

This is the 2008 version. Check the website for the  
2024 version called Happy Wealthy Mind

# ***SUCCESS SECRETS OF THE RICH AND HAPPY***

**Happiness is a Choice  
Wealth is a decision**

**How to design your life with financial  
and emotional abundance.**

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## Universal Truth #1

The past does not equal the future

*"Two roads diverged in a wood,  
and I took the one less traveled by  
and that has made all the difference."  
-- Robert Frost, Poet*

## **INTRODUCTION**

---

I want you to imagine you are walking along a wooded path on a warm sunny day. The trees are lush and green, the sky a bright cobalt blue. Birds are chirping overhead, and the scent of fresh pine fills your nose. You pass over a bridge where a stream is trickling over rocks. On the other side of the bridge, you find yourself at a fork in the woods, where the path leads off into two directions. You see two arrow-shaped signs in the center of the fork, describing the two paths you are now considering. One sign explains that the path on the left leads to a continuation of your life exactly as it is now. While the path on the right leads to a new life where you are richer, happier, healthier and more balanced. You have new tools and new beliefs to achieve your greatest desires. If you are ready to achieve your highest desires and find yourself compelled to read further, then you are choosing the right path. Now, making the decision to have what you truly want in life, to be happier, richer, healthier, imagine yourself walking toward the right path, stop, leave behind your old ways of thinking so you are now able to open your mind to unlimited possibilities.

As you hike along this new path, you find, half-buried in the earth, an ancient scroll. Curious now, you stop, pick up the scroll, dust it off and begin to unravel it. You recognize that written on the scroll is a list of your highest dreams and desires. The things in life you want most. You know them well. These are the dreams you've been meaning to fulfill one of these days, but for some reason, you've never gotten around to it. As you unravel the scroll even

more, you discover another list below your dreams and desires. This second list consists of all the obstacles that have kept you from having anything you want in life right now. Some of these obstacles you are aware of and some of these you had no idea were stopping you. Curious still, you unravel the scroll to the end and discover a list of Success Secrets that will help you discover what you really desire at the core of your being. These Secrets will also guide you to remove the obstacles that stop you from achieving your desires and reveal how to live a life that is continually rich, happy, and fulfilling ... you have chosen the right path and the scroll is in your hands. All you have to do now is ... continue down this path of self-exploration, learn each Success Secret, apply the techniques and discover what new and wonderful life you will create for yourself as you journey along your path.

Now that I have your curiosity peaked, you're probably wondering ... what are the Success Secrets of the rich and happy? Is there a universal formula to lifelong happiness? Is there an ancient scroll with the secret to accumulating piles of cash and laughing all the way to the bank? If there truly were such a hidden "scroll to success," it wouldn't include financial spreadsheets and stock tips. It wouldn't talk about exactly what to *do* to become rich and happy. Instead, I imagine it would include more noble lessons on *who* you need to *be* in order to attract wealth, influential people, resources and opportunities. This scroll would tell curious minds basic principles of the universe, so they can work with the laws of nature instead of against them. In order for such an ancient scroll to have value in today's world, it would have to discuss humanity on a basis that would last generations. Therefore, a discussion about which technology stock to invest in or the latest tax loophole would not have much value in the long term.

I think such an ancient scroll of sage wisdom would answer such questions as:

- What personality traits must I acquire to become rich?
- How can I train my brain to feel happiness most of the time?
- How do I attract honest, fun, and empowering friends into my life?
- What are the universal laws of money and how do I use them to attract wealth?
- What are the major emotional roadblocks that stop most people from obtaining wealth and happiness?
- How do the rich think? How can I learn to think that way?
- How do I program my mind to make the right decisions that will pull me toward happiness and push me away from negativity and impoverished thinking?
- What is the fastest way for a person who is flat broke to turn his financial and emotional situation around, and to build a fortune of prosperity and emotional abundance?

I have spent half my life investigating the personality traits, behaviors and life strategies of successful people. I can remember reading the biography of Benjamin Franklin when I was just 12-years-old. From that book, I learned many great habits that still serve me well. I've probably read 500 biographies of men and women who have achieved some level of greatness in their lives. Furthermore, my career as an author and entrepreneur has allowed me introductions and access to many super wealthy and powerful people. In each case, I have tried to extract a kernel of wisdom or a nugget of advice on how to achieve more success.

