

A Must-Have **SURVIVAL GUIDE**
For The New Economy

THE **NEW RICH** MANIFESTO



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(as in “All rights reserved to hunt you down and destroy you if you copy my stuff.”
☺ Don’t do it, ok? Think of your own things. Use your brain. You’ll come up with something.

Seriously though, I regularly scour the web to see if my work is being plagiarized. I’ll catch you.

And then I’ll destroy you. MooAH-AH-AH-AH-AH-AHHHHHH.....evil laugh)

Enjoy,

Preston

We're about to discuss the habits of the **New Rich**.

We're going to talk about **financial freedom**... an aspect that is very, very necessary to achieving TOTAL freedom in your life.



What I want to talk to you about is a paradigm shift that I want to help you to have. If you've ever read The 4-Hour Workweek by Tim Ferriss – and I've never read a book that so encapsulates this concept of – just this new way of navigating through the world financially speaking – he talks about the world of the **New Rich**.

And trust me when I tell you...

It's The World That YOU Want To Live In!

It used to be that the “rich” in this world were the people who had the Masters degrees, came from rich families, owned the big brick-and-mortar businesses or were high-powered CEOs, doctors, and attorneys; things most people could never be.

The majority of people just could never do these things. And the barrier of entry to build these big businesses... you had to get these huge loans and it was just very, very difficult.



Well, now things have changed.

The "system" as we know it is crumbling before our very eyes. Social security is bankrupt, big corporate corruptions are being exposed, companies aren't taking care of their employees anymore, there aren't any pensions.

The wool that was pulled over people's eyes for so long is being removed and it's a good thing; but it's a scary thing at the same time for some people, because not only is the power being transferred to the hands of people... but also the responsibility. And a lot of people don't like that, that last part.

Right now the masses are dictating what big corporations can and can't do. And the good news is that right now practically anyone can become wealthy, and you can do it very, very fast.

And this is the way that it should be, in reality. Man was never intended to be in dependency to anyone but God and himself.

Anything Else Is Really An Illusion!

And – of course – we do not want to be in any illusions, correct?

Internet marketers, rogue real estate investors, home-based businesses, stuff like that, these are the **New Rich**.

Anybody you see me talking with, hanging with in any online videos, we are the epitome of the New Rich. And the New Rich think and act a totally different way than those still running around in the rat race and under the bondage of the system.

The New Rich are bold, they are wild, they are risk-takers, they are rebellious, they're defiant, they're self-sufficient, and most importantly, they are **free**.



And what I want to teach you in this module is how to be like them because in my humble opinion (which is usually not too humble) it's the only way to be.

Now, I'm going to try to give you my take on all this. I would definitely, definitely, definitely recommend you go through The 4-Hour Workweek again. There's even a new expanded version that gets more into depth with all these things.

The New Rich are bold, they are wild, they are risk-takers, they are rebellious, they're defiant, they're self-sufficient, and most importantly, they are free.

So, let's just talk.

First and foremost I want to talk to you about something very, very important. It is one of the things that I've noticed is a hallmark of successful people, and I just love this when we're talking about the New Rich.

Old school hustlers still kind of have this, too. It's this thing called a **sense of urgency**. Actually, it's kind of two different things...

A Sense of Urgency and Speed of Implementation!!!

I was listening to... I forget whose course it was, but they were talking about how they had done all these studies on successful people. They took all the top earners from all different sales organizations and entrepreneurs and tried to get to the bottom of what was, scientifically, the main reason for their success.

What's interesting to note is that the reason these people **THOUGHT** they were successful and the actual reasons were two very different things. Which just goes to further prove how out-of-touch we are with the underlying causes of why we do the things we do.

So what they discovered was that the number one thing was speed of implementation. **Speed of implementation.**

And speed of implementation is basically: from the time you get a good idea, and you have that “aha!” moment, and you're like, "Oh, yeah, we need to do that" ... to how fast you actually **do it**.

So average people get an idea and they're like, "Oh yeah that's good," and they kind of either plan it for some day way far in advance so that they can analyze it further in depth, and never do anything.

