked; and others who spent it on hare-brained schemes that most of us would be skeptical of. There is even a story about a woman who won a huge amount, then borrowed more from a bank, using the monthly cheques from the lottery as collateral. When the lottery rules changed, allowing her to cash in her winnings in a lump sum, she did just that, and spent all of it without repaying the loan!

People who behave in this way when handling money are only following deep subconscious beliefs that they aren't worthy of having that money. As a result of their beliefs, they energetically attract in their experience circumstances and events that get them financially right back to zero, or worse, deep into debt.

And it's not just lottery winners who demonstrate this behavior. We all do it to various degrees. What happens when you get a little windfall of a few hundred dollars (pounds)? Do you invest it straight away? Or more likely do you use it to cover a few bills, or spend a little more at the supermarket one week, or use it to buy a pair of shoes, or something the kids have been clamoring for? It's okay to spend money – don't get me wrong. You've earned it. But if you're not already accumulating cash and assets, then it's likely you are doing similar things to the lottery winners: just pushing that extra cash away from you – albeit to a lesser degree, and perhaps in a less obvious and dramatic manner.

I recall in my early days of personal development listening to an audio recording of the inspirational speaker, Jim Rohn. He asserted that if the income ever exceeded the personal growth, then it would be very short-lived. He said that the only way to increase your financial worth is to develop your personal worth first. If you can relate to this, think about getting in place some kind of savings or investment account that you can continually add to when you make little unexpected gains above your normal income. Then you will be less tempted to just absorb it into your normally monthly spending. You'll have the beginnings of an organized financial strategy, which means that you will know what to do when you attract more money, and as a result you will be less resistant to letting it come to you. (You can check out the [recommended reading](#) section for some more books on this topic.)

The other thing to realize about money is that having it is not going to make you an evil person! (You may giggle, but this is a common belief amongst normally sensible go-getters when they realize they are about to increase their income substantially.) Money only magnifies who you already are – it doesn't change you. If you can't manage your finances when you have a little, having a lot of money only going to magnify the problems. Similarly, if you're a nice person already, having money isn't going to suddenly turn you into a monster!

You see we attract (and keep) the amount of money that we are comfortable with: money brings responsibility and different types of problems – for example, where to store it; how to allocate it to different projects; how much extra tax to pay; and whose advice to take. All these things can create emotional blockages that stop more money coming our way.

Building wealth machines (businesses, assets, and systems that generate money) and Vehicles of Value Conversion (those businesses and assets that convert your talents and skills into cash) comes with responsibilities, too. Take Bill Gates, the founder of computer giant Microsoft, as an example. If you had his wealth, you'd also have all the responsibilities of having that wealth, too – and you'd probably become so stressed out you'd be a wreck! Gates has allowed his relationship with money and wealth to evolve as his empire has grown. He would have had to develop as a person to be able to cope with the kinds of problems and responsibilities that would have cropped up in building Microsoft.

And it is the same for anyone who has ever amassed great wealth. So, remember what we said about allowing each project we undertake to be a playground? What if each project allowed you to become more and more comfortable with the responsibilities of having more cash? How about holding that in your mind as an intention as you go to work on your business?

## **It's All About Where Your Internal Wealth Thermostat Is Set**

Another way of thinking about the amount of money we have is to see it as an internal 'Money Thermostat', which maintains the level we can comfortably handle. When we develop ourselves and get rid of our baggage, this thermostat goes up, meaning that we are now capable of coping with more wealth without becoming overwhelmed.

You can only go as fast as your internal thermostat will allow. It's not just lottery winners – everyone has this thermostat – and all we need to do is look around at the way we live, where we live, how much cash we have in our bank accounts, the value of our investments, and the wealth of the people we associate with on a regular basis to know exactly what level our thermostat is at.

The good news is that the seven keys, which I reveal in the chapters that follow, will show you how to raise this thermostat to whatever level you wish to achieve.

## **Wealth versus Money**

One last thing to touch on before we start looking at the strategies in detail, is that there is indeed a

difference between wealth and money. There is a tendency to use the two terms interchangeably – after all, ~~if one wants more money, one often desires to be wealthy~~. In casual conversation we also accept that if someone has a lot of wealth, they have a lot of money. By the same token, we assume that if someone has a lot of money, they are wealthy. Let's be clear here. Money is cash or liquidity. ~~is our ability to buy, or spend, based on exchanging a common currency in whatever form that takes, whether it's physical pieces of colored paper or plastic cards, numbers in bank accounts or online transactions.~~ Cash flows and money comes and goes.

