

CASH GENERATING HABITS



THAT STICK

**HOW TO CREATE 2 NEW HABITS
& A NEW COMFORT ZONE
WHICH GENERATES CASH IN 90 DAYS!**

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SESSION 3: Days 18-27 | Dream Again

So 2 weeks ago, I was with my sweetheart on our 2nd honeymoon, celebrating our 1st Anniversary. We went to Miami, Florida and we're staying in Coral Gables with my wife's Uncle and Aunt. They live in a pretty affluent neighbourhood. And so as you can imagine we saw some pretty nice homes. Some way over the top, (I'm such a hater) ridiculously opulent, beautiful lavish manicured gardens, high ceilings, beautiful gates, luxury cars on the driveway that add up to the price of another house. I mean I could go on and on, talk about living large. Then my wife and I went on a cruise to see where the rich and famous live on Star Island.

And the water front properties were \$35m+. Most of these people don't even live in these houses they just visit them. We saw David Beckham's house being built. We saw the plot where the house from the movie 'Scarface' used to be. The guy conducting the tour was telling us how this woman had brought it for \$65M or something and she didn't like it, so she knocked it down and is spending tens of millions to rebuild.

We saw Naomi Campbell the supermodel's house, she brought with her billionaire boyfriend. We saw Elizabeth Taylor's house. A whole bunch of music artists, producers, athletes, business moguls.

But the biggest house on the Island belonged to the guy who "accidentally" created/discovered Viagra, which he sold to Pfizer and he's now a billionaire I understand. The funny thing about his house is it's the only one that sticks out.

I think he's in his 80s and he lives there with his wife. She's 25! She must really love him. I wonder if he makes much use of his invention? Never mind! If you ever see me with a black eye, it's because my wife just heard this recording. I got so much stick for my wedding speech, she's still going on about it! I didn't think it was that bad, but anyway. People tell me different.

Back to this house Viagra erected, ok that's the last one, I swear (for today, anyway)! I just earned myself 2 black eyes. But back to this house, he has these palm trees he imported which cost \$10,000 a piece and he has 32 of them. So we saw amazing properties and homes.

And you know it got me thinking, this goes back to our session on The Champion's State of Mind. These houses are proof that the stories the monster within tells us about our dreams not being possible is a load nonsense. People do live their dreams.

I mean sure not everybody is going to discover Viagra or be a famous actor. But regular people do get to live The Epic Life they always dreamed of, they get to live in the house they always wanted to call home. They get to drive the dream car they had as poster on their bedroom wall as a kid.

And going through the neighbourhoods in Coral Gables, I thought wow it happens to a lot of people. None of these people were famous. They were regular people, who have done well for themselves and worked hard until their dreams came true. They weren't all born with silver spoons in the mouths. Some of them grew up poor or average. And today they are living their dreams. It happens to regular people, every day!

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And I bet some of those people never had someone positive encouraging them. They had people tell them they wouldn't make it. They may not have even known anybody around them, friends or family, who had ever been successful. Maybe every person they had ever known was poor. They didn't even have anybody to mentor them. But they were determined to have the life they wanted. So guess what even if nobody around you is successful, you will be the first! Just decide it's gonna be!

So it's time to dream again, if you ever stopped. What did you dream as a kid? Is there anything you wanted in your life that was a dream then, which is a reality today? I'm sure there is something! It might even be something you are taking for granted right now!

I guarantee you, some of your dreams have come true, already, come on think of it! Was it a romantic relationship, a physical transformation, the grades you wanted, you got into the college you wanted, the job you wanted, that dress or shoes you never thought you'd get. That vacation destination you never thought you'd see. It happened didn't it! You got there! It was a dream, now it's reality, or it was! Guess what money is no different! Your body is no different!

You have to look at something you worked to accomplish, and look at whatever it is you want to achieve and say to yourself, this too will happen, just like the other thing!

For me I have a few examples.

I used to be really skinny, I had an athletic frame, I had definition, but I was still skinny and I'm one of those people who can eat, eat, eat and still can't put on weight! I remember my wife telling me that when she hugged me she could feel my spine! I wasn't anorexic or anything, didn't look malnourished, I just had really low body fat and though I was well defined, there wasn't much muscle volume, so I was quite bony.