Or else they just kind of say, "Ah, yeah. I'll do that. I'll get to it."

“I have a million different projects going on,” but none of them ever actually happen. Weird.

As opposed to, for example, the way that I operate, which is when I get a good idea or when somebody brings me a good idea or a good business opportunity, if it clicks in my head that it's like...

**"Yeah that's a good idea,"
I just [snap], "Let's do it." Done!!!**

Do I know how I'm going to do it?

Do I know how it's going to all come together?

No.

But I just start it NOW. And the thing you have to get into your head is, and I tell everybody this: **it either happens now or it doesn't ever happen**. Okay? It either happens right now or it does not ever happen.



The other day my controller called me up and he was like, "Preston listen, I've got this... I've done some research," and this is a guy that I trust and he was like, "listen, I found this gym... and we need to buy this gym, and it's guaranteed to cashflow this amount of money every month. I'm going to have my wife run it. You're not going to be doing anything besides coming in with half the money and coming up with some of the marketing ideas and whatever, whatever."

So, literally after 5 seconds of thinking, I said, "Go ahead; let's do it."

It either happens NOW or it doesn't ever happen.

That's it. And so we own a gym now.

I have no idea... hopefully, it will turn out great.

But the thing is: whereas most people just have "analysis paralysis" and never do anything and stay safe, I'm going to do 20 things... pretty recklessly to be honest with you.

Read all the books, it's always only a couple worth reading, but the Richard Branson books – the billionaire – read them. This is my favorite of his quotes: "Screw it. Let's do it."

And what's interesting to me is when I read about guys like that and then I find out how they operate, and then that's how I do it too... I just think it's kind of cool.

Act Now, Think Later...

Make it happen right now and fix it later.

So, I might have 20 or 30 things going on... one of them goes wrong, but so what?

Screw it. Let's do it.
- Richard Branson

I am bold and fortune favors the bold. Because I've taken so much action – and because God smiles upon people who are bold – a lot of these things DO tend to come to fruition.

The money from all those other things makes up for that one bad move that I might have made. You have got to really have balls, I'm not lying. ***You've really got to have balls.***

And then the other thing that's imperative is this sense of urgency. I swear, man, like anything that I get into, I don't know where this comes from... but it's almost like unhealthy levels of drive. It's almost to a level of panic.

I've gotten to a point where I can moderate it a little bit and kind of balance everything out. But if I have it in my head, "Okay, I want to accomplish this," I have this thing in me, and I would encourage you to develop if you don't have it, and it's like almost like this paranoia.

It's almost like a fear but it's just the sense of urgency to where it's just got to happen **right now**. I mean it's just got to happen.

And it makes me very efficient whereas it may take one person three weeks to do something, you know, I get it done in an hour and a half.

You know, I don't even know how to tell you to how to develop this sense of urgency. But all I can tell you is that **every successful person that I've ever met has it and every unsuccessful person that I've ever met does not have it.**

You know, average people just kind of think, "Oh well, I've got time." But they're just kind of lackadaisical about everything that they're doing. It was just like, "Oh yeah, I'm working towards it," and "Yeah, I took a couple steps towards it today and blah, blah."

Screw That, Man.
I Want The Whole Thing Done Right Now.

And again, I'm admittedly telling you that there's a little bit of an unhealthy piece of that in me personally, but I do know that there's a way to balance it. Okay?

There's a way to remain at peace and leveled and balanced but still have that sense of "This has got to happen."

I'm just telling you, if you don't have it in your head that things have to happen RIGHT NOW, and I'm talking about everything... when you get an idea you just make it happen and that's it; you've got to try to develop that.

You know, so many people come to me and they have a great idea, but they don't care about meeting up and doing anything about it. Or if they do, it's like, "Yeah, yeah we got to do this. Let's meet up next week."

Well, screw that. Let's just go now, you know?

Let's make it happen right now.

And I just want to make sure that you realize that the longer you let these ideas that you have go... the longer you put this stuff off like, "Oh, I'll start that next month. Oh, I'll start that next week. Okay, it's a good idea but I'll meet with him in 2 weeks."