Wealth, on the other hand, is what is left when all the money has gone. Roger Hamilton, the creator of Wealth Dynamics, the profiling system we will be using later, described this in terms of a garden. He says we should think of money as the butterflies, and people's money-making strategies as the people running around chasing the butterflies with nets. Some people have big nets; some have small ones; some are more effective or stealthier than others; but if you're chasing cash, you may as well be running around trying to catch butterflies in this highly inefficient way.

By contrast, if you cultivate and nurture a garden, you find that butterflies will naturally come and inhabit it in their hordes. What's more, there is no need to capture or take possession of a single butterfly – because they stay there all the time. Truly wealthy people have shown time and time again that they can lose all their money, and make it back in a heartbeat, because wealth isn't about the money. It's about cultivating a garden for the money to flow through.

So when generating wealth, build your garden. Nurture it. Fill it with all the things butterflies like. And in time, the garden will grow all on its own and effortlessly attract an endless supply of butterflies. To put it succinctly: Attract, don't chase.

One of the reasons people struggle and burn out when trying to make their fortune is that they run around trying to make money rather than being still and attracting the right money-making opportunities to them. What's more, part of the problem when we start is that we don't *trust* that money will come to us. But if we aren't resonating at the right energetic frequency it's because we don't have the confidence that we are worthy of attracting the opportunities. By the same token, simply waiting for it to happen won't help either. We have to trust that we will succeed and allow our success in.

One of the other things to be aware of when we're taking our initial steps toward true wealth is that there are so many courses and money-making schemes around, offering so many different strategies, and such diverse ways of chasing butterflies – for example, stock-market trading, internet marketing, affiliate marketing, property development, to name just a few – that we must beware of being bamboozled and overwhelmed.

So how do you know what's really the best path for you to take? How do you know that the strategy you are using is really the one that is going to create a luscious garden? How do you stop chasing and start attracting butterflies? This is where the Wealth Dynamics Profile Test comes in (see [Chapters 4 and 5](#)), because it will help you discover which strategy you should be following given your precise personality profile. This is one of the seven keys that we will discuss in more detail in the chapters that follow.

This book is for the open-minded reader who is ready to make more money, has either a job or a business, or is self-employed, or is looking to embark on a new money-making venture. Though we will focus mostly on the responsibilities and actions of the individual, we will also cover the idea of building a team to provide any skills we don't have ourselves.

This applies whether you are a single individual working away at your passion, or an employee with a well-defined role. No matter what your circumstances, you are *never* an island. Other people are always going to be the bridge to your success, and as such you need to know how to attract the right people to help you, and how best to utilize the skills and flair they innately have. If you already run a

business or manage a team, this goes without saying.

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## Points to Remember

- Making money shouldn't be a struggle
- Emotional baggage around money can be dropped, even if you've had it a long time
- Everyone has an intrinsic value
- Your business is the mechanism that converts your value into cash
- Focus on what you love and the tasks you enjoy
- You can be spiritual and wealthy at the same time. It's a choice.

So, how about we go ahead and start preparing the ground for that beautiful garden with the first key?

# Key 1: Increase Your Self-Esteem

In this chapter we are going to talk about your secret ally in getting your Money Mojo in full swing! With just this one thing, in its raw form, you will be able to single-handedly transform your finances and become a total money magnet. Not only that, but combine this secret ingredient with [your Vehicle of Value Conversion](#) and guess what...? ...You'll boost your money magnetism into the stratosphere and that's a promise!

I have seen my own coaching clients work on just this one thing and they go from being stressed out and anxious over their job to being completely peaceful and productive. I have seen individuals go from being at the mercy of their to-do list, to being able to stand back and just do the stuff that brings in the super-results... and cash! I have also seen business owners go from fretting about negative cash flow, to having a situation where their focus is on great customer service and the cash flow takes care of itself.

So what is this magic secret ingredient, I hear you ask? It's *self-esteem*. Unless you have good, solid self-esteem the other keys to unlocking your Money Mojo will do little for you. Without this one crucial thing, it's like tossing a beautiful, vital, quick-growing seed onto lifeless concrete. It won't grow.

This one thing has been quietly determining your level of wealth in the background, all your life. But your dreams and goals deserve the best chance to flourish. I'm now going to show you how this one thing will maximize your chances of success, and how you can develop it on demand.