Now when my wife hugs me she notices the difference, she feels muscle not bone. I remember working out to try and put on muscle and it took a while, but with consistency, today I now have the body I always wanted. So if I can work hard on my body and get it to the place I want. I can do exactly the same with my business and get it to \$1m a month, \$100m/year!

Nobody has the body I want around me. But I have it because every day I did something that nobody else did. The same will happen financially. All you have to do is build habits. And then those activities necessary for the achievement of your goal will happen automatically, because you have programmed them to be your default comfort zone!

The Question is What Habit Should You Build, So Your Dreams Come True?

I was watching a video by Tai Lopez on youtube and he was talking about the dreams, we have and how to go about getting them and you know he said something interesting he said, 'have you ever heard the saying, "Ask and you shall receive, seek and you will find, knock and the door will be opened on to you?" He was actually quoting Jesus Christ from the Bible in Matthew 7:7

And Tai was saying, he never truly understood the true meaning of that saying. And he said it's probably hardly anybody does, because if they did, they would have told him. So he gave this example: Let's say you want to make more money!

What most people do is imagine wow what would I do if I won the lottery and got a million bucks. And they plan it all out, I'd pay off my house, get a new car, then help my parents. Send my kids to a good school. Or whatever it is that's important to

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them. Then after they think about what they would do, they start making pacts and vows with God. Or whatever they believe in. You've may have even done this yourself. I know I have. Oh if I could just get ABC. I promise I'll do XYZ.

And what we tend to do is ask for the thing. So the breakthrough Tai had was, never ask for the thing. Ask for the knowledge to get the thing. He says, "What you should be doing is asking, seeking, knocking for is not directly want you want, but the knowledge to get what you want!"

He gave another example from a text book he was reading, written for people who are lonely. Who want to find love, marriage, happy relationships, and it's the same thing people do with money. People are asking, seeking directly for the thing. Going out on lots of dates, today's the day, fate will just drop the right person in my lap.

You don't ask, seek and knock for the thing you want. You ask for the knowledge. He said, Once you understand human psychology and you understand things like Dr David Bus who wrote a book on how people are attracted to each other, then you will be able to reverse engineer it and find whatever you are looking for, in romance.

Same with money and health. People want to have a body that looks like their favourite celebrity. They say now that there is a higher percentage of seriously obese people than, malnourished people, it used to be the other way round. So people look at magazines and wish they had a body like that. They are doing it wrong. I want that body! What you should do is figure out nutrition, training. Get the knowledge for what gets people fit.

Do the same thing with happiness, around 20-30% of the US are on some kind anti-depressant, high anxiety medication. Isn't that crazy? Many of those people will say, I'd just do anything if I could just find happiness. Fulfilment. They are asking for happiness and fulfilment, seeking fulfilment. Knocking on the door for happiness, but if you ask them have you ever read a book on happiness?

Have you read the bible's wisdom on finding peace, joy and fulfilment? Have you read other books on happiness? If you ask those questions of people, the answer is No!

They are just praying, pleading and wanting stuff. Everybody wants and not everybody gets. And not everyone gets, health, wealth and happiness, because they are directly seeking health, wealth and happiness in things and stuff. They don't seek the knowledge, they don't go to the source, of how to procure those things. So anything you want in life, don't seek the thing, seek the knowledge

King Solomon said, "Wisdom is greater than rubies" rubies were like the most valuable gem stone of his day, now we're all crazy about diamonds. But it was rubies back then. "Wisdom is better than gold the wedge of ophir or choice silver" the wedge of ophir was the best quality gold you could get. Choice silver was the best silver you could get. Wisdom is valuable above all things and nothing is to be compared with her.

King Solomon, cited as arguably the wisest man to have ever lived. Was saying we should seek wisdom over money essentially? Why did he say that? Wisdom can give you everything you are seeking for? There is no problem you have that the right wisdom cannot solve. Applied wisdom mind you! Wisdom acted on consistently, will bring you anything you want on earth!