As you read this book, you'll find out what criteria, what personality traits it takes to be truly successful. Does it take integrity? Does it take diplomacy? Compassion? A high self-image? What per-

sonality traits does it take to be truly successful and happy? All this and more will be answered in the following chapters.

I've also discovered which traits often lead people to failure, which is also good to know. It is very useful to know what you're doing wrong that could be holding you back and change those traits as well. I think we've all heard about the John Belushi and Elvis Presley types, where happiness still eluded them, despite their vast fame and fortune. What holds people back from truly achieving success and happiness? What makes people sabotage themselves once they reach their goals? We'll explore what works and what doesn't.

You will find this book to be an opportunity for self-analysis rather than merely a research report on other people. You will learn how to analyze yourself, and discover which traits hold you back and which traits move you toward your desired outcomes. You can follow along with the examples and exercises I'll show you. By the end of this book, you'll have the tools to spot and remove any personality traits that hold you back. You will also acquire the knowledge, the skills, the strategies to achieve and design the kind of life that you truly want and desire.

Remember: *You* are now on the right path and you hold the scroll in your hands. You are not destined to be the person you were yesterday. These secrets will assist you in how to be successful today and set your future in the winning direction. Using the power of your mind, I invite you to "design" a program, a life strategy for how you act, who you become, what you achieve, and how you feel moment to moment.

Now, let your journey begin.

## Universal Truth #2

*Everything ever created or accomplished  
by mankind started as just a thought.*

Think Big

## CHAPTER ONE

### *YOUR INVITATION TO GREATNESS*

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What do you really want? Seriously, take a moment and think about what specifically would make your life absolutely wonderful! What would make you leap out of bed early everyday with jubilation and anticipation equal to a six-year-old on Christmas morning? What are your passions? Is there anything you love to do frequently just because it's fun? What if ... you have the power within your own mind to create the things you want most in life? What would you create for yourself?

Well, I'm here to tell you that you do have the power. I'm talking mega brain power. You have the luxury of having an amazing mind that is essentially a "creative machine." Besides keeping your heart beating and lungs moving, your brain is a programmable machine. In fact, for those of us who learn how to tap into its unlimited potential, our brain can be a powerful "manifesting machine." Everyday your brain continues to manifest into your reality whatever it gets programmed to manifest. Sometimes what you want and sometimes what you don't want. Wouldn't you like to be able to create only what you want in life: Your highest choices? Well my friend, this is your lucky day! This book reveals a wealth of "Success Secrets" I have learned from numerous rich and happy people. You will naturally learn how you can de-program ineffective mental programs and "design" new mental programs that get the outcomes you really want. This book puts *you* in complete control of your own sub-conscious mind. How about that?



Most people do not really know what they want. They are not sure of their destiny and not clear on what will satisfy them at the deepest levels.

Most people can write down a list of the things they don't want in life. Do you have such a list? (Struggle, arguments, an angry boss, disease, screaming kids, mean people, etc.) This list can be useful, but it doesn't program your brain to attract what you want. In fact, the more you focus on what you don't want, the more you are programming your brain to bring more of it into your world. This is an example of an ineffective internal program. In this book, you will learn how to stop running negative programs and start running positive ones that attract what you really want. First, you have to write the new program. I'll show you how. Here is the first step.

I ask you again, what do you want? Here is a game. Please play along.

Imagine a MAGICAL WIZARD is standing in front of you right now. He is wearing a long silver robe, a pointy hat and holding his magic wand. He says, "I am your own personal wizard. When I wave this magic wand, instantly your deepest desire will create into reality. I have no limitations - just speak it and it will be manifested."

So tell me, what do you want? Would it be a bag full of cash, a paid college education for your kids, a life of champagne and caviar, lose four dress sizes, or would it be a better golf swing, a million dollars, or a new car ... you name it.

