

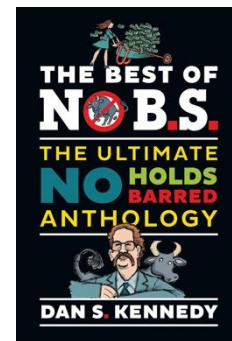
Lee Milteer's Millionaire Smarts® Coaching Program
The Best of No B.S.
The Ultimate No Holds Barred Anthology
Lee Milteer Interviews Dan Kennedy

REPORT 1: Remove Inhibitions to Wealth Attraction

Dear Millionaire Smarts® Members:



This month's focus is on the valuable wisdom you'll find in Dan Kennedy's latest book, ***The Best of No B.S. The Ultimate, No Holds Barred Anthology***. Dan's No BS series is one of the most popular business book series spanning from 2004 to right now, and is placing on Amazon, Wall Street Journal, and other best-selling lists, as well as Inc Magazine's 100 Best Business Book list. He's a widely recognized market consultant, copywriter, and public speaker—with over 3,000 speaking engagements around the world!



The following material was excerpted from Dan Kennedy's new anthology *The Best of No B.S.* Dan has granted permission to have and use these excerpts for our membership and no reproduction rights or distribution rights and only for private use within the Millionaire Smarts Club.

Wealth Magnet 1: Remove Inhibitions to Wealth Attraction

Most people's world view of wealth is a zero-sum game. A big impediment to attraction of wealth is the idea that the amount of wealth floating around to be attracted is limited. If you believe it's limited, then you believe that each dollar you have came to you at someone else's expense—your gains are another's loss. That makes your subconscious mind queasy.

So it keeps your wealth attraction power turned down, never to full power. To let it operate at full power would be unfair and harmful to others. If you are a decent human being, and you have this viewpoint, then you will always moderate your wealth attraction power. If too much starts pouring in too easily, guilt is produced as if it were insulin being produced by the pancreas after pigging out on a whole pizza. You can't help it. Your wealth magnetism will be turned down for you.

Think about the words “fair share.” They are Powerful, dangerous words.

As an ethical, moral person, you probably think, “*Hey, I don't want more than my fair share.*” But that reveals a belief that wealth is *limited*. If you believe wealth is *unlimited*, there's no such thing as a share of it. Everybody's share is unlimited. There's

nothing to have a share of. There's only unlimited. Your fair share is all you can possibly attract. As is anybody and everybody else's.

In business, there's a similar idea: market share. But again that presumes a infinite, limited market, instead of an infinitely expandable market.

In the new economy, market share is one of the most antiquated of concepts. Boundaries are broken—even the smallest of businesses can be global in reach, thanks largely to the Internet. Consumers have access to a multiplied and multiplying range of choices, so classic brand loyalty has been replaced by search for an expectation of the thing that is precisely, perfectly appropriate. The market for all manner of goods and services is greater than ever before yet the fragmentation of the market itself is greater and more complex than ever before. The attraction of wealth in this environment has little to do with somehow “locking up” a limited portion of a limited market and everything to do with directly connecting with individuals and meeting their needs and interests.

When you think in terms of being in the business of creatively meeting the needs and interests of individuals, it's obvious that the size of the market available to you is limited only by your own creativity and initiative. Further, that whatever connection you create and accomplish has no relationship to what anyone else does, whether a lot or a little. Clinging to old ideas of limitation blocks access to new opportunities!

If you believe, at all, on any level, that wealth is limited, that there's not plenty to go around, you will hold back, you won't take everything that's right in front of you. Your emotions about wealth will be cautious, measured, restricted, suppressed, and timid.

If you can make every last smidgen of belief that wealth is limited go away, your attraction of wealth will suddenly, automatically, go from modulated, limited, and suppressed to full power. Opportunity, money, and wealth will quickly flow to you in greater quantities and at greater speed than you've ever before expected.



People get ingrained in their heads that money taken from person A and moved to person B enriches person B at the expense of person A. Certainly, the liberal politicians either believe it or pander to it, one or the other. Some religious doctrines and religious leaders posit this idea. There are a lot of ways this belief might be firmly planted in your head.

Most people are so wealth-inhibited that they never even think in terms of getting wealthy. Their thoughts on this subject are limited to buying a lottery ticket or fantasizing about some unknown, long lost uncle leaving them a fortune in his will. But there are a lot of people who do, at some point, start seriously trying to figure out how they might convert their knowledge, ability, time, energy, and efforts into real wealth. Warning: the majority of people never get traction, never get going, never get wealthy because they suffer from wealth inhibition.

