

CRAZY MONEY



How can you join the ranks of the wealthy?
What is it that determines your "wealth" potential?
What do millionaires have, that got them
where they are today?
The answer is not what you think!

INSIDE A MILLIONAIRE'S MIND

By Larina Kase, PsyD, MBA

There is a secret psychology to wealth. Most people don't know about it, and that's why they never become wealthy. We all have deeply ingrained beliefs about wealth that determine our financial destiny. These beliefs started in childhood and were formed by what we heard, saw and experienced, regarding money. It's hard to believe, but a lack of money is never the problem; it's only a symptom of the problem. If you aren't a millionaire yet, the problem may be your "mindset".

Most millionaires come from humble or poor backgrounds. At one point in their life, many millionaires have been homeless and unsure from where their next meal will come.

Statistics show it's NOT your job, income level, education, inheritance, or work ethic that will make you wealthy. Less than 2% of millionaires inherited their wealth and 98% of them

are self-made. Very few of them scored high on their SATs. Most are married and have children. They all view their work as a labor of love. They are financially independent and live a comfortable, but not extravagant, lifestyle. More than half are business owners, and overall, business owners are the richest of the group.

The number one attribute these millionaires have in common is their "mindset". Do you have it? What is it and how can you get it?

The Millionaire Mindset

Below are examples of the millionaire mindset. Compare your mindset with these. Do you think like a millionaire? Be honest with yourself and mark the areas in which you need to change your mindset.

- The millionaire mindset believes "I create my life." Others believe, "Life happens to me."
- The millionaire mindset plays the money game to win. Others play the money game to not lose.
- The millionaire mindset is committed to being rich. Others want to be rich.
- The millionaire mindset thinks big. Others think small.
- The millionaire mindset takes calculated risks. Others stay in their comfort zone.
- The millionaire mindset sees the world as a place of abundant opportunities that are "there for the taking". Others view opportunities as unreachable.
- The millionaire mindset uses obstacles as strong stepping stones. Others use obstacles as excuses.
- The millionaire mindset admires other rich and successful people. Others resent rich and successful people.
- The millionaire mindset associates with positive, successful people. Others associate with people like themselves.
- The millionaire mindset is willing to promote themselves and their value. Others think negatively about self-promotion.
- The millionaire mindset believes they are bigger than their problems. Others believe their problems are bigger than them.
- The millionaire mindset is an excellent receiver. Others are poor receivers.
- The millionaire mindset chooses to get paid based on results. Others choose to get paid based on time.
- The millionaire mindset thinks "both." Others think "either/or."

- The millionaire mindset focuses on their net worth. Others focus on their income.
- The millionaire mindset manages their money well. Others mismanage their money well.
- The millionaire mindset has their money work hard for them. Others work hard for their money.
- The millionaire mindset acts in spite of fear. Others don't act because of fear.
- The millionaire mindset constantly learns and grows. Others think they already know.

Be "Okay" with Being Rich

We've all heard the stories about the lottery winners. They win huge sums of money and by all rational accounts seem to be set for life. Yet within a relatively short period of time, they are no longer millionaires. These stories clearly show that to keep money in your life, you must first be "okay" with being rich.

You're probably saying to yourself, "she's crazy -- I'm more than okay with being rich - I dream of being rich!" You may assume that you're okay with the idea of being a millionaire. But underneath that, there is often a level of discomfort. You may have limiting beliefs and fears that keep you from your goal of wealth, no matter how hard you try. You may secretly worry about how your relationships would change. One millionaire client felt that he couldn't trust anyone in his life, even his own family, and that people looked at him as a walking ATM machine.

You may worry about how *you* might change. Will you still have the same value system? Will you lose track of what's important in life? Will you continue to work if you don't have to, and if not, what would you do? What comes next once you're rich? And of course, there's that inevitable fear of failure - the higher you are to the top, the harder you can fall.

Most people prefer to play it safe and stay comfortable in a situation that they know. Even if being "comfortable" means occasional financial stress and hardship. The fear of the unknown often outweighs the stress of the present.

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Do you find yourself constantly yelling at your family to pick up their stuff?

Well, no more! Leslie Jacobs, a professional organizer, has created two fabulous card games to get the people in your life organized and clutter-free!

Les Mess and *Les Mess for MEN* is a genius idea, with a simple premise: pick a card and do what is on the card. For *Les Mess*, children complete tasks such as "Organize Your Books" or "Make Your Bed".

Les Mess for Men cards have tasks like "Mow the Lawn", "Pick up your clothes off the floor" and "Vacuum the first floor of the home." Men's cards have a "Get out of the Dog House Free Card", which will likely be the most sought after card in the deck! Blank cards are included so you can make your own chores and rewards.

Check this out at www.lesmess.com.

You must be okay with being rich before it will happen. Dig deep within yourself to discover and face your fears of financial wealth. Work through them and consider how you'll address them, if in fact they did come true. Go ahead and create boundaries. For example, if you fear wealth may change your relationships, then you may choose not to give or loan money to friends or family members.

Develop positive views of the wealthy if you currently have negative stereotypes. After all, if you negatively view rich people, you certainly won't make yourself one of them. Once you discover and work through your financial thoughts and fears, you'll have the most important aspect of the millionaire mindset -- you'll be okay with being rich.

Develop a "future" mentality

In the book, *The Millionaire Next Door*, authors Stanley and Danko dispel the myth that most millionaires in America are celebrities or earn incomes in the millions each year. In fact, they show that most millionaires don't live in fancy houses, drive extravagant cars or wear all designer clothes. And most have professions like you and me: business owner, professor, construction worker, and the like. This is great news because it shows that even if you earn \$50,000 per year, you have the potential to be a millionaire within your lifetime!

How? By developing a long-term future mentality. The most surefire way to build wealth is by investing your money wisely and leaving it there. With compounding interest, wealth builds like crazy over time. To do this, you need to allocate a certain amount from every paycheck to "pay yourself" and deposit money into an interest-bearing asset account. It's tough to do this consistently, and you'll find dozens of excuses why you can't pay yourself this month. But make this 10% consistent, or whatever percentage you can commit to, no matter what.

One way to help yourself do this is by cultivating your sense of optimism and persistence. Believe that your

future is a source of abundance and has many wonderful things in store for you. When you do, you won't be afraid to set aside small amounts of money each month, and to invest it wisely. You may view any type of investing as a risk, but when you see the world as a place of abundance, you won't be afraid to take perceived financial risks.



Practice Good Money Habits

The flipside to smart saving and investing is what Stanley and Danko call your defensive strategies. The millionaire mindset is about saving, not just earning. You can become a millionaire by bringing in more money through your work, or by earning a reasonable salary and saving.

Most people are too short-sighted, impatient or materialistic to do this. But it is possible to change. You see, the short-term thrills of life (a great dinner out, a new pair of beautiful leather shoes, the home of your dreams) are always going to be more enticing than the long-term gains of being a millionaire in ten, twenty, or thirty years. This is human nature. Many millionaires are able to tolerate the discomfort of sacrificing short-term rewards, by watching their long-term wealth grow.

Look for ways to cut back your spending. If you go out to an expensive dinner every Friday, plan to stay in and cook at home twice a month. If you're hooked on a \$4 fancy latte drink every morning, invest the few bucks in a travel mug and make your own coffee at home. Remember, the millionaire mindset lives comfortably, but not extravagantly.

Gain an Optimal Acceptance of Risk

It's a myth that successful entrepreneurs are more risk-tolerant than the average person. Similarly, millionaires are typically not the ones who are throwing large sums of money into crazy new ventures and investments. While you don't need to be wild about risk to become a millionaire, you do need to be willing to take some risks.

Highly successful people show a willingness to take actions that feel risky. Notice the word "feel" instead of "are." This is because some things that feel risky, are not truly risky in reality. Perception is everything. This means that if you are willing to take actions that feel risky to you, even if they aren't objectively dangerous, then you have an optimal acceptance of risk. You will grow and your bank account will too. Risks include those which take you outside of your comfort zone.

What feels risky to you? Consider whether it can help you put your money to better work, bring in more money, or help you save money. If so, do it.

Create a Supportive Network

Most wealthy individuals have tremendous support. You may think they have support because they are wealthy. Actually, they are wealthy because they have support.


One millionaire business woman has a personal coach, four assistants, and dozens of people who work for her in her business. She's married and has a supportive husband and an incredible network of friends and business relationships. She isn't afraid of money. She is comfortable with receiving money and also with strategically investing it in those who can help her. She is optimistic and knows that her business will be successful, so it makes sense to hire people. And because she is sociable and has such an extensive network, her business prospers.

I was recently working with a physician who was beginning a wellness

center. She was stressed out and exhausted and when I asked her what she did over the weekend she told me she cleaned her house. "What do you charge your clients for one hour with you?" I asked her. "\$300." She replied. "And what does a housecleaner in your area charge per hour?" "I don't know - around \$25." She went home and hired a housecleaner. She then had more time to devote, not only to her business, but to relaxing and rejuvenating herself. By taking care of herself, she felt more authentic to build a wellness business, and her business took off.

What are some ways that you can build greater personal and professional supports? Or take better advantage of the people who are supportive to you? And on the flipside, how can you be a better support to key people in your life. The millionaire mind knows that you give to receive. Give generously to those who support you and watch the rewards roll in.

Earn Crazy Money

If you want to change your financial status, you'll need to change how you believe, think, feel and act regarding money. Look within yourself and make changes, and your outer world will manifest what you choose! When you become okay with being rich; use optimistic future thinking; develop good money habits, take optimal risks, and learn to give and receive support, then you will be well on your way to making crazy money. Enjoy! 

Larina Kase, PsyD, MBA is a business coaching, speaker, author, and Founder of Performance & Success Coaching. She helps people develop the mindset of success for greater happiness and results in business and life. For more tips, visit her blog www.TheMindsetofSuccess.com


BONKERISM

You are a success if others can say,
"I like me best when I'm with you."

eye focus

Guidelines for Being Better Understood

1. Seek first to understand. If you know your partner's frame of reference, you can speak to him/her within it.
2. Pay attention to how your words are landing. If your companion's response looks off the mark for what you said, check out what he/she is hearing....
3. Focus on the solution that would work for everyone, rather than who's right or wrong. Only focus on the problem long enough to understand, then switch to what will fix it.
4. Separate emotion from solution. If one or both of you are upset, irrational or reactive, you aren't communicating. Take a break and try again in a few minutes, when both of you have calmed down.
5. Don't beat dead horses. If you've been over the same ground several times with no forward movement, get some help. An objective third party can work wonders.
6. Be nice. Strive to create a cooperative atmosphere, and consider your partner's feelings.

By Tina B. Tessina, Ph.D.