The longer you let that go, your chances of actually doing it, your chances of actually seeing anything happen, they plummet.

Really this is all about being effective in your work and not just "staying busy."

This is a trait that a lot of my friends have, a lot of the New Rich have, but it's not completely unique to the New Rich. So, let's get into some things.

Living Virtually, Living Free!

Most of the New Rich work virtually.

Personally, I work from my house, from hotel rooms, from Starbucks.

I have probably, I don't know, maybe 10 team members. I don't like to call them "employees." Maybe 10 team members with all my different businesses combined. And they all operate out of their houses.



And I also have a VA down in the Philippines. But for the most part, all of the people who work with me are people I know personally, they all work from their houses.

And the key to doing this is to make sure that the people that are working with you are rock stars and I mean... like straight up, A-player rock stars.

And when you have those, you really don't have to do too much management. You really won't be doing too much worrying, "Oh, are they working and blah, blah, blah."

I mean, I see my team working at midnight sometimes. I see them working on different things in the customer service database we have and what not.

So, virtual living. VAs, virtual assistants, are big right now. Find them on elance.com ... wahm.com/jobs.html ... there are a ton of sites.

Make sure that the people working with you are rock stars and I mean... like straight up, A-player rock stars.

For Freedom\$oft investors, we have a relationship with an outsourcing firm where we *give you* **real estate-trained**, English-speaking VAs in the Philippines for \$2 an hour. Literally.

I use Skype a lot to keep in touch with my team. I would highly recommend using Skype. I hardly ever use the phone. I just hardly ever, ever use it.

If one of my team members tries to call me, I Skype him back.

Get out of my way. We'll talk later but right now, I've gotta go get that money.

And the problem is just like we talked about before, you get on the phone, they'll just keep you on the phone forever. And you know what... I've got this sense of urgency. People who have no sense of urgency will talk to somebody on the phone forever.

They'll chit chat at Starbucks for an eternity because they have no sense of urgency. And they also have no sense of reality and are actually running from it.

You've got to get things done during the day. You've got to get into that mode to where like, "Today is the day. I'm making it happen. **Get out of my way. We'll talk later, but right now I've gotta go get that money.**"

Eben Pagan, a friend and mentor of mine, he has like 90 people on his team, all virtually. He works out of his house.

So, virtual living, I highly recommend it. It gives you a lot of freedom.

You can do what you want, when you want, and you can do that in all these different niches that we're talking about; real estate, home based businesses, & internet marketing.

Decisions, Decisions, Decisions!

All right. Now we get into one of the most important aspects of this whole thing.

I want to talk to you about how we – how my friends and I – go about making decisions. Decisions as far as what we're going to do, how we're going to spend our time, what actions we're going to take, so on and so forth.

This is like the ultimate time management skill here.

And really I don't manage time. **I manage stress.** That's what I do.

And I have a very strict rule in my life: **No stress.**

I just don't allow it.

Now, there's some natural stress that will come into my life that I know is good and healthy, and I'll allow that. There's some natural stress that I'll put on myself, you know, like for instance, going to the gym.

I put myself through that purposefully because a certain amount of stress kind of stretches you, and then when you come back you're a little bit bigger than you were.

It strengthens you. It makes you bigger, right?

I don't manage time.

I manage stress.

As far as day timers, scheduling, high-tech planners with different color codes and what not, I've never done any of that. And I don't know anybody who has. I kind of wing it, to be honest with you.

But the one thing that I've noticed that most New Rich people do, and I definitely do, is measure how I spend my time and what decisions that I make in terms of cost, okay?

The “cost in time” for sure, but it's **time as it relates to money and stress.**

When I go to make a decision, I do not just make a decision based on money.

I also make the decision based on how much time it's going to take and how much stress it is going to cause me. The most successful people in the world measure everything they're going to do by cost.

The most successful people in the world measure everything they're going to do by cost.

And average people – brainwashed people – make every decision based on social norms.

They're just like little robots going around, "Oh, well this is what everybody is doing. This is what I should be doing."

No it's not.

I'll give you some examples in a minute of things that anybody in their right minds, supposedly, would do, and I wouldn't do.