If you believe that wealth is limited, if you view it as a zero sum game, you are inhibited. This inhibition effects all sorts of things you do or don't do, such as virtually changing who you will ask for money.

There Are Two Things that Reflect Wealth Inhibition

One has to do with price.

Most fear discussions of price, fear raising prices, are paranoid about pricing higher than their competitors. I have had to work long and hard to get some people to raise their prices or fees far beyond their present levels, industry norms, or competitors' prices, in order to charge what their service and expertise is really worth to their clientele. In numerous cases, I forced price increases of 200% to 2000% with absolutely no adverse impact—that's how far underpriced a lot of people are! In these situations we are not dealing with practical issues. We're dealing with the business person's own inhibitions and fears.

The Second One is pulling the punch when closing the sale.

My friend Glenn Turner tells the story from his earliest selling days of actually being chased by someone who was mad that he wouldn't sell him a sewing machine. Glenn thought the person couldn't afford it, shouldn't go into debt to buy it, and obviously cut his presentation short. He abruptly got up and left—only to be literally chased down on the street and caught by the husband, who called him on not trying to make the sale. *"How dare you think for me?"* he asked, *"I've got a right to buy that thing for my wife if I want to."*

The queasiness about price, about whom someone is selling to, about their ability to pay, their ability to afford it is all deadly. And the truth is, anytime you start to make those decisions for other people, it really reflects more about what's going on internally with you than it does with anything else.

There's something else to get clear about with people who are without money, that you perceive to be at a disadvantage for one reason or another and you question whether you should sell them something. Regardless of whether you get any of their money or not, they're going to be without money next week, too.

The reason they're without money has absolutely nothing whatsoever to do with your existence, what you sell or fail to sell, nor does it have to do with the way money works in the real world. It has to do with them. And whether you take it, somebody else takes it, the liquor store takes it, the church takes it, whoever takes it, I promise you somebody's getting it. Because if they're without money now, they're going to be without money again. And most of them are going to be without money permanently, because they never gain or act on an understanding of how money works.



I know this sounds harsh. And you may not be a face-to-face sales person and never need to sit across a desk or a table from someone you think "can't afford it" and sell to them anyway. But the truth about this particular situation is the bigger truth about the entire world of money and wealth. That truth is, whatever amount you get has nothing to do with how much or little anyone else has. Ever.

If you want your wealth attraction glowing and functioning at full power, you can't have any queasiness. You can't have any reluctance. You can't have any inhibition. You

can't ever pull a punch. And the bigger sense, you have to understand that whatever financial position anyone you know is in, anyone you do business with is in, anyone is in, has nothing to do with you. In the bigger sense, you have to understand that whatever the state of the Economic Affairs of the world, it has nothing to do with how much wealth you accumulate. Your wealth is additionally for you but a subtraction for no one. Unless and until you buy this premise hook, line, and sinker you will always suffer from wealth inhibition. The opposite of wealth attraction is wealth inhibition.

Learn more about Dan Kennedy at magneticmarketing.com.

HOMEWORK FROM LEE:



Review where you and your Company's team have wealth inhibitions. Face them and create a new strategy to release and remove these inhibitions.

Check out your **Millionaire Smarts October 2022 FACULTY REPORTS:**



How to Increase Sales by Fishing in the Right Pond | By Steve Clark – The Sales Psychologist



A Dirty Dozen Types of Offers to Use in Your Copy | By Jack Turk – Write Killer Copy Fast



3 Recommendations to Help You Avoid Challenges Without a Knee Jerk Reaction in Your Business | By James Karl Butler – Business Systems Expert



Is Your Publicity Working? | By Melanie Rembrandt – PR Wizard



Don't Be a Politician | By Keith Lee – Customer Services Expert



How to Make a Bundle by Bundling | By Travis Lee – Direct Mail Expert

Here's how to get them:

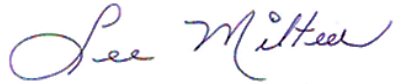
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Once on the membership site, you can also access:

- Lee's powerful video interview
- The audio portion of the interview (downloadable)

- A transcript of the interview (downloadable)
- 4 Reports from Dan Kennedy (downloadable)

Your Millionaire Smarts Coach,



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