

How to Get Dirty Stinking Rich by Changing the Way You Were Taught to Think



by Terry D. Clark

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Chapter One: What are you worth?

Physical Value

Let me start out saying that the most important thing about attracting abundant prosperity is that you will only attract as much as you feel that you are worth.

Right now, say "I am worth a million dollars!" How do you feel?

If you're like most people, your feelings are mixed between "This feels good" and "This doesn't feel like me". The good feeling is coming from the part of you that wants to be worth a million dollars, and the other feeling is coming from the part of you that defines your true value. When you can say "I am worth a million dollars!" and feel "Of course I am, that's a fact.", then you will see a greater degree of prosperity enter your life.

Actually, you're worth much more than a million dollars. Consider this for a moment. How many stories have you heard about in the news where someone was involved in an accident and received an insurance settlement? And in those news stories, how large were the settlements? Take for instance, the case of a man who lost his hand in an industrial accident. He received something like \$250,000 as compensation for the loss of his hand. Would you give up one of your hands for \$250,000? How about both of them for \$500,000? Count whatever amount would convince you to give them up as part of your value.

Or consider the account of a woman who lost her sight due to exposure to poisonous gas. Her insurance settlement was for a cool 1 million dollars. Would you trade your eyes for her million dollars? How much would you sell your eyes for? Count that towards your true value as well.

We could go on and on with this, accounting for the various body parts that are worth a whole lot to you. Somewhere along the line, I'm sure you will accept the statement that you are worth much more than a measly million dollars! So why don't most people feel that they are worth a million dollars? Could it be that they don't focus on the value of the things they do have, and focus instead on those things they don't have?

Maybe it has something to do with the ability to quickly convert your value to cash. It's not exactly common practice to sell body parts. And it's not easy to get them back if you decide later you'd rather keep them.

Mental Value

But here's something else to consider. It's the feeling of wealth that will attract wealth to you. It is your general attitude of what you are worth that will shape the experiences you have that will either attract or repel prosperity. Whether you believe in "Mind Power" or not, realize that any time you're face to face with another person, your internal assessment of yourself will come across in your words, your expressions, the tone of your voice, and your body language.

You are constantly communicating to everyone around you just how much you value yourself. And every time you enter into any kind of negotiation with another person, be it a job interview, a performance review for a possible pay increase, asking someone out on a date, or making a sales presentation, you are subconsciously influencing the outcome of that negotiation.

Imagine the situation where 2 people are negotiating the sale of a piece of property. One person is confident, sure of himself, and has no fear of the situation. The other person has almost no confidence, is afraid of being taken advantage of, and would like to escape as quickly as possible. Who is going to get the best deal?

So you understand that even on the physical level, your feelings of what you are worth will influence every situation in which you find yourself. Just by having a strong sense of your own self-worth, you will attract a fair

degree of prosperity into your life. And this is because your strong self-worth will be communicated to every person in every situation you are involved in. They will see that you are worth a great deal, and they will subconsciously defer to you in whatever way is appropriate for the situation.

Any time you apply for a job, or ask for a pay increase, your increased self-worth will cause the person in charge to give you more of what you want. Any time you ask someone out for a date, they will see that you are an important person and be eager to spend time with you. Any time you are selling something, the prospect will see your confidence and trust that you are treating them honestly and fairly, and will be much more likely to buy what you are selling. Life will be easier, and your prosperity will grow.

And all of this is the result of seeing the value of what you have now.

Spiritual Value

Let's go through another exercise. Most of us take for granted many of the conveniences that are part of our daily lives. First of all, if you're reading this, there's a good chance that you have a computer and Internet access. That alone puts you into the upper brackets in terms of wealth. There is still a large percentage of the world's population that do not have computers nor Internet access.

Do you have indoor plumbing? How about electricity? And let's not forget things like television, radio, and the ability to shop in grocery stores! Did you have to make your own clothes, or did you purchase them? You certainly don't have to sleep in caves, nor do you sleep on the ground. I'm sure you have a bed as well as other furniture that makes life much more enjoyable.

What I'm trying to say here is that there is much in your life that is good that you are taking for granted. Yes, most of the people you know also have these things, but that doesn't mean that everyone in the world has them. The feeling of gratitude is another thing that helps to attract prosperity into your life. Be grateful for the things you have, and you will get more of them.

There is a quote from the Christian Bible that has been slightly altered from its original meaning. The quote goes something like: "To those who have, more will be given. But to those who don't have, even that which they do have will be taken away." The original meaning was "To those who have the feeling of wealth, more will be given. But to those who don't have the feeling of wealth, even that wealth they do have will be taken away."