But let's talk about time management for just a second...

Time Management

Here's my number one thing that I do. The number one thing that I do to plan my day, and this is actually the only thing that I do: every night, I'd say probably an hour before I go to bed, I make a to-do list for the following day.

And my to-do list is never more than six things.

I forget where I got this idea, but a max of six items; if you put any more than that there's a good chance you're not going to get them all done.

If you don't get them all done, it sends a negative message to your subconscious that you don't finish things and that's not good.

So you want to be able to check off all six of these things and it doesn't have to be six, but max of six, but you want to be able to get them all done and make sure that you get them all done.

And this exercise does a number of different things for you.

Number one, it's kind of like your chance to actually, proactively think about what you're doing and do a little bit of planning and looking into the future and “okay what should I do?”



“What should I be doing tomorrow?”

“What direction are we going?”

Usually during the day we just get caught up in the day-to-day, just kind of reacting and whatever, whatever. This is kind of a chance to purposefully direct the ship.

Secondly, since you're doing it right before bed, while you're sleeping, your subconscious is kind of working out ways to get all these things done.

And then thirdly, that next day when you wake up, you're not sitting there scratching your head going, "Okay what should I do today?" Which is what a lot of entrepreneurs do, because they don't have a boss telling them what to do.

While you're sleeping, your subconscious is kind of working out ways to get all these things done.

If their phone is not ringing they're like, "What do I do?"

So do this. Make a to-do list before bed.

This one thing alone... if you do it, it will really, really, really, really, really help your whole situation out. The days that I don't do it, I regret it. And it actually takes a little bit of willpower to get you to start doing these things.

So the next day when you get up, what you want to do is **do whatever makes the most money first**, that's the bottom line. Your most important project.

It kind of changes once you get more financially secure.

Do whatever makes the most money first. That's the bottom line.

If you're in the beginning stages, where you're hustling for money, you're still walking a tight rope financially. Money is in, money is out, money is in, money is out, sometimes you have it sometimes you don't.

Then when you wake up in the morning, you look at that list and you say to yourself, what's going to bring the money in right now? And you do those things first.

I remember when I first started... I was working in this financial brokerage when I was, I don't remember how old I was; I was young.

And I had a mentor there and I worked under him for a few months, and I remember asking him, "Hey Dan, what do you do, when you get in here in the morning, what do you do first? How do you decide – of all the things you're going to do in a day – how do you decide what you are going to do?"

And he said, and I have never forgotten it, I have done it ever since I heard it, he said...

“I Do Whatever Is Going To Make Me The Most Money. That’s What I Do First!”

So that's a good little model to live by, in my opinion.

So we're talking about time management here, information blocking.

It all boils down to this: **you have to be the creator of your world.**

You have to be proactive and not reactive.

You have to remove all the clutter and you drive the ship.

You can't be reading emails during the day. You just can't. You can't be reading forwarded emails. You can't be on social media and then replying to Facebook things.



You just can't do that.

So, you get all this info coming at you constantly; phone calls, emails, just junk mail, all of these different things. You've got to just totally ignore it, and you get your things done.

Don't use the phone. I hardly ever use the phone and I mean, hardly ever. My friends know better than to call me. Get out of the habit of using the phone.

Some other things: when people call you, don't respond right away.

You have got to train people that you are very difficult to get a hold of. And you *should* be hard to get a hold of because you should be busy doing other things.

Even if you're in the beginning stages of wealth-building and you need as many of these people to talk to as humanly possible, I would still recommend not answering your phone.

I would still recommend, if somebody important is calling in who could help your career, I would recommend letting them go to your voicemail and then maybe calling them back in a few hours.

Perception Is Everything!

Just for instance, I'm getting into music and entertainment.

Yesterday, I knew that I was going to have a call coming in at some point from an A&R guy from Atlantic Records. This is the guy who signs on the dotted line whether he is going to give you a record deal or not. This is the guy who goes out and finds the bands and brings them into the record label and makes them superstars.

So, I knew he was going to call me and he called me and I let him go to voicemail.

