

MONEY



I thought I made this slogan up the other day. I was so excited about it! Told Stacey I was going to write a book with this title (that apparently I didn't think of first).

Well at least Amazon told me this:

We didn't find results for "money the root of all freedom" in [Books](#).

Time to get serious.

We're talking about money after all.

Just the other morning I had a money breakthrough.

With this breakthrough in mind, I quickly clacked away at the keys on the MacBook and wrote this email:

This is actually a blurb directly from my journal. It has not yet made its way to the inbox of the "list".

Side note: email and content idea for REGL...

Recently I discovered a secret about me and my wife that will change the course of our future. This secret will rocket launch our legacy to the stratosphere.

It's actually secrets, not secret.

Each separate. Her's, and mine.

Both forged during childhood. Secrets that affect the way her and I communicate. Secrets that still cause friction and disagreements in our marriage.

These same types of secrets are the #1 factor in divorce in America.

I'll discuss each of these secrets in a moment.

First, let me tell you a directly related story about Good Life Member Fred Dorsey. He and I talked last Friday. During the conversation I discovered something about Fred that will (if he lets it) change his life, his money, his success, and his legacy forever.

It's a **secret**. A secret about Fred.

Listen to the conversation with Fred and let me know when you figure it out. It's almost unbelievable.

You have secrets.

If you are not where you want to be in your business...

If you are not where you want to be financially...

If your marriage is not in the place you want it to be...

Even if you have a decent amount of dough, but you still have the feeling it's not enough...

Secrets.

There's actually chills running up my neck and into my head (do you ever get those kinda awesome head tingles?) right now.

Why?

Because I'm making breakthroughs and discoveries in my life as it relates to your life. As it relates to money, success, freedom, happiness, all the requirements of living the Good Life and achieving personal greatness.

These secrets are waiting for your discovery.

The most exciting and super real part of discovering these secrets about me and my Bride - is that you'll get to see how they play out in real-time as I experiment with fixing them.

Just as you've witnessed with the visible abs (if you've been around here long enough).

These secrets are problems.

Problems that exist as the prevention to happiness.

The prevention to success. The prevention to wealth. The prevention to freedom.

These secret problems exist in all of us. And yet, there are specific types of these secrets (categories) each of us are anchored to and by.

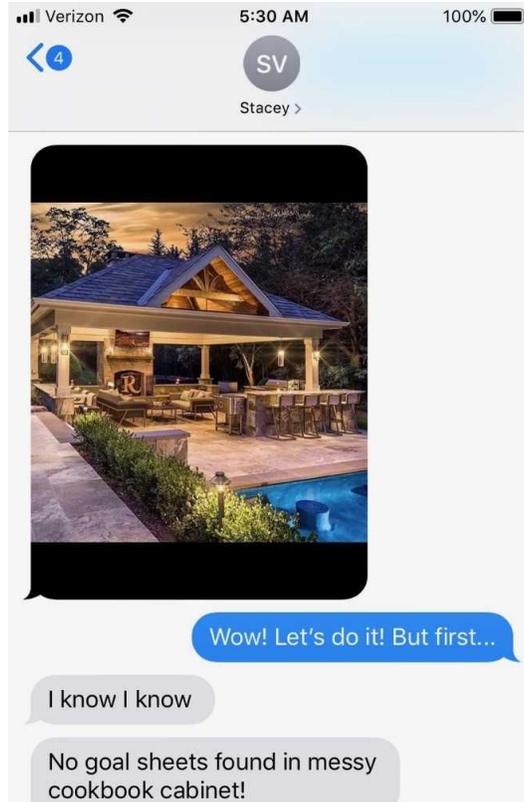
I can breathe a sigh of relief - finally putting a firm finger on **my** most daunting secret.

Stay tuned, I have a teary eyed story to share with you tomorrow about (mom)...

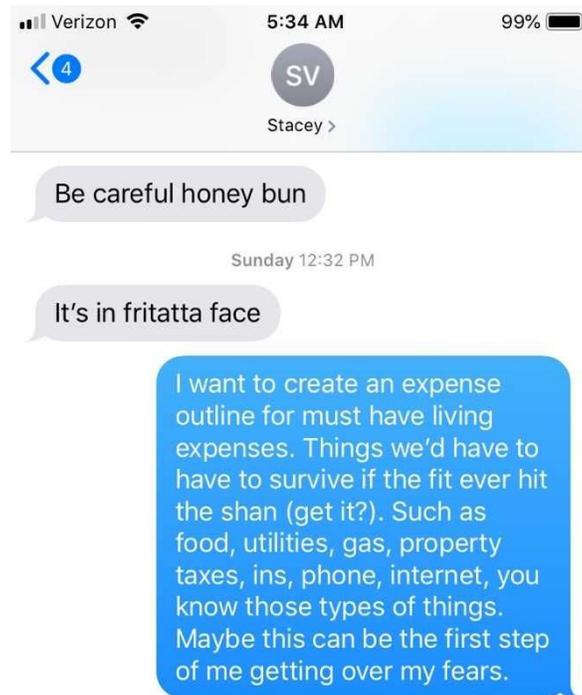
End of email

Now, before I share with you the **secrets** I discovered about the Bride and I. Let me give you some **clues**. These texts are directly from my phone... this week!