Having worked with clients from a variety of backgrounds I have found that we are never able to create more wealth in our lives until we feel truly worthy of having all the wonderful things in life. Working on anything else, such as business strategies or mind-sets, doesn't seem to have much effect until we feel worthy of having more. It's almost as if our internal thermostats are set too low and our inner compasses are constantly readjusting, leaving us in a constant state of struggle and confusion – a tough place to be.

Cultivating adequate self-esteem is the very first thing to tackle when we decide to embark on a journey to attract more wealth. Without it, we don't deem ourselves worthy of having anything of value, because we don't see ourselves as *being* anything of any value. And if that's what we think, feel, and resonate, then that is exactly what we are going to attract into our reality.

The great news is that we *can* work on our self-esteem to create massive shifts in our ability to create and attract wealth. Wealth, after all, is just a reflection of the amount of value we contribute to the outside world. The more value we can provide to others, the more they deem us worthy of receiving their hard-earned cash in exchange for that value. However, if we don't value ourselves, there is no way we will ever allow anyone else to value us. Others around us are very good at following our lead, so if we place little value on ourselves they, in turn, will place the same amount of worth on us.

You see, when we meet people they can get a sense of us before we even say a word. This is more than simply body language. It's energy language. Every interaction with another person involves our energy systems butting up against each other. These energy systems exchange huge amounts of information – even though we may not be saying very much to each other. And yes, most of this information exchange is unconscious. Haven't you noticed when you meet someone that you can very quickly get a sense of who they are?



Well, they know exactly who you are, too. And if your energy system is saying: ‘Boy am I broke! I really need your business,’ you’re inadvertently going to be pushing them away. Conversely, when we truly value ourselves – and I mean *genuinely* – and we are not just pretending in order to compensate for our lack of self-esteem, we free others to see us as we really are. All of a sudden our market value increases exponentially and effortlessly. I say ‘effortlessly’ because once our true self-esteem is in place we become centered and magnetic, and the rest falls naturally into place.

At the end of this chapter I will introduce you to some exercises that will not only help you increase your self-esteem, but also show you how to keep it at a high level.

## **Why Does Creating Wealth Suddenly Become So Much Easier?**

It’s like our garden we referred to earlier. Once we have fertile ground, growing whatever plants we choose becomes relatively easy. Okay, so we may need to make some adjustments and introduce the seeds or saplings, but that’s the easy part. The important thing is that we have fertile ground. And, as an astute reader, you are probably also thinking about weeds. In fertile ground weeds may indeed flourish, so they will need to be uprooted, which is much easier to do when the earth is moist and tilled rather than hard and dry, as it was before we started to prepare it. What’s more, you are in a position of choice – you can *choose* precisely which plants you allow to grow and flourish, and which you uproot immediately.

## **How Is It that Self-Esteem Has Such a Massive Effect?**

By raising your level of self-worth you are affecting your entire energy field. As I’ve already mentioned, most of the information we communicate to each other is through our energy fields and so if you have genuinely high self-regard, this shines through. Moreover, more of who you *truly are* shines through and people (either consciously or subconsciously) pick up on this.

You’ll probably have noticed how some people you meet just exude power. They’re grounded and centered. Without being harsh or forceful, they just seem to command a certain respect. Once you increase your self-esteem you’ll also notice how you shift your energetic systems to accommodate this. You may start to respond to the same situations differently, with more confidence and maturity. Others will automatically treat you better and enjoy your presence. They’ll value your opinion and your jokes (even the lame ones!) and, of course, they’ll increase what they are willing to exchange for the value you bring to them in the form of your products and services.

## **What Is This Energy Field We Keep Referring to?**

You have a physical body that you can feel and touch, and that you’ve probably had to learn about in school to pass biology exams at some point. However, unless you’ve continued your personal education in spiritual and holistic circles, you may have missed out on the information that you also have various energetic systems that operate through and beyond the physical body.

You may have come across terms like the ‘emotional body’, the ‘mental body’, the ‘aura’, and the ‘chakra system’. These are metaphysical energy systems, some of which certain people can see, and which can be detected through various scientific instruments. These energetic bodies hold all the information and wisdom of who (and what) you truly are – beyond just the thoughts you think, the emotions you feel, and the tissues and organs your doctor can describe to you.