What this means is that there is a spiritual principle that will attract prosperity to those who feel that they are prosperous. I tend to simplify this into the phrase "Whatever you focus on, you will magnify in your life." Focus on what is good in your life, and more good will appear. Focus on what is wrong in your life, and more will go wrong. Allow yourself to enjoy the things that are good, and there will more to enjoy.

Heritage Value

You have far more value within you than what you are and what you have. There is also the history from which you came. You are the latest and greatest in a long line of great individuals. What comes to mind when you think of Aristotle, Socrates, Alexander the Great, Napoleon, George Washington, Michelangelo, Isaac Newton, Johannes Kepler, Albert Einstein, Warren Buffet, Donald Trump, and Anthony Robbins?

No doubt you thought about the great things they achieved - the advances they made in art, science, leadership, and business. The image that you have in your mind about each of these great individuals reflects the

triumphs that they made. You may even think that they were special people, with God-given talents and abilities that gave them what they needed to break away from the status quo and enter a completely new realm of existence.

You probably think that you are different from them, and that you don't have the same gifts that they did.

And you are completely right!

But consider this. While you may not have the same talents and gifts that these people had, who is to say that your talents and gifts aren't better than theirs??

That's right. Think about it. History doesn't usually record the massive failures of people such as the ones I listed above. Nor does history usually record the years of pain and suffering they endured before they were able to reach their great accomplishments. Maybe you'll be able to reach greater heights than they did, and with less effort.

You have so many more resources at your disposal than they did. You don't have to work by candlelight. Getting up in the middle of the night to use the bathroom takes a lot less time now with indoor plumbing. Information, knowledge, and wisdom are a lot easier to obtain now than ever before. Society isn't as judgmental as it used to be, so introducing a new idea is a lot less dangerous! In short, you are able to focus on the things you want to accomplish without having so many things to worry about as those other great individuals did.

What's Your Bottom Line?

I've asked you to consider a number of things here. I've really only scratched the surface of this topic, but I think you understand that you have a great deal of value just in your basic existence. Yes, I know that everyone has body parts that they wouldn't want to part with, and every human living today has the same basic ancestral relationships with historical figures. Does that change the fact that you are worth much more than a million dollars? You are worth what you are worth, no matter what everyone else is also worth. Just the fact that you are a human being is, by itself, enough to justify whatever value you want to place upon yourself.

And since you now understand that your internal assessment of your personal value reflects in every negotiation you enter into, you have a good reason to want to place a high value upon yourself.

The best thing you can do right now is to simply decide that you are worth a million dollars, or would \$100 million be more appropriate? What about a \$1 billion? Whatever value you claim for yourself will begin to attract a corresponding level of prosperity into your life.

Still having trouble believing you're worth that much? That's okay. By the time you finish this book, you'll be amazed at how easy it will be to say "I am worth a million dollars!"

Chapter Two: Steps To Powerful Self-Confidence

"A man of infinite potential will accomplish nothing if he lacks the self-confidence to even try."

Self-confidence is perhaps the most powerful prosperity-attracting force available!

There are numerous reasons for this. As the quote above suggests, your level of self-confidence will determine whether you go after the things you want or not. Your self-confidence will determine how you come across to anyone you come in contact with, and that will determine what they will or will not do for you. But there is more. Self-confidence will also determine the amount of luck you experience in life.

Most people believe that there is a certain amount of luck that plays a part in every endeavor. They see 2 people doing the exact same thing in the exact same circumstances, and yet they get 2 completely different results. For example, 2 brothers open up the same kind of business, such as dry-cleaning shops, in the same neighborhood of town. Since they are brothers, they had similar experiences while growing up, with similar schooling, parenting, and friendships. They are obviously in the same kind of business; and by operating in the same neighborhood; they have the same clientele. But in this situation, one brother is earning more than twice as much as the other.

During an investigation into the reason for this discrepancy, it was found that the only real difference between the two brothers was that one had more self-confidence than the other. With a program to develop his self-confidence, the failing brother was able to bring his prosperity level up as high as his (previously) more successful sibling.

How Self-Confidence Works

From here, I could simply give you the exercises that will develop your self-

confidence to amazing levels, but I want to give you more than that. You see, the more you understand about things, the more you are capable of. On another level, understanding in general leads to greater and greater prosperity along all lines. The more you understand, the greater your potential prosperity. (This is another of the great secrets of rich people. Learn it well.)

First, let me describe what self-confidence can do for you. I'm sure you already know much of this, but I want to make sure that you know it all.

As we already discussed in the first chapter, your internal evaluation of your own value affects how other people treat you. This, in turn, affects whether you get the jobs, pay raises, dates, or sales that you would like. Much of your internal evaluation of your own value is based on how confident you are in doing and getting the things you want. I think you already know this and can find many examples within your memory to back it up.

You already know that if you were to go to someone important and ask for something, if you are full of confidence that you will get what you are asking for, you will be more likely to influence the outcome of that meeting.

And you may even know that your level of confidence in getting what you want from that important person will influence whether you even ask for it in the first place.

But what you may not know is that your level of confidence in getting what you want will influence whether you even think about asking or not.

I've seen so many people who have wonderful talents, like cooking, or operating computers, or explaining concepts to others, and these talents could be used to earn considerable incomes, but when someone asks them

why they don't go into that kind of business, they answer "Oh, I could never do that, I'm not good enough."

In many cases, they believe that they must handle all aspects of the endeavor and don't understand that they can find other people to handle the parts of the task that they may not be able to do as well. (Here's another great secret of rich people: You can always find and hire other people whose talents are needed in the chosen venture.)

For instance, I've always known that I have an exceptional ability to learn new things, and I have been told over and over again that I have a wonderful ability to explain complex concepts in an easy to understand fashion. When I first decided to bring the "How To Get Dirty Stinking Rich" to the Internet, I needed someone to build the website for me. I also needed someone to put some marketing in place so that there would be an audience for what I was offering. And again, I needed someone to create systems so that I could focus on the writing instead of all the technical aspects of the venture. Since that time, I've learned much and have taken over those functions, but there wasn't any need for me to do so. I could have simply hired others to do the parts of the business that I couldn't do myself.

What about you? Are you holding back from starting a business simply because you can't do everything yourself? Are you afraid to hire other people because you don't know if the business will succeed or not? Here's another secret of the rich: Information is more valuable than practically anything else. If you don't know if the business will succeed or fail, get someone to do market research for you to find out. In many cases, your local librarian will be happy to do much of this research for you for free. In other cases, your librarian may direct you to better sources of information.

The Power of Partnerships

Something else I want to bring up here: You don't have to hire people to help you. You could simply offer them a partnership in the venture. Let them know that the business will only succeed when you have a good team of people who can handle all aspects of the business. Find as many people as you need to cover all the functions of the business. And if you don't know what all the functions of a business are that will be needed, find someone who does know and make them a partner.

In all honesty, you don't have to know anything about a business to build it. I could go out and build a successful dentistry business although I know nothing about it. All I need to do is find someone who does know about the business end of the field and have them direct me along the process. My job is to ask questions such as "What functions does the business need?", "How do we provide those functions without spending a lot of money upfront?", "What employees will the business need?", "What marketing messages should we focus on to attract lots of well to do clients?", and so forth. By the time I hire (or engage as a partner) all the people needed for the business, I'll have a successful dentistry business. My job is to bring all of the other people together to make it happen. Granted, it may take some time, and I won't get 100% of the profits, but if I get even \$100 a month from the venture, that's money I won't have to work for.

I think you're starting to get some ideas for things you could do, right? You're starting to see how you can take the things you like to do and find other people to help you build a business around them. You're starting to see how you can earn far more for your efforts than you're currently getting paid. And you're starting to grow more and more confident in your ability to be prosperous. Yes, I know that there's still a lot of work to be done, and you're probably not yet ready to jump up and move into action. But you will be. Very soon you will be.

Building Self-Confidence Through Experience

There are 2 ways to build self-confidence, and the best way is through experience. When you have experienced success, it's much easier to be confident that you'll experience it again. Long ago, I learned that everything in life is gained from selling in one form or another. To get a job, you have to sell the employer that you're the right person for the job. To get a date, you have to sell that person on spending time with you. To get married, you have to sell your partner on devoting the rest of their life to you. To get your kids to behave properly, you have to sell them on the idea. And to have a successful business, you have to sell that business's product or service to 'the market'.

So I set about the task of learning to sell. I read books. I listened to tapes. I got jobs as a salesperson. But every time I went home after making a sales call, it was with empty pockets. I tried selling Rainbow Vacuums. I tried selling Omni Windows. I tried selling discount coupons to local restaurants. I even tried selling appointments for a 'real' salesperson. Nada. Not one sale. I had absolutely no confidence in myself at that time. I gave up on learning to sell.

Instead, I decided to pursue my interest in photography. I had an 'eye' for it. It seemed that I had a natural inclination for composing images, and with my natural ability to learn, I picked up the technical aspects fairly quickly. I had much more confidence in my ability to get what I wanted from a mechanical piece of equipment. The camera didn't have it's own opinions or preferences. It had no choice but to do what I told it to do.

Eventually, I ended up at Olan Mills, a nationally known chain of photography studios. I went in for a position as a photographer when I learned that photographers were expected to sell packages as well. This was a time when many studios were a 1-person operation. Immediately, I explained that I was no good in sales and that I really didn't want to have that responsibility. I was told that Olan Mills no longer engaged in the 'hard sell' approach and that there wasn't anything to their sales process. Just show the portraits and explain the packages. That was easy enough, so I

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