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Love, money, health, freedom, respect, honour, notoriety. There is nothing you seriously want that wisdom cannot get you. So Solomon says Wisdom is the principle thing, get wisdom and in all your getting get understanding” Proverbs 4:7 Very wise words there.

One of the most popular things being taught today is the philosophy of the movie The Secret! There were a few good things in there, but I feel strongly that it is perilous to follow that advice 100%, because I promise you do, you will likely never get what you want. The reason people bought into it, was because it was an easy thing. If you want to be wealthy you just start visualising yourself, as being wealthy. Well you can forget that right now!

I mean I promise you, if you go and interview 10 successful wealthy people completely random people the secret to success. I’m not a gambling man, but I can almost guarantee, not even one of them will say it came down to visualisation, that what got them where they are. They will mention hard work, determination, and what they do, acting consistently on knowledge and wisdom they had and as a result they accumulated scarce resources.

It’s not just from visualisation. Visualisation is important in the sense that it’s vital that you can see yourself succeeding. But the act of visualisation by itself, is not going to passively attract wealth into your life. Visualisation is definitely useful. But it’s not the major component.

It does help to have an image you’re moving towards, to keep you inspired to keep moving forward, when things are rough. What separates Bill Gates, Larry Ellison, Donald Trump and average Joe. Is consistently acting on wisdom they acquired consistently.

So remember don’t seek the thing directly, get the knowledge, of how money works, raising capital, developing products, promote the products, facilitating people’s decision making processes to buy from you. Get knowledge of how to keep money and grow money. Don’t seek the thing, seek the knowledge for the thing.

Jesus said, “Seek ye first the kingdom of God and His righteousness and all these things shall be added on to you” There is wisdom in the Bible, how God governs His kingdom and His righteousness is His right way to do things, If you seek the knowledge of how His kingdom works and how His way of doing things the right way. All the things you are seeking after will be added to you!

Help everyone get what they want, and you’ll get what you want. Jesus Give and it will be given unto you, men will come running over to give you their resources. So serve others and they will share their resources with you. If they want what you have more than the money in their pockets, you’re on to a winner, and there is no idea dumb enough, that you can’t get at least 1m people to buy into it. I mean have you seen Jersey Shore? It’s terrible.

But people watch it and advertisers know that and MTV makes money from advertisers who pay to place their products in front of people watching. People get drunk, sleep around and fight! I’m sure what you have is of much more value, than mindless entertainment. People will buy your stuff.

You just need to get into the habit of positioning what you have to offer in the most appealing way possible, consistently! If you’re broke there’s only 2 reasons you’re broke.

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1. You don't hustle hard enough or consistently
2. You don't have the right strategy

If you had both those on point, you'd have money! If you have the right strategy and you're broke you aren't consistent enough, Success: inspired by dreams, built by persistence, blessed by God.

That's why you need to build habits out of the right actions. And if you're working super hard consistently and you're broke it's because you have the wrong strategy.

That's the only way you can be broke, you have one or both of these things wrong! Get them both right, there's no way you'll be broke, you'll always have money!

Everybody has a dream, for some people it's money, lifestyle, weight loss, muscle building, love and romance, but whatever it is, if you look at why MOST people fail. I believe the #1 reason most people fail at earning money, or weight loss, whatever! It's because they have this dream, right!? This thing that they want, and they wanna go do it, but the biggest thing is that, if they take that step forward and they try and they fail, that dream will disappear for them, right, The dreams gone!

And so because of that, they are so scared to take that step cos they don't want to lose the dream at all, they won't step, they'll just sit there, that's why there are so many people in the weight loss market, money making market, love and romance market, who will buy and buy and buy, cos that buying of stuff fuels their dream, but they will never act on it, because if the second they try it, it doesn't work, the dreams gone. For MOST people that's the reason.

So the key is you have to disassociate yourself from the outcome, if you don't you're gonna be in this cycle forever, buying not doing, buying not doing, subconsciously fretting, "ahhh what if my dream goes away?"

Have you heard of Russell Brunson? If you've been in internet marketing for any period of time, you should have heard of him, if not, you should check him out, his stuff is awesome. Well I remember him telling this story about a Chiropractor friend of his, who came to him with a really heavy heart, and he was telling Russell his woes about, how everything in his business was going under, and how he was in trouble, and that he needed to talk.