And my message on my voicemail (1) is hilarious, and (2) pretty much lets you know that I don't want to talk to you, and it does it in a funny way.

I should post that message somewhere online just so you could hear it. Maybe I will do that.

So, I gave him voicemail and called him back in a couple of hours.

And when I talked to him, I didn't act like I thought he was anybody special. We just had like a man-to-man conversation, and I really kind of presented it to where he would be kind of lucky if I did anything with him because I've got my own thing going on.

You've got to act like you are the boss from day one.

I'm just telling you, perception is everything. You've got to act like you are the boss from day one. You fake it until you make it.

Let's talk about another aspect of time management. These things are more than just time management. This is more like productivity; how to be productive...

How To Get A Lot More Done!

Let me just tell you... this world will, and the marketplace... the business world... will chew you up and spit you out.

It does not care a dang whether you make it or not.

To make it in this world you have got to get a lot done.

You have got to get a lot done.

It is not enough to just work a few hours during the day, kind of diddle-daddle around, get something done here, a little bit done there, and, "Okay, well, I'll finish that tomorrow."

You better finish that thing today.

You better get that thing done today and then get something new and different done tomorrow. You've got to get it in your head that everything that you do needs to be done in huge quantities, okay?

Because some things pan out and some things don't.

So, you got to get it in your head that it's not just, "Okay, I worked 8 hours today."

Okay, that's fine, but what did you get done?

What did you accomplish?

You have got to take massive, massive action.

So, here's one thing that will help you out:

"The currency of the New Rich is *time*."

"The currency of the New Rich is time," and that's Tim Ferris in The 4-Hour Workweek.

So, perfection smerfection.

I have a friend who told me about her mentor, who was some billionaire who owned like half of Hawaii and she said that he used to say all the time, "Better to do something imperfectly than to never do it perfectly."

I want to tell you something very, very important right now, a huge key to my success...

I'm not a big "quality" person and that sounds bad, but let me clarify that.

*Better to do something
imperfectly than to never do it
perfectly.*

We have a software business, FreedomSoft, and that thing... that's got to be perfect. But I have great partners who do most of the day-to-day... the development, the testing in our real estate business, and make sure it's the best real estate software on earth.

So, maybe I'm phrasing that the wrong way. The rule of thumb is that EVERYTHING can't be perfect. Let's just put it that way.

Whatever it is that you're working on, just get it out of your head that it's ever going to be perfect...

Get It Out Of Your Head!

Not only get it out of your head, like don't even attempt it. Like, just don't even try it, okay?

What I do is I put out *so much stuff*.

So much product.

I'm constantly launching different products, doing different things. And let me tell you, *besides* FreedomSoft, the stuff that I put out is far from perfect. Now, you might never even really notice. It may never even really go through your head that this stuff is like that.

Take my Red Pill personal development program, for instance.

On those recordings I "um" and "uh" all over the place – and one time for like twenty seconds I coughed until I almost choked!

Now, the average entrepreneur would go back, after the recording was done. They would edit that out to splice it back together. And they would go through the whole thing to take all the "ums", all the pauses, all the silences.

They would add video. They would put some pizzazz into it and maybe have some music going through the whole thing.

So, check this out. The way I think is, "Okay, if I did all that... "

First of all, I don't have to, okay? Because frankly, I don't care.

The types of people that I like to attract into my business and into my life are not the types of people that would actually care about something like that, right?

The types of people that I attract to my life... that YOU probably are... they're people who just want the info, they want the tools, they want the results.

It is not about the experience. It's about the results. It's about getting the information that they need to...

Take Action And Get The Heck Out!

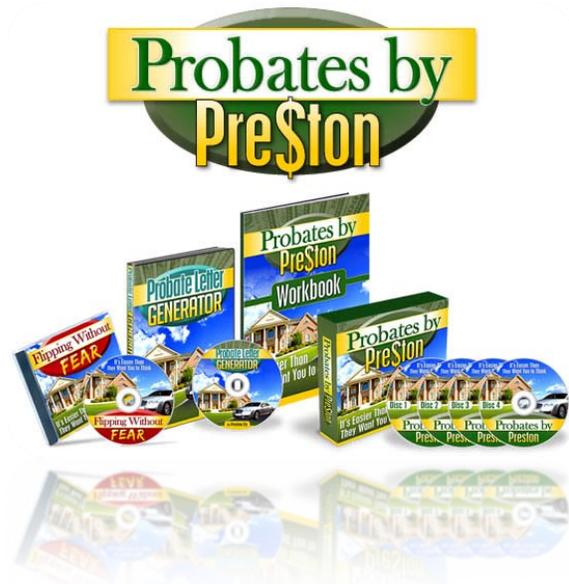
Story of Probates by Preston.

I had plans to do a home study course for probate investing; this was like three years ago. One Saturday I ended up doing a four-hour teleseminar for one of my subscribers, teaching on probates, and it went so well.

So I said to myself afterwards, "You know what... why don't I just, instead of going into a studio and spending a ton of money, so that I would have to charge even more for a home study course, why don't I just take that recording and put it on some CDs and make that the course?"

And that's exactly what I did.

Within like a couple weeks, I transcribed the calls, hired some virtual assistant to put them into a workbook, and gave it to a fulfillment company to put the audios on CDs.



I had some graphics guy do up some graphics for the CDs and for the workbook and launched the course for \$297.

Done.

I honestly, to be honest with you, making that course, I think maybe I spent... Man, I might have spent like five hours making that course.

Now, the average person would not have done that.

The average person would have re-recorded it so that the audios were crisp and clear. They would have had the fancy intro and outro music. They would have done it in the studio. They would have made this elaborate... – this course is only

four CDs – and they would have made this huge, elaborate course with all these beautiful things and blah, blah, blah.

But in the time they would have done that, I came out with five more products. And I have the lowest refund rates in the entire industry. And the main reason that's true is because I am real. I don't try to put up some image like I'm perfect.

I don't try to present myself to the world at large like I have it all together, like I'm this freaking polished dude in a suit with dimples and smiling with his thumbs up and "Hey, be like me. I got it all figured out."

Because to maintain that sort of image, you really do have to have all that flare and extravagance and blah, blah, blah.

So, perfection, smerfection... just do it and get it out because you know what? It is better than nothing. Right?

It is absolutely better than nothing.

This dude came up to me a couple years ago. Before FreedomSoft, I had these different websites that I offered.

Perfection, smerfection... just do it and get it out because you know what? It is better than nothing.

This guy came up to me at a seminar and he goes, "Preston, I see what you're doing online. I make websites for real estate investors, right? I could put your name on these and brand it as you, and they will be your websites."

I said, "Okay, do it." Just like that.

Within five days, we had Real Freedom Websites up and running with like, you know, whatever, 500 members at \$25 a month or something like that, okay?

Were the websites perfect? Nope.

Were there things I could've done to make it better? Yup.

Did I need to? No.

Did anybody's life suffer because I didn't do that? Absolutely not.

Could the promotion have been better? Could I have planned it out better? Could I have...

**Absolutely 100%.
But I don't care.**

I don't care.

Because you know what? The alternative to the way that I choose to live is you don't get anything done and you're usually broke, right?

I would rather just be a man of action. I would rather be a person who gets it done every single time and most of the time it works out and some of the time it doesn't.

Am I known for being the most put together, well-polished like, you know... Heck, no I'm not!

But I am known for **inspiring the heck out of people for what I get accomplished.**

And again... all my stuff, everything that I've ever done has the lowest refund rates in the industry.

Every service that I've ever offered – anything I've ever done, I get more done than I mean, literally... There's only a couple of people I can think who get more done.

Just look at how many products I put out into the market. Just look at all these things that I'm getting done. And none of them are perfect, and I don't strive to make any of them perfect.

When Pete first came on board with Real Freedom Properties he wanted to just plan everything out and I swear for the first 60 days, he did nothing but plan things.

I'm like, "Yo' man, listen. You better go flip a dang house."

And he goes, "Preston, we need to plan this business out."



"No dude, you need to start flipping houses."

He's like, "Yeah, but I don't really understand this yet," but I'm like, "I don't care. Just do what I told you to do. Get the calls coming in and start flipping houses. You'll figure it out in the middle of it."

And for the first time in his life, he had this major breakthrough in his thinking. He had that "analysis paralysis" thing going on.

So what I want to encourage you to do is just do it.

Don't worry about how it's going to unfold.

Don't worry about how it's actually going to happen.

Just do it.

And you got to have... You got to be strong enough in your head to where it's like, "If it doesn't work out, who cares?"

Just do it.

So is there something in your life right now that you're contemplating doing, you're scared to do it, and you're putting it off?

Is there anything like that?

Just do it. That's my challenge to you right now. Just do it.

Get It Done!

Let's talk more about time management.

You need to be working in waves. 90 minutes on, 30 minutes off. 90 minutes on, 30 minutes off.

Huge, huge time management thing because during those 90 minutes, you are laser focused on whatever project it is that you have, okay?

And there are no distractions, your phone's not on.

You're not answering email. If you want to do email, you can do it during those 30 minute breaks.

It's completely opposed to what you usually do, which is eight hours of complete chaos. You're on the phone, you've got texts that are coming in, you get off the phone, you get back in your project, the phone rings, you get back on the phone, it turns into a 30-minute conversation and then you've got to go to lunch, and then you've got some emergency and the projects that you had you never got them done.



I'm telling you man, if you're one of those types of people that just have all kind of different projects going and you don't finish any of them... Let me ask you a question: Do you finish books?

When you read a book, do you finish it?

Every *unsuccessful* person I know doesn't finish books. I'm telling you. And the successful people finish the books.

You Need To Become A Finisher!

You have to finish everything you start, okay?

I have this thing in me to where it's like if I start a project or if I have something I've got to do that day, man like I just... It's like unacceptable... It's not only unacceptable, it's unbearable, if I didn't get it done.

That's how passionate I am about finishing what I start.

You have to be effective in your work. You have to be a doer, a closer, a finisher... somebody who makes it happen.

It's not enough to work hard. That's not enough.

It's not enough to stay busy.

It's not enough to... **NOTHING is enough besides getting the job done**; figuring out what it is you want to do, what it is that's going to bring the money in and doing it.

It's just that simple. It's really, really just that simple.



Okay, so we want to make the decisions about what we're going to do in terms of time, in terms of money and in terms of stress.

And when you talk about money, it's not just like you have the opportunity to invest \$1,000 in some stock, right?

It's also the time-value of money.

It's "what *else* could I do with that money, during that time when I'm going to be letting it go, that could potentially make me even more money."

We'll come back to that.

We have some decision we have to make. Most people make the decision just based on this, on money, and also mainly on what's "normal," right?

But what not too many people make decisions on stress. Which is my biggest reason why I make any decision, is stress.

For example, most people... If you had a customer who was a pain in the neck, let's say that customer was worth \$5,000 to you, but they're a total pain in the neck and they're causing you stress and you've got to deal with them every single day.

Personally, *I don't allow that in my life.* It's like one of my rules.

It's like, "If you're going to cause me stress, take your money back, I'll see you later." That's just all there is to it.

Whereas most people would just make the decisions based on money, right? It's like, "Oh no, heck no. It's \$5,000." That's just it.

I make decisions, and you should make decisions, based on total cost.

Like how much money is that going to be worth forever?

The amount of time that I spend on that customer who is a pain in my neck, the amount of time that I give him, and the amount of stress that it takes, which not only is taking my time, it's causing decreased productivity with all the rest of my time.

I make decisions, and you should make decisions, based on total cost.

What is the cost of that?

So you see, where most people are just looking at the obvious cost, what I want you to start doing is look at more of a long-range, total, overall cost when it's all said and done.

You know what I mean? It's like getting your mind off just this present moment. It's kind of like...

Becoming More Of A Big Picture Person!

Here are some examples of being a big picture person... just a few stories that I can think of. Me, personally – now you can't do this if you're broke; me personally – I park wherever the heck I want.

I don't park in handicap spots. I don't park places where it's going to block people in. I don't do anything mean or anything like that.