This first text is from Stacey to me (blue is me):



Now, here's one from me to Stacey (blue is me):



I should probably first explain “frittata face”. But my head and eyes are beginning to hurt from staring at this computer screen!!! So maybe some other time.

Anywho. Do you see any difference in the texts? Any difference in the Money Mindset between me and Stacey?

The difference is the **revelation** I had (just) the other morning.

I’m going to save that “aha” for next month. The details anyway.

The overview of the breakthrough is that:

I always thought that Stacey had the money problem. Not me.

Turns out, we both have a money story, or a money psychology, or (going forward for our purposes) a money mindset.

Each forged during childhood. Now that I recognize this and it’s causes - there’s work to be done! Stay tuned.

NEXT.

Dan Kennedy says,

“Money is NOT mysterious. It is a mystery to many, but for no good reason. Its secrets are visible. It moves from person to person and place to place for its own reasons, by its own rationale.

It is not subject to irrational forces like emotional blackmail or to claims of need or entitlement. It never distributes itself equally amongst any population, because there is always initiative, intelligence, effort, persistence and other value inequality for it to recognize.

Most importantly, it tends to go where it is made to feel most welcome.”

Working On Mysteries Without Any Clues (which great song is that from?)

One of the many “mysteries” plaguing most is the lack of the understanding of money. This aspect of the money mindset is incredibly intriguing to me.

For instance, you can be broke without being broken. But you cannot be poor without being broken somewhere in your money mindset.

Most people incorrectly think of being broke as not having money. Actually, it is not having an understanding of money: why and how it moves.

All the feel good - give to the poor - actions of the government and charity - that does NOT also include changing the recipients' understanding of money is not beneficial at all. Maybe, even cruel. Keeps 'em down.

Anyhoo, the money or lack thereof in your pocket at any given time need not control the thinking in your head at that same time. Thinking is free.

If you are hurting right now - in the money department - slow down and think it through. Don't give up on yourself. Don't blame others. You're in the best small business opportunity in the world. Don't quit!

EMOTIONAL BLACKMAIL

In Dan's quote he says that money does not respond to emotional blackmail, claims of need, or entitlement.

Poor people stay poor.

Entitled people always stand with hand out and palm up.

And Good Life following real estate agents will ALWAYS make more money than teachers, police officers, and a lot of times even more than doctors.

Doesn't mean it's right. But it is so.

As we move forward we'll be digging in to the money mindsets, solving the money mysteries, and looking at the dough ray me from angles never looked at before.

We will also be looking at the details.

I told you, hinted at, teased you with, and now will give you...

The Most Important Sentence For Your Financial Planning:

“The Borrower is the SLAVE to the Lender.”

Please stop and consider that sentence.

Sit back in your chair and fantasize about being debt-free.

Completely debt-free.

Not the kind of debt freedom I claim. Whereby up until recently I told myself I was debt-free... because the ONLY debts I had were related to business and rentals.

ONLY, being over **\$1.2 Million** worth of ONLY.

Now believe me when I tell you, I am very grateful for being personally debt-free. No credit card debt, no car loans, no student loans, and no mortgage.

But... debt... is still kinda debt, isn't it?

Back in the day, when I first read [Rich Dad Poor Dad](#) - Robert Kiyosaki convinced me that there is such a thing as “good debt”.

OH HELL NO!

There is no such thing as good debt. Yeah, sure, there's a scale. But debt should be avoided at all costs.

And since you haven't avoided debt (because you're an American), the next best thing is to pay it off.

So I challenge you to the **Good Life Debt Smackdown** challenge!

The first step?

Determining EXACTLY **how much debt you have**. Please compile a list of ALL of your debt and email it to me ASAP.

Yeah, it'll feel weird. Maybe awkward. Maybe embarrassing. Who cares!

Do it. Do it now.

You have to make a focused plan for your freedom.

Freedom is #1, afterall, in the Good Life Principles.

The **first step to Freedom** is: Financial Freedom.

The first step to Financial Freedom is: **Debt Freedom**.

Let's make a pact together to pay off all of our debt. Shed the shackles of slavery. And forge a path few travel.

Here's my commitment to you:

By **September 15th, 2022**: I will be completely debt-free.

And I have a dump truck load of debt to payoff.

How bout you?