Your energetic bodies interact with other people’s energetic bodies and, through such interaction, you transfer information simply by being in proximity to someone. Within your energetic systems you have energy centers, known as chakras. There are seven main chakras situated in the body, ranging

from the root chakra, which is located in the perineum, to the crown chakra, which is found on top of the head. A chakra is an energy center in the body that draws in energy from the surroundings. It also gives out energy from your body into the environment, too. This energetic exchange is rich in information about both your internal and external environments.

Each energy center is related to a specific aspect of our lives. Here, we are particularly curious about the third chakra, situated at the solar plexus. This is the one that governs self-esteem and our sense of identity. This is the one we are going to use to unleash our Money Mojo.

If you already do energy work, you will probably be aware that traditionally the second chakra (located just below the belly button) is thought to be the one that relates to material issues and finance. However, from working specifically with people who want more money in their lives, I've found that if the third chakra isn't functioning properly, working on the second chakra is ineffective. Once the third chakra is operating properly, individuals develop rock-solid self-esteem and believe they deserve more wealth.

I know this seems back to front, but just try it on for size. Anyone who studies chakra balancing generally advocates starting with the lower chakras and working their way upward. But we're starting at the third chakra because we're going to wire ourselves for wealth as efficiently as possible, and I've found that this just works. Why? In essence, when this third energy center is depleted we find ourselves in sabotage mode, constantly operating to slow things down and letting opportunities pass by because subconsciously we feel we're not ready to experience the next level of success – even if consciously we're doing everything we know to get it to work. Correcting the imbalance in the third chakra goes a long way toward increasing self-esteem and the amount of responsibility (and income) a person feels able to take on.

This was certainly the case with Joanne who, by her own admission, felt she was not ready for massive success. A very competent marketing consultant, she knew exactly what she should do in order to promote her business and generate more income. And she did the first stages of this process quite happily. In fact, she would go round doing lots of presentations and networking, meeting lots of people, and building up a fantastic following and database. Yet it all seemed to fall apart when it came to converting this activity into cash.

As it transpired, she was afraid to take on more paying clients because she wasn't sure she had what it took to deliver outstanding value. As such, she concentrated her activity on building her list, so that when she felt ready she would be able to deliver the kind of value people could pay for. But in the meantime she was resistant to taking even enough money to cover her expenses. She also knew all the techniques for converting this value into money: she had loads of ideas for products and training packages she could offer, but rather than do this, she would allow herself to get distracted and do everything but take on clients.

Of course, this wasn't immediately evident. On the surface her big problem (and what she herself would say), was that she was always too busy to do anything that would bring in money! In other words, she was too busy being busy. But this happens so often. We get distracted. Or more accurately we distract ourselves from the task that will make the difference. We scatter our energy and focus, so that we don't make too much progress in one direction. Sometimes it's because we're not ready to deliver what we promise; sometimes we aren't ready to accept money for something other than a paid job delivering someone else's product. Sometimes we just don't like receiving money from clients directly. Do you know anyone who does this? Perhaps that person is very close to you? Perhaps that person is reading these pages right now!

Now, you've probably already found that getting results is a great way to build your confidence and self-esteem. What often happens, though, is you start to get results and then something happens to take everything off the boil. When good things start to happen, we get excited and start dreaming. W

are thrilled that our plans are all about to come together. But at the same time, we are scared witless the prospect of actually getting what we want. No one likes to admit it, but success is scary. And big success is massively scary.

So what happens is that we freeze up energetically. We get a tightening in our chest. Our mind starts racing ten to the dozen about all the things that could go wrong and all the reasons we're not yet ready, and starts projecting forward all the possible obstacles we are going to have to contend with if we are to be successful. The Universe will then respond to our feeling that we're not ready yet by withdrawing the opportunity until we *are* ready.

Our internal struggle is relayed in our energy field like a massive beacon, ready for anyone to pick up on as soon as we start talking about the latest opportunity or success. People know when we don't think we really deserve it.

But that's not to say that we should put off doing things until we feel sure we're ready. Quite the opposite. In fact, it's the biggest, scariest goals that are most worthy of our efforts, simply because they will have the most effect on our positive development. So, don't shrink from the opportunity that scares you, but instead try to let go of all the 'I can't' energy around it, which is deeply layered in the psyche and energy systems we've just been talking about. Take on the tasks that make you excited and terrified at the same time, because you get an amazing opportunity to release all the negativity that's holding you back. You then naturally achieve the goal, as if it were just a walk in the park.

We can increase our self-esteem, then, by dumping all our pent-up emotional baggage. By contrast if we stay in our comfort zone, we never bring it to the surface to process it. The other great thing about this concept is that as soon as you start getting rid of the baggage, your whole world of possibilities expands. Remember in the introduction where we talked about how when one area of your life expands, all other areas do as well? The same goes here. Making a breakthrough with emotional baggage related to one particular area of your life increases the boundary of your comfort zone massively in all directions.

I experienced this myself before selling one of my first courses. I had a crisis of confidence when my third chakra was releasing all the 'garbage' necessary to free me up to achieve the sales goal I had set myself. As a result I was able to let go of a whole load of insecurities that I hadn't even been previously aware I was harboring. These included asking myself who I thought I was, delivering such a course, wondering if I had enough qualifications, and querying if I could help make a difference in people's lives.

When I tell people about my doubts they laugh in disbelief, but how we appear outwardly is not a true reflection of what is going on internally. By the same token, as you will discover when we talk about emotions our internal state is constantly changing, and it's okay to feel insecure at times, as long as we allow this sensation to pass through. It's good to allow emotions to come up and to leave, as then we're not wasting massive amounts of energy suppressing them.

So what happened after my third chakra had finished releasing my insecurities? I felt much better, and happier. I ran the webinar, had a great time, and shared loads of useful insights with the people on the line. Places on the webinar sold incredibly well, and I then went on to run a really successful and enjoyable course, and many more after that. The participants received excellent value. In fact, some of the individuals on that course are still coaching clients today and continue to go from strength to strength, using the very techniques we're unfolding here. In summary, I ditched all the baggage associated with that one issue, my comfort zone increased massively, and I've never had that same stuck feeling associated with running courses since.

But what if I hadn't let go of all the mind stuff and emotional garbage saying that I wasn't good enough, wasn't qualified enough, wasn't prepared enough? The Universe would have picked up on the resonance pattern and said, 'You're not ready? Then I'm going to keep you safe and not let you make

a fool of yourself by giving you the opportunity to step up and prove yourself. I'm not going to let anyone come on your course.' Best to ditch the doubt and baggage, isn't it?

So, let's concentrate on you now. Where in your life or business are you hanging back from doing something under the pretense of being too busy, not having the resources, or not knowing what to do or how to do it? What are your doubts? What baggage would you like to get rid of?

Write down one or two things that spring to mind, right now:

1. \_\_\_\_\_

2. \_\_\_\_\_

The next thing to realize is that it's okay to be hanging back, that it's okay to be stuck for a while. Now you've identified where there's a blockage you can remove it – and once you do so, you can excel. Log this, because we'll be coming back to unblock it in the next chapter.

So, if we accept that self-esteem is a prerequisite for attracting wealth and holding onto it, the other side of the same coin is something we also need to consider before we move on. And what is the other side of self-esteem? It's self-responsibility.

## **Taking Responsibility for Yourself**

That's right – self-responsibility and self-esteem are two sides of the same coin. Energetically they have the same frequency when you're working on the issue in terms of body work and energy patterns. They have the same 'feel' to them. They also both operate out of the third chakra, as they are third-chakra issues.

This means that as we increase our self-esteem, we are able to take more responsibility for our lives, our situations, our thoughts, feelings and behaviours. Without self-esteem, it is very easy for us as individuals to say that our state of wealth, or health 'is not our fault.'

Think back to when you've felt helpless and not responsible for things in your environment. How much self-worth did you truly have? Were you blaming something, or someone else, to protect yourself from feeling worthless? It's an emotionally mature individual who can hold up their hands and take responsibility for every area of their lives, without falling into self-pity or feeling like a victim.

You see, true self-responsibility is about knowing that everything is within your control, and no one is to blame. Let me explain. Often when I start coaching someone who hasn't already come across this idea, they will say that their finances are in such a poor state because they don't get paid enough, or they have too many bills to pay, or the cost of living is too high, or someone else owes them money, and so on. But if we buy into this illusion, we are saying that we are completely at the mercy of external events and we negate what we are creating and manifesting in the world around us.

By contrast, if we can 'man up' and take responsibility for whatever fiscal carnage or affluent delight we find ourselves in, we are back in control and can operate at a high enough energetic level to affect what happens next. What's more, even if we are in a financial mess, if we take responsibility for it, we immediately cease hemorrhaging energy out of the third chakra, and instead encourage it to start nourishing our self-esteem. (You'll notice a massive increase in the energy available to you the *moment* you make this decision.)