So they drove to his practice and started talking. And Russell's friend was telling him, how he didn't have enough money to pay his bills, the rent, how he hadn't taken a pay check in a year, and all that scary stuff that can happen, Russell felt sick for him.

And his friend said, "Russell, give me the magic marketing trick that is going to take me to the next level." Russell looked at him and said, "Look I don't have a magic trick for you man, but look, what's the worst case scenario? If your whole business disappeared, what's the worst case scenario?"

He said, "Well, the worst case scenario would be, well I'd go bankrupt"

Russell: Ok then what?

Friend: Well if I go bankrupt, I'll have to move...

Russell: Ok

Friend: My in laws would think less of me...

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And he went through a list of all the things that could happen, in a similar fashion to what I taught you in the accelerated fear formula. He went through all the fears he had in his head, all the fears why he was scared.

Russell took what he said, and said to him, “You wanna know the reason your business isn’t successful? Those fears are so real for you, you are scared to take that step, if you take that step, then all those fears could come true right?”

The only way you can move forward, is you need to look at those fears in the eye, look at the worst case scenario, and be completely ok with it.

Until you are you won’t be able to move. That moment was a defining point in his career, that’s when it changed and he was able to move forward and have success.”

So look at the worst that can happen, and if you’re ok with that happening, you have everything you need to start moving forward.

We as humans buy courses we do all these thing to go forward, but the biggest problem is we have momentum in some areas but not in others, it’s like being in a car and you have your foot on the accelerator, the engine is roaring, the wheels are spinning, but your other foot is on the break, you’re not going anywhere!

You have your foot on both peddles, you need to take your foot off the break so you can move forward; **The foot on the break is you not being ok with the worst case scenario happening**, listen to last week’s session, champion state of mind again, get your foot off the peddle...

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Ok now let's get down to business, we are gonna start preparing to build:

HABIT 2. AUTOMATE ACTION FOR INCOME GENERATION

For the last 9-18 days you have been,

BUILDING A PERMANENT HARD WIRED DOERS MIND PATTERN (LONG TERM)

Programme Yourself With The DOERS Mind Pattern

LISTEN TO EPIC SECRET & ACCELERATED FEAR FORMULA	ONCE A DAY 90 DAYS
READ DUTY METHOD	MORNING, EVENING, EVERY TIME YOU FAIL FOR 15 MIN & EVERY TIME YOUR SCARED
WRITE GOALS DOWN	MORNING & EVENING, EVERY TIME YOU FAIL
VISUALISE EMOTIONALLY	MORNING & EVENING

NOW WE WILL KICK IT UP A GEAR AND BEGIN A NEW PART OF

HABIT 1 OVERRIDE FEAR & CONTROL YOUR EMOTIONS & PRACTICE THE NEXT 9 DAYS

WHILE KEEPING WHAT YOU HAVE BEEN DOING

AND AS MENTIONED WE ARE GOING TO START PREPARING TO BUILD:

HABIT 2. AUTOMATE ACTION FOR INCOME GENERATION

Remember in PAB we talked about having a clear vision and breaking it down into achievable steps, we called that "Chunking". We said that your vision needed to be in line with your core values. And in line with the core values of those you serve. And you need to find out how they want it delivered!

Once you have all that figured out, then you need find out, what action step will have the biggest impact the fastest, so you can serve those people. And finally PICK a CASH GENERATING HABIT!

1. Clear Vision
2. Chunked
3. Your Core Values
4. Values of Those You Serve
5. How They Want It Delivered
6. What Will Have The Biggest Impact The Fastest?

X NO Product/Service |SURVEY PEOPLE AND CREATE PRODUCT (Accept Orders In Advance!)

- ✓ Product/Service | CREATE SALES MATERIAL
- ✓ Product/Service, Sales Material |MARKET SALES MATERIAL
- ✓ Product/Service, Sales Material, Market Sales Material | OPTIMIZE SALES MATERIALS
- ✓ Product/Service, Sales Material, Market Sales Material, Optimize |CREATE UPSELLS
- ✓ Product/Service, Sales Material, Market Sales Material, Optimize, Create Upsells | MAXIMIZE EXPOSURE, JV, SEO, PPC, Social Media, Publications, Direct Mail, Radio/TV PICK ONE HIT IT HARD! Then move on to the next, (consider done for you service).
- ✓ FOLLOW UP, CREATE NEW PRODUCT/SERVICE

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7. PICK CASH GENERATING HABIT!