Now, take a moment and pretend you did have a wizard, and you could create a life with no limitations. What would that life look like? It has been my experience, once I learned how to really run my mind, that I could work it as if I truly had a wizard inside me ... waiting for the instructions in a way he could understand them. So I invite you to imagine that you have a wizard inside you,

too, and expand your mind to the possibility that you can create anything you desire using the full potential of your mind. Now, on a sheet of paper, write down three things you want most in your life.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## MODELING GREATNESS

What does it take to become a millionaire, a billionaire, a world leader, a great dad, a peacemaker, happy, successful? Is it luck, education, family or money? With over sixteen years of experience as a handwriting expert, author and speaker, I've found that successful people have many personality and character traits in common.

Before we get into the nitty gritty of this book, let's find out if you can guess who these "great" people are. Let's take a brief look at three biographical profiles of well-known, influential and successful people. What did it take to accomplish what they've accomplished? What kind of character does it take to be this successful?

Throughout this book, we will take a look at the character traits of successful people, such as the three popular heroes below. I will also reveal to you the belief systems and thought processes typical of such influential individuals.

### #1 WHO IS THIS GREAT MAN?

He was imprisoned in South Africa for 27 years, locked up in his cell during daylight hours, enduring the prime years of his life as a political prisoner. An opponent of the reigning government that endorsed apartheid, he wanted black people to have equal rights in their own country. He was peacefully working for a free and fair democracy in South Africa. When the South African government

finally released him from prison, he led his country out of slavery as the new president of South Africa. He was later awarded the Nobel Peace Prize as a tribute to all who dedicate their life for peace. He single handedly stood against apartheid and racism. Two of the key personality traits he possesses are persistence and determination.

*The real heroes are men and women  
who are friends of the poorest of the poor.*

## #2 Who is this great man?

He was the first man to ever see the earth from space. This former American astronaut was a renown hero all over the world in 1962. After that event, he went on to have a successful career as a politician -- a Democratic Senator from Ohio. Then on October 29, 1998, he flew back into space again, aboard the space shuttle Discovery. That trip earned him the title of the oldest man ever to take a space journey. What kind of character does it take to be that

*An innate, searching curiosity  
about all around us -  
- what do we not know?  
- how can we do it differently?  
- how can we do it better?*

successful and to have that much integrity? His personality could be described as brave, determined, and full of passion.

## #3 WHO IS THIS GREAT WOMAN?

She was born poor and raised in a household where she was sexually molested. She could have chosen hundreds of excuses ranging from poverty, racism, prejudice, glass ceiling, etc. But she succeeded anyway. She is arguably the most influential woman in America in an industry dominated by powerful men (television.) And, she is one of the wealthiest and highest paid women in America influencing millions of people daily via her TV talk show.



There are key personality traits that these three heroes have in common. The one central theme that great people possess is something all of us can have: a compelling mission. Each of these men made a decision to take on a mission that was greater than themselves. When you have a compelling and powerful mission that strikes an emotional chord in your soul, you can overcome many obstacles who otherwise would seem insurmountable.

These successful people are examples of the many great men and women that walk this planet that you can use to "model" your

life. You sure don't have to free an entire country, topple a government or rocket into space to make a difference. You do have to find a compelling purpose that will drive you and allow you to satisfy all of your basic human needs. One of those needs is the need to make a difference and/or contribute to others. I will discuss the other five basic human needs in chapter 10. Once you find a career or purpose that satisfies all of these basic needs, you will find deep satisfaction effortless to achieve.

As you study the thought processes of great men and women, you will realize they have a predictable set of beliefs and values that run their lives. Likewise, miserable angry criminals who create pain and torment in the world have a very different set of values, beliefs and purpose. In the coming section, you will have an opportunity to elicit the beliefs and values that you currently hold. Then, you will be given the opportunity to decide if these are beliefs that will take you where you really want to go.

For most people, our beliefs and even our values were given to us in childhood without our permission. We simply adopted them without knowing we have a choice. People who are "in the flow" of lots of cash have very specific beliefs about the nature of money and how it works. Likewise, people who have wonderful marriages and close loving friends have specific beliefs about people, love and relationships.

Many people naively believe that the reason people have such positive ideas about money or love is because they have an abundance of it in their life. It actually works the opposite way. They have an abundance of love, money and happiness, because the beliefs, values, and ideas they hold about these things "attracted" them into their life. Their beliefs and values lead them to their desired outcomes.

Change yourself first. Your reality will follow soon after.

Answers to "Who is this great person?":

#1 Nelson Mandela

#2 John Glenn

#3 Oprah Winfrey

## THE TOOLS FOR PROGRAMMING YOUR LIFE

Have you ever decided to fix things around your house? You might have had to change a light bulb, paint a wall, tighten a screw on a wobbly chair. When you do decide to fix things, isn't it easier to have all the tools you need within arms reach?

Do you have a tool belt or toolbox? Even though my house doesn't need lots of attention, I do have a red toolbox I go to as soon as I find an area that needs improving. If the tool I need is in the toolbox, the repair is quick and easy. If the tool I need isn't there, the repair problem becomes more frustrating, takes longer, and often doesn't get fixed at all.

For me, when I approach the human psyche, I picture the different avenues of psychology like a big tool belt. When I learned handwriting analysis, it became one of my tools in my tool belt. For instance, I could meet someone, and in about two or three minutes I would know what he's scared of, how emotional he is, how good his self-image is, even his sex drive and his integrity. All these different personality traits I can tell thanks to the science of handwriting analysis.

But if I wanted to help this person stop smoking or overcome depression, I probably wouldn't use just the tool of handwriting analysis. That would be like using a screwdriver to hammer in a ten-inch nail. There are better tools for that job.

I would turn to hypnosis to assist him to stop smoking. For depression, I might use some NLP (Neuro-Linguistic Programming)

or Time-Line Therapy techniques as well as take a serious look at the nutritional/chemical side of that condition. There are many different tools to change ourselves and affect the quality of our lives. If your life is not everything you want it to be - right now - you will want to grab an effective tool and go to work on yourself.

If you're having a lot of energy problems, I'm not going to say, "Change your handwriting. This is going to solve your problems." I'm going to say, "Let's talk about getting you to exercise more or change your diet." Or I might refer you to a medical doctor who specializes in energy related disease. There are all kinds of tools you can use to change your life. You have to use the right tool for the situation.

Because I've been attending self-improvement seminars and reading these types of books since I was 13 years old, I have seen many theories on personal change. I have found that handwriting analysis always ranks in the top five of the most useful tools. It's like a crescent wrench in your toolbox. You can use it for so many different situations. But, handwriting analysis is just one of an assortment of amazing mental tools I will teach and reference in this book.

I encourage you to approach these new tools like you would approach me handing you a piece of equipment in a workshop. If we were building a wooden desk together what tools would we need? If I ask you to pick up the "automatic sander," what would you do? Just because you have never seen this tool before, you wouldn't assume it doesn't work. You would simply ask what it is for and how to use it. Most likely, you would want to watch a demonstration to prove the tool works as I claim. Once you have used it once or twice, your comfort level and *belief* in this tool will increase. Then, you would probably choose to add it to your own tool belt.

This book is a collection of tools that I have chosen to build

your life of wealth and happiness the quickest. You don't have to use the "automatic sander," but trying to sand a desk by hand might take three times as long and won't look as good. The tools in this book are very effective and usually fast, as well.

Many of the successful men and women I reference in this book might never have heard of these tools. That doesn't surprise me. These tools are designed to adjust your thinking to be more like the person you aspire to be. If you already have a powerful "wealth consciousness," you wouldn't need to adjust it. If you grew up in a family that truly convinced you that you were worthy and loved, you might not need to boost your self-esteem. I have used each one of these tools to positively affect my life. I know from experience that they work.

Here is a brief description of some tools that I have found transform the mind very quickly:

- **Goal Setting** – Defining your highest goals
- **Changing Belief Systems** – Creating new beliefs that empower you to be the person you choose to be
- **Eliciting Values** – Discovering what emotion is most important to you, what you value most in life
- **Handwriting Analysis** – The science of determining personality and character from someone's handwriting
- **Modeling Successful People** – Doing what successful people do to be successful yourself
- **Grapho-Therapy** – Changing your handwriting to change your behaviors
- **Six Human Needs** – A model of your life and your interaction with people – also understanding the reasons you do what you do and how you feel fulfilled

- **Vibrant Health & Nutrition** – Tips on how to eat, drink and exercise to boost your physical energy, uplift depression and live a longer, healthier life
- **State Management** – A technique to help you be in control of your mental and emotional state in any situation
- **Building Rapport** – Learn to get along with anyone instantly
- **Toxic Vocabulary** – How to remove words that create ineffective emotional states in yourself and others
- **Abundance Mentality** – New ways of thinking and being that will put you "in the flow" of prosperity
- **Space Clearing** – A technique from the Chinese science of Feng Shui for letting go of baggage and creating space for positive change
- **Financial Strategies** – Effective strategies the super wealthy use to build wealth
- **Timelining Your Outcomes** – A powerful meditation to install desired future outcomes using your own interpretation of how you store time along your time-line. This technique is most effective while in a state of meditation or hypnosis.

If you are unfamiliar with any of the above techniques or theories, please keep a totally open mind about all of them. We are not reading tealeaves or leaving our destiny to the stars. Each mental technology I will discuss has proven its validity to my complete satisfaction. Each of the above techniques will provide another "tool" for you to use in your "success tool belt." However, I will not spend valuable time explaining the background, the research, and the statistics to why this stuff works. If you have this type of analytical mind, please reference the bibliography. I encourage you to research these incredible techniques on your own from the books of their creators and authors in the field. They have changed my life. I

am sharing them, because I know they hold the power to transform your life, as well. I have extracted the "cream of the crop" information that applies to this theme of wealth and happiness. There is so much more.

Because I've been researching this half my life, I have some special insights as to what makes an individual successful and what makes him fail. I'm also a regular guy who is using all the information you'll be reading about. I am living the concepts that I'm writing about. Because of this, I am making more money today than ever before. I have more freedom, love and happiness too. My mission is to give you these insights, and hopefully you will embrace them as your own.

The big changes in my life only occurred when I began to change myself. It wasn't anything that I did. It was who I was *being* when I made those big changes. If I were sitting across from you now as your success coach, I would be more interested in **Who You Become** as a result of your journey, rather than the goals you have set. And more often than not, when you change yourself in a positive way - the goals come to you effortlessly.

I believe that people can change. I've seen dramatic changes in people in just a weekend seminar, an one-hour session, or in six months of training. Likewise, I've seen people get stuck in a ten year relationship having the same fights day after day after day - never learning a new way of being - never moving toward progress.

In this book, I'm going to share with you some of the tools to change quickly. Now grab your tool belt. Find a pen and paper and get ready to discover your innermost goals and outcomes.

*PART ONE:*

*THE SECRET TO SEEING*

*WHAT'S REALLY POSSIBLE*

### *Universal Truth #3*

*You may not always get your goal... but  
you always get an outcome. Choose  
your outcome wisely.*

## CHAPTER 2

### *YOUR GOALS & OUTCOMES*

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#### What is Success to You?

Any book on success or personal fulfillment should at least discuss the concept of goal setting. But, quite honestly, the task of setting goals sounds like a boring task and one I've heard before. Many of you have set goals and did not achieve them. Why is that? Most business workshops I've attended forced me to write down my goals. Well, sometimes I got what I wanted and often I did not create what I scribed. Statistics prove that writing down your goals dramatically increases the odds of being successful.

#### **5% IS WORTH MORE THAN THE OTHER 95%**

Harvard University conducted a study on the power of written goals. (It may have been Yale circa 1955.)

They asked the graduating class how many of them had written goals for their lifetime? Only five percent of the graduating class had written goals. Twenty years later, that five percent, (60 students) was worth 95 percent as much money as the rest of them. So out of the tens of millions of dollars that graduating class touched in their lifetime, this 5% controlled 95 percent of that cash. Why is that?

You can easily position yourself in the top 5% of the world. The simple act of getting clear on what you want gives your brain clear and concise instructions to follow. You are telling your unconscious mind where you want to go. I want you to get more clarity about some of the things that you want. Is it more spirituality, more time