So, this being the case, the first step in nurturing your ever-so-important self-esteem, and therefore your Money Mojo, is to take back responsibility for *whatever* is going on in your life. If your job is uninspiring, take back responsibility as the person who took the job in the first place. Take responsibility as the person who has turned up to that same job every day since then. Take back the

responsibility for that bad back, or that ongoing illness or allergy. Take back responsibility for feeling fed up or depressed because you hate your financial situation or you haven't worked out yet how to make more money. Take back responsibility for eating too much and exercising too little. Take back responsibility for the way the people around you treat you – whether it's well or badly.

By doing this we are then able to accept that we created these circumstances and are responsible – but not to blame. This, in turn, gives us the power to change the situation. (Incidentally, blame is disempowering and is a lower energy. It doesn't help to fix the problem, so it's simply not useful. Besides, you deserve better than blame. You deserve love and understanding from your inner Self in order to put the situation on a footing you're happier with.)

Once you have taken responsibility for your situation, you are then in a position to do something about it. Taking responsibility puts you back in the driving seat, back in control. This is incredibly liberating and a refreshing place to be. Often people making this shift in their perception will feel like a big heavy weight has suddenly been lifted from their shoulders. This is because they have started to pull back the energy that they were allowing to drain out of their system.

Take Robert, who was in a job he hated. He would complain about it, but then each time he would start to rewind and end his rant by saying 'It's not that bad, it's getting better.' It wasn't getting better though. Sometimes his situation seemed to improve, depending on the coaching work he'd done with me, but as he avoided doing the work he needed to do in order to dump the emotional baggage, real progress was slow. Robert's boss was habitually rude to him and demanding, but didn't treat his co-workers in the same way. His girlfriend was needy and would make unrealistic demands on him. He also had a friend who would rope him into one hare-brained scheme after another. He was being pushed from pillar to post and allowing others to use him whenever they pleased. But this was all a result of what he was giving out through his energy field: his whole aura was self-deprecating. He was ready to accept maltreatment to avoid any form of confrontation.

Telling himself it wasn't that bad was a compromise he made with himself every time he went to work at that job that he hated. To maintain the status quo and keep him in that job, his mind would constantly tell him things like: 'Just one more month and you can complete the project and find something else to do.' 'You're coping better these days,' or 'Okay, so you were frustrated today, but tomorrow will be easier as you'll be left alone for most of the time.'

One day, Robert decided to take back his power. Having done some serious work on his third chakra and on building his self-esteem, he had enough confidence to end the disempowering relationship with his girlfriend. As he worked on his self-esteem, using the exercise at the end of this chapter and the technique in the next chapter, he was able to turn things around at work very quickly. The relationship with his boss mellowed and relaxed. The project progressed more easily with less drama and struggle. Even the friend who had constantly tried to manipulate him seemed to fade into the background.

Robert's energy levels went up when he decided to take back responsibility for himself, his thoughts and opinions, and what he should be doing with his time every moment of the day. He made the decision to reclaim his power from the people he had attracted into his life to teach him that very lesson.

## **You Create Your Reality with the Thoughts You Think**

If it's true you create your reality with the thoughts you think, why would you consciously create a situation that is making you stressed and miserable? It's absurd, right? Yes, consciously, if you had a choice between having many times more money in your bank account or having less, you would naturally choose more. But the reality you are experiencing right now is the result of the thoughts you've been thinking in the moments leading up till now.

You see, your brain emits energy and information. You'll probably have seen pictures of the brain taken with devices that measure electromagnetic emissions. Your brain sits in a sea or a field of awareness – a field of information, if you prefer. This is how it connects up with everything that exists, including the 'collective unconscious', the Jungian concept of universal consciousness that we are all part of. It is the brain, acting as a transmitter and receiver, that allows our thoughts to hook up to what is going on in the 'web' of consciousness. In spiritual circles this feeling is referred to as 'oneness.'

So, here is your brain, sitting in the field, communicating with other brains on a subconscious level whilst the busy cerebral cortex is more concerned with catching that train, or what you should have for lunch. Every thought the brain thinks, however, is broadcast into this common field of awareness. And the very act of having that thought attracts similar ones back to it. This is why holding an intention, or a picture of how you choose something to manifest, is so incredibly powerful. You can literally pull that event into your reality just by thinking about it.

Now, thoughts that are going ten to the dozen get diluted. But if you stop and consider for a moment, you will notice that most of the thoughts you think are repeats of previous thoughts. You will find you run certain thought patterns again and again and again. So, say you are constantly worried about missing your train, by rehearsing this scenario in your brain and sending it out into the sea of awareness, you are resonating constantly in the energy pattern of missing your train. And guess what happens... Right! You miss the train.

Now that you know this, all you have to do is decide that you are always ahead of time and you will always catch your train easily. You just hold a picture of yourself catching your train in your mind. And if you can keep this as a more dominant thought than the previous one of missing the train, you can trust that the more favorable outcome will prevail.

The same goes for making money. If you hold thoughts of having enough, and having the freedom and cash to do whatever you choose, this will be the reality you attract into your world.

And it all starts with cultivating a good, solid sense of self-esteem, so that when you choose these thoughts, they prevail easily over any doubts or fleeting feelings of unworthiness.

## **The Self-Esteem Map**

Here's a great exercise for increasing your self-esteem. It lays the foundation for the work we're going to do later in the book, so it's worth taking the time to do it now.

This was the first exercise I did when I realized that self-esteem was such a fundamental key to success. Believe it or not, it doesn't matter how educated or skilled you are, or what you physically do in your day-to-day activities. But if you can approach every activity with high self-esteem, it's almost as if you end up playing a different game – one that's easier, more fun, and one you're more likely to succeed at. I noticed a huge difference in my ability to get projects off the ground after I had spent a few days working on this exercise.

The first thing to do is to recognize what it is that you want to achieve and bolster your confidence in. It might be that you want to attract more customers, or get your marketing straight, or sort out the way you deliver your product. Whatever it is, make sure it is within your circle of influence for this exercise, and then take out a large sheet of paper and pop those summary words in a circle in the middle of the page.

We're going to create a bubble diagram, but this is a bubble diagram with a twist. Normally bubble diagrams are used to unlock all the creative ideas we have around a particular subject. What we're going to do here though, is to use it to come up with all the thoughts we have buried in our minds that could possibly support us. We're basically looking to create a map of all the reasons (big and small)

why we deserve to have that outcome, and why we are capable of achieving it. This is a Self-Esteem Map.

So, for instance, if you don't have enough clients for whatever reason and you'd like to have more, you'd put the words 'more clients' in the central bubble. You'd then draw other bubbles stemming out from the central bubble, on the end of spokes, and write in them the reasons why you are capable of having more clients, and why you deserve to have more clients. For example, you could put that you're excellent at what you do, that you have trained with such and such a person, that you have x-y qualifications, and so on.

The brain finds this format easy to understand as you're working with associations, so once you get going you'll find it easy to come up with reasons.