Once you have picked the cash generating habit, we can really develop **HABIT 1. OVERRIDE FEAR & CONTROL YOUR EMOTIONS** and kick it up a gear, by actually overriding the fear of **DOING** the cash generating activity and turning it into a habit!

RECOGNISE REFRAME RELEASE RETRAIN **(IMMEDIATELY) SO YOU CAN TAKE ACTION IN SPITE OF FEAR OR ANYTHING YOU HATE** **4 STEPS SYSTEM IN 5 MINUTES**

Whenever Negative Emotions Scare You, Follow These Steps to MASTER Your Emotions:	
RECOGNISE	I'M HAVING A NEGATIVE EMOTION TRYING TO KEEP ME COMFORTABLE, FEAR IS JUST A ELECTRICAL/CHEMICAL SIGNAL IN MY BRAIN (IT WILL LAST 90SEC)
REFRAME	(READ DUTY METHOD) (5 QUESTIONS) (I AM TESTING TO FIND WHAT WORKS, THEN OPTIMIZE) FAILURE IS WHAT I WANT, IT'S AWESOME, IT WILL GET ME TO WHERE I WANT! FEAR IS A GREEN LIGHT INDICATING MY NEXT STEP! REMEMBER COMFORT IS THE ENEMY OF ACHIEVEMENT
RELEASE	TAKE 10 DEEP BREATHS TO RESET THE CHEMICALS IN YOUR BRAIN. YOU FEEL DIFFERENT.
RETRAIN	REMOVE TIME (DO THE INCOME GENERATING ACTIVITY IMMEDIATELY) DON'T THINK, DON'T PLAN, JUST DO IT! WITHIN 5 MINUTES OF STARTING YOU'LL ACTUALLY FEEL LIKE DOING WHAT YOU'RE DOING AND YOU'LL CONTINUE!

**You only need to change the belief enough so that it stops limiting you, so that you get into action towards the things that you want in your life and away from the things you want to avoid!*

So that's the first and second component of the habit of controlling your emotions and overriding fear...

So now we want to look at how you will make certain this habit becomes automatic & inevitable- We need to set up your environment for success by identifying what you will need to do, to do your habit, what you'll need to **add new in your thinking & environment**, and what you'll need to **remove in your environment**.

It is IMPERATIVE that you **START these new habits early in the day**, when you still have willpower.

IF YOU START TO DO IMPORTANT THINGS AT THE SAME TIME EVERY DAY, YOU GET INTO A ROUTINE, ROUTINES ARE HABITS...

At first you'll have to think about doing it, soon you won't have to at all. It will become automatic by regularly repeating (at the same specific time daily).

So now you'll have that's the first, second and final component of the **HABIT 1. OVERRIDE FEAR & CONTROL YOUR EMOTIONS...**

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ADD in your THINKING:

Resolute decision: What time are you going to Read & Listen.....?
(It needs to be the same time every day!)

Resolute decision: What time are you going to Write Goals & Visualise Emotionally.....?
(It needs to be the same time every day!)

PICK the CASH GENERATING HABIT which will have the biggest impact the fastest:

.....

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REMOVE from environment: (to avoid distractions, in order to allow you to create your habit, before being side tracked to do something else first)

Computer/Phone/Email/Facebook

.....

ADD new in your environment:

AUTOMATIC | Put a reminder somewhere that you'll see every night before bed, and first thing in the morning when you wake up - to get you on the right track

What Will Your Reminder Be.....

Where Will You Place It.....

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INEVITABLE | Promise someone something you would hate to give away maybe \$1,000 if you don't prove to them you have done the exercise every day for 90 days!

Who Will Hold You Accountable.....

What Will You Promise Them.....

ADD A SCREEN SHOT OF YOUR EMAIL PROMISING THEM THIS: