

MY 16 PRINCIPLES

FOR LIFE-LONG WEALTH AND PROSPERITY!



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DOUBLING YOUR ACTIVE INCOME: BLOWOUT YEAR!

In order to succeed in today's world, you have to THINK, not just do. Many of the top-paying professions include the need to lead others, make key decisions and be technologically savvy.

There is no easy money or a quick path; you have to ROLL UP your sleeves.

I want to share sixteen principles that I use every day and are critical for success in today's economy.

1. **Drawing Conclusions From Hardship And Loss:** Study every successful man you know and you'll see a path filled with temporary issues, major setbacks and plenty of soul-searching.

Success requires having a backbone and the ability to look into the reason that something didn't work. Everyone, no matter who you are, SUFFERS blows and we must be able to study them, in order to learn and proceed.

I've made major errors in judgement in my career, but still live the life of my dreams at age 35. I worked 10 hours a day, 7 days a week for 60 long months, until I saw the light at the end of the tunnel – an opportunity to break through!

Don't just drift. Be focused, so that you can improve. This is not a game and I believe in the power of personal change and have seen it work miracles, first hand.

Be easy with yourself on this strange rock we call Planet Earth; no one has ever been perfect, but the ones that succeed do so under the concept of climbing an endless ladder.

2. **Fertilize The Imagination:** Can you think about what can be done, or how masterful you can become at something, without putting any bounds and limitations on yourself?

I've been fortunate to let go of the social need to be accepted and have mostly lived in a way that others would criticize, but RESULTS tell my story.

When I decided to bungee jump, or scuba dive in shark-infested waters without a cage, my parents were livid. When I decided to go straight from high school to business, all my friends raised an eyebrow. When my wife and I decided to take our baby daughter on an 18-month-long tour of 20 countries, everyone questioned me.

Imagination and vision of how to CONDUCT YOURSELF in a way that benefits your own needs, while ELEVATING others forces you to make tough choices, but they are the right ones.

You need to take your ideas so far into the ocean that you can't see the shore anymore and why SHOULDN'T you!

Live your best life – get inspired to break all the mental shackles that 97% of human beings back.

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These habits changed my life and I do believe that ANYONE who is willing to sacrifice his identity (that is, his false, ineffective notions of himself) and exchange them with productive ones will enjoy dramatic success. This transformation takes between 1.5 – 7 years, depending on how PASSIONATE and FLEXIBLE one is.

3. **Narrowed Focus, Sacrificing All Else:** Wealth creation demands unbelievable control over your attention. If you don't want to make a fortune or advance and are willing to FOCUS in such a manner that everything else (outside of your goals) seems meaningless, you'll always feel like the effort you're putting forth is worth it.

Only if you know exactly what you want does this principle become valuable to you!

Each of us is born with ONE conscious mind to think with, so controlling what it focuses on is of such vital importance that it isn't worth doing anything else until you have this mastered. There are countless distractions, so you must will to ignore them with all of your power of choice.

This doesn't mean that you must be obsessed with money, but it does mean that you shouldn't be spending even one precious second drifting away.

I have personal, financial, business, social, marriage, parental, and spiritual goals, and they occupy my mind, 24/7.

If you're doing anything pointless throughout the day, choose to QUIT it and make up your mind, then and there, to allocate time elsewhere.

4. **Be A Team Player:** There are very few, if any, lone wolf millionaires and certainly NO lone wolf billionaires.

Know that!

In your own household, inspire teamwork by first being that way yourself. In your workplace, in your community: with everything you do, be a team player.

We're taught to be competitors, but that is not the most productive state of being. Your only competitor, truly, is yourself. If you're doing your best, you've won. Any great achievement is accomplished by leveraging the skills of others, so while doing the best you can, will get you from point A to point B, being able to inspire an entire team to do their best, towards a common goal, will get you ANYTHING you want.

Elevate others; complement and lift them to great heights.

We need to unify – as entrepreneurs, as citizens of nations, as the human race and work as a team; anything else, selfishly speaking, is less effective.

Teamwork is the only way to live.

Regardless of politics, market turmoil and inflation rates, you can make a FORTUNE, if you're willing to embark on the most difficult of all processes – that of personal development.

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I've earned more money in the past 10 months than in any other full calendar year in my life. From 2015 to 2016, I doubled my business income. From 2016 to 2017, I quadrupled it. From 2018 to 2019, I doubled it again. YOU CAN DO THE SAME!

5. **Self-Control:** The purpose of will power is to FORCE yourself to do what you NEED to do, not what you want to do.

One's goal is to lose 20lbs, for example, so he must eat slower, chew more and avoid sweets. Only will power can direct his ego to think about the results and how good it would feel to achieve that, so he can act, without fail.

Only self-control can direct emotions, so that you feel optimistic, not depressed, excited instead of drained.

Only will power and self-control can help you budget time, so that it is used to achieve your chief aim in life, not to gossip or sit idly, accomplishing nothing.

I'm a husband, a father, a businessman, an investor, an adventurer, a friend and a student of nature's laws. My time is devoted to improving myself in these categories and you won't catch me doing much of anything else.

6. **Thinking Methodically:** Respect yourself and the power of thinking at a high level. Don't slack or get lazy, mentally. The world is a giant library, ready to assist you by providing you with the exact knowledge you need, but there's an ocean of irrelevant and false information out there as well.

You must navigate this sea of bullshit and find the true data, which is essential.

Ignite your turbo engine. Make this a blowout year for yourself!

Nothing changes in the grand scheme of things, until you change personally.

Wages rise with inflation, for the most part, but YOURS can move according to increases in self-worth, in your value to the marketplace. We've covered 4 topics already. Here are No. 5 and No.6:

7. **Do FAR More Than Expected:** Take whatever other people are doing and MULTIPLY by 2 or 5 or 10; you decide. NEVER be like the other 97%, who complain that the government sucks, that taxes are too high, that wages are too low, that their family is not supportive – I could go on and on, but never work on doing MORE, going the extra mile and finding out the miracle of capitalism.

Leave these excuses behind you, since everyone goes through them and FOCUS on doing well beyond the benchmark.

I believe most problems are solved by people who commit to this habit.

8. **Do Things WITHOUT Being Told:** This, in my view, is the most American of all attributes – doing what is needed, without being instructed.

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Initiative is the most powerful of human motivators and it's my favorite principle of success.

In your marriage, initiate. In your profession, initiate. In your diet, initiate. In your friendships, initiate. LEAD.

Nothing is easy and nothing will ever be easy. History is the tale of the endless salad of OPPORTUNITY and CHALLENGE. You can't have one without the other. CHARGE FORWARD and see what your real potential is.

Wages will keep trending upward, but that will go hand-in-hand with higher inflation. Don't get into the mindset that wages are going up without a corresponding effort on your end; you must break away from the pack, by advancing faster than inflation does.

9. Working On A Well-Rounded Personality: Assuming that you've formulated goals and attracted like-minded partners to get the job done, you'll find that NO ONE can make things move in this world without having a magnetic character.

For the life of me, I have no idea why this isn't taught in schools, starting in the 1st grade.

You are your personality, so here are a number of key traits of character to constantly focus on, until your last breath: flexibility (adapting to varying circumstances, without panicking or resorting to temper), decision-making (being able to stand firm and not postpone), smiling (often and naturally), a love of people (taking an INTEREST in others), win-win mentality (acting with justice at heart, honestly and frankly) and lastly, being courteous, which is the greatest way to make others more receptive and less antagonistic towards you.

10. Blind Respect For The Integrity of Life: I can sum this one up with a sentence, but applying it has been the challenge for most people that strive for the big spoils of life. In short, it is the state of mind that is focused on CONQUEST and refuses to accept victimhood, thanks to a belief in the right behind all things.

This is a matter that is so personalized that no one can truly help you achieve it, except for yourself, and it increases with use. You must will yourself to enter this faith and remain free of doubts and fears.

You must demand it of yourself. Being unattached to results is how I do it, knowing that if I do my best and fail, something better is just around the corner. This sort of faith helps me to stay in form, without deflating on enthusiasm and motivation.

I've visited 43 countries in my life and NONE were perfect. Corruption, injustice, favoritism, poor infrastructure, lack of manners, improper education, wealth gaps and many other ailments still plague our planet, but you can be a catalyst for the eradication of these only by personally developing to your fullest potential, not by prolonging the issues, by focusing on them.

There is nothing else you can do, but improve!

Here are 2 critical categories to perfection, starting the second you finish reading today's letter and for the rest of your life. I will publish 15 additional ones in the days ahead, and then merge them into only 3, in order to simplify the whole thing and make it easily understood and applicable:

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11. **Setting Goals:** What do you want? Are you so focused and zoomed-in on specific goals, like the magnetic compass needle is to the North Pole?

The most essential category of improvement for any individual on the planet, is to know exactly where he is headed – otherwise you will always fall victim to chance, competition, and more powerful trends than your own.

If you wake me up in the middle of the night and ask me what the top 3 things I am after are, I can tell you immediately what they are and my plans to achieve them.

I exclude anything that isn't generally positive in nature from my thoughts, and I envision accomplishing my goals and how it would feel.

12. **Building a core alliance:** You CANNOT, absolutely CANNOT, reach the heights of achievement on your own.

In order to really become wealthy, you must partner up. It is impossible to free yourself up to do the most essential acts, the ones that only you can do, without delegating and trusting others to take some of the load off.

I have business partners that I trust with my life.

There isn't any goal that I've ever pursued, without either embarking on it with a partner or a paid mentor.

A man is only as good as his network.

It may take you a day, a week, a month, a year, or even a decade to come to terms with this, but when your only personal focus is to become more valuable in the eyes of the market, then corruption, taxes, rising cost of living, crooked politics and all the other unfavorable circumstances that are now the areas of your frustration will vanish from your life.

This next principle nearly always surprises everyone I share it with, but it has been central to my success and I want to share it with you.

13. **Stay Healthy:** Keep your body fit, your mind clear and your soul cleansed. I exercise every day for about 45-50 minutes in a group environment, which has REALLY helped me to get more out of my workouts.

I also eat as healthy as any human can, sleep well and avoid drama.

I read one book a week (about 60 minutes uninterrupted, per day) and make sure to think about the way I treated people and the world at the end of each day and consciously choose to improve the next day.

Be positive and confident; if you start to take care of your body, I guarantee that your attitude will change towards everything.

14. **Properly Allocate Time And Money:** If I could take a video of your life for one month and record each minute of it, how much of it would be dedicated to reaching your goals?

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To get rich in the 21st century, you need TIME to think. Make sure you allocate at least 2 hours each day to allow your thoughts to become crystal clear. You must create inertia.

Don't waste time on tasks that others can do, while you can generate a higher ROI.

Lastly, don't waste energy on worries, fears or doubts. You'll feel empty by the time you need to do something important.

Get busy living!

These ideas have helped me in the past 4 years alone to generate earnings in my businesses that I'd never imagined possible, growing up.

Be willing to sacrifice many things if you are pursuing greatness, but DON'T sacrifice personal development for anything. That's the anchor of your being.

15. **Be Positive:** We are all given the choice of being either positive or negative, as a way of life. No other decision shapes the life of a person as much as CHOOSING to be positive.

The person who is committed to address this world in awe and wonder, and to see everything as one, giant miracle will always benefit more than the sarcastic, close-hearted one.

Negativity is another way of saying POVERTY. It restricts opportunity, limits friendships, derails health and leads to constant worrying.

Choose to learn the lesson, germinated in all apparent disasters. Force yourself to erase past failures from your mind. Find a positive mentor and allow yourself to go through CHANGE.

Complement others as part of your style of speech. Form habits around things you love doing and NEVER pass up on those treats.

Attack your bad habits, one by one.

All of these are ways to reach that delightful state of mind that brings the spoils of the world to you.

16. **Get Excited:** Be your own turbo engine. Ignite yourself with infectious enthusiasm that will stick to others, be it your children, your wife, your co-workers or your employees.

Excitement helps you to think and causes the imagination to flourish. It fills you with energy. The trick is to be able to GET EXCITED, as a matter of strategy – in other words, on demand.

You want to experience a blowout year; there's nothing quite like it. Get into the mindset of 100m Olympic sprinters, who work their entire lives for the glory of 9 short seconds.

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