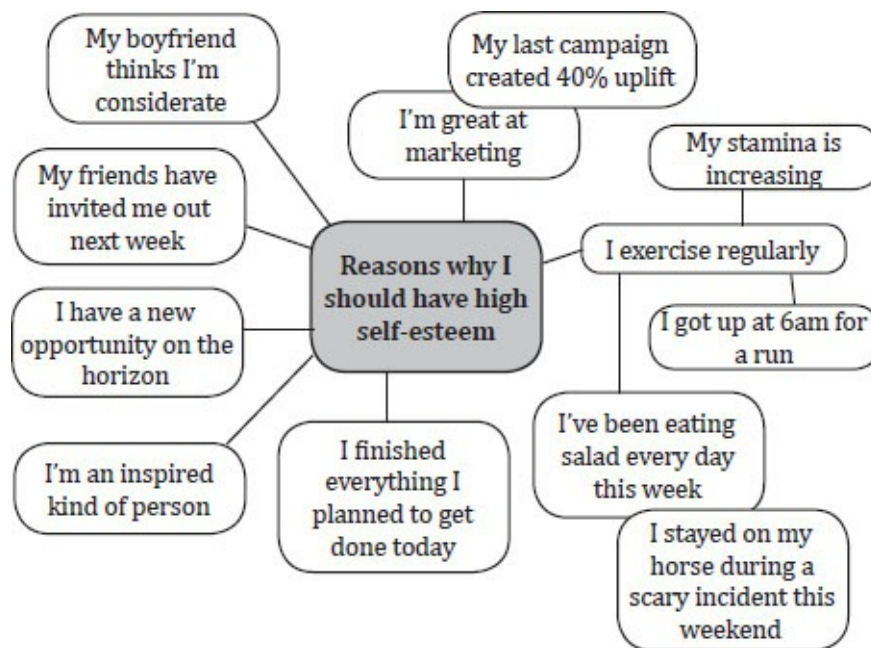


Figure 2.1: Example of a Self-Esteem Map

Now, this isn't like goal setting, so don't get hung up about it. We're just looking to counteract the effects of the ego and mind chatter, which are constantly putting us down, so we can do the rest of the work in a positive frame of mind. You're going to be like a honed athlete when it comes to making magic in your projects and your finances! A professional athlete won't tolerate negative people around them, particularly just before they perform. This kind of negativity can make them weak. Their coaches are constantly telling them they have worked hard and they will win. They program themselves to give 110 per cent and then give even more because they know they deserve this victory.

By making your own Self-Esteem Map, you'll be doing the same thing for yourself – ousting the negative chatter of the ego. You're not just looking to fill the page, you're looking to come up with around 200 reasons. 'Two hundred? You're kidding me!' I hear you shout. Believe me; if you want this to work, and you want to make a positive impact on your finances, you need to get to at least 200. Any less than this I've found just isn't enough.

Now you may think that this is going to take absolutely ages, but I assure you it won't! Not once you get going. And you can keep coming back to it between other tasks, because as you turn it over in your mind, new streams of thought will come to you. Remember, we're digging deep into the psyche to lay some positive roots – it can't be done over the surface in a few seconds, or it won't last.

Take your time. You'll be glad you did. You probably have a particular area of your business or yourself that you'd like to work on to increase your confidence in that area. So it's okay to get specific around a particular issue. Just pop that issue down in the central bubble and find reasons to support it.

in the bubbles that spring from that central idea.

Some people find they would benefit from some extra self-esteem around charging their clients more (particularly if they are in a service-based business). Sometimes individuals feel they lack the ability to stand on stage and speak about their work. Sometimes people need more confidence in communicating with their potential customers, or even in just allowing people to give them money in exchange for their services. For example, let's consider the issue of accepting money for your services. Depending on where you are on your journey of Money-Mojo mastery, you may already find this easy, or you may find it is the one thing that is holding you back. Wherever you are, think of it at your level and come up with 200 plus reasons why you deserve to have people give you money in exchange for the service you provide for them.

The beauty of doing this in a bubble diagram is that it allows you to think freely. You may associate some things with certain other reasons you come up with. Trying to do this in a linear list is more restrictive. In this exercise you can work back and forth and around the issue in the central bubble. Keep going. The idea is to build a solid foundation, in much the same way as you form a belief.

Once you have around 200 reasons as to why you deserve to be well rewarded for the work you do for your clients, you will have less resistance to having the cash come in, having people pay their bills or setting your rates at the appropriate level.

If you get to the point where you're struggling to think of more things to write down, keep pushing because that will be where the gems are. Don't be precious about what you write down and what you don't write down. You don't have to keep your ideas to general categories or abstract items. For example, if you've written down that you've had satisfied clients, and then later you think of one or two in particular for whom you did a really good job, then write them down separately. Give yourself full credit for everything.

And remember, we're not looking to log massive victories over other people. Self-esteem is an inside job. It begins and ends with ourselves, so if you felt good about making some positive changes to a single page on your website, then stick that down. It all adds up.

Make a decision to be courageous, and do it in spite of feeling afraid or unsure it will produce the outcome. By actually taking action and doing this exercise you will start to feel more in control. Once you're rolling you have overcome the initial fear and inertia, and if the action you're taking isn't working, all you need to do is make a few minor adjustments. This is much easier than trying to get going in the first place, because you've already made a decision to produce a result – and that result may not necessarily change the world, but again, it will contribute to your self-esteem and make you realize that you are a 'can-do' person.

You are worthy of being wealthy, and having more than enough money, love, and good health throughout a long and prosperous lifetime. You just have to choose to allow it to manifest as your immediate reality.

## **Points to Remember**

- Self-esteem can be cultivated
- Self-esteem is essential to being able to make and keep money
- Self-esteem makes manifestation a thousand times easier and more effective
- Self-esteem and self-responsibility go hand in hand

Next up – the second key to wiring yourself for wealth.



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