But, let's say, for instance, especially in San Diego, because parking is so annoying. This place where I go for coffee every day, well, the only places to park are these spaces right out front where you can only be there for an hour, right?

It's one hour parking.

So, if you want to even have the opportunity to pay more to park for longer, you've got to park like miles away, and I just can't do that.

So I park in those spaces every day, and every day I get a \$20 ticket.

Now, I know you're thinking that's insane.

But, in my head, that \$20 relieves me of a lot of stress to where, that remaining time that I have in the coffee shop doing my work, I'm in a much more pleasant mood.

I actually have more time there since I don't have to walk that distance.

And really the way I look at it is, you know, I valet my car anywhere I go anyways, right? So really, a lot of valets, VIP valets, are \$20 sometimes if you want your car to be parked up front, which I always do.

Here's the deal...

You Can't Get Big Without Thinking You're Big Right Now!

I had a friend of mine like a year ago, he was like, "Dude, if I didn't know any better, I would think that you were raised by billionaires just because of the way that you talk and the things that you expect, and the decisions that you make."

I'm telling you right now, this is not a prideful thing, this is not an ego thing; this is not an anything.

It's just that I believe that I'm worth a certain amount. I just believe that I'm worth the best, and that eventually I'm going to have the best, so I have to act like it right this second.

I'm not talking about doing anything malicious, here. But what I'm saying is THIS is the way we think. The New Rich. You've got to start.



If you can't break some rules every once in a while, then we just don't have much more to talk about. Because rules were made to be broken.

And what I would encourage you to do is this, and do what you want, if this doesn't sit well, you can then just skip this part.

Rules were made to be broken.

But the way that I look at society's rules, or the government's rules or whatever, is in my opinion these rules are like... there's a goal for all these rules.

There's a *reason* these rules are out there.

There's something they're trying to accomplish, but I look at them more as general principles.

General Principles.

So, for instance, if it's three in the morning, I'm at a deserted crossroads where there's a traffic light and I'm in the middle of nowhere and the traffic light is red, but there's nobody coming from miles and miles and miles and miles.

And it's three in the morning, and the traffic light won't turn green, it's been like five minutes and the traffic light won't turn green. Well, I'm just gonna go.

You would probably do the same thing, right?

That's a real tame example of what I'm talking about.

These small little things that have people so trapped and paranoid and, "Oh, I can't do this" and "Oh, I can't do that." Well, what the heck ever.

Here's another very small analogy that I think would be helpful, so check this out...

The other day I was eating almonds and I dropped an almond. I dropped an almond on the floor.

So, imagine you're in the kitchen... you've got this wood floor and you dropped an almond, right?

When you make a decision, you have to weigh the ramifications of that decision.

Now, I happen to have issues with my lower back, more so lately because I just hurt it.

So, I'm looking at that almond and I'm like, "You know what? I really like a clean house and I really feel like I should pick up that almond and my maid won't be here for 3 more days but there's a chance that if I pick up that almond, I could maybe not get back up or like there's a little bit of a chance that I could somehow hurt my back."

So, I didn't pick the almond up.

I let the almond sit there for 3 days until my maid came and picked it up.

So, this is just an example of how *when you make a decision, you have to weigh the ramifications of that decision.*

You have to like look at it and see all the different things that are going to happen because you did this.

A few weeks ago, I rented an Escalade. I was in San Diego. I went to turn the Escalade in and there was a dent in it.

I have no idea if that dent was there



before or after.

I have absolutely no clue, but the guy was like, "Listen man, I'm going to have to charge you \$1,100 for that dent."

Now, I had a flight in about 2 hours that I had to get to. \$1,100 seemed like a lot for that dent.

So, I said to myself, "Okay. I've got a couple of choices here. I could stay here and haggle with this guy and like have my inner resources depleted because of all the energy it's going to take for me to NLP this guy and hypnotize him and negotiate with him to get that price down and blah-blah-blah. I could possibly miss my flight, whatever, whatever."

So, this is what I told him. "Fine. Go ahead." \$1,100.

I'm out.

I'm on my plane.

I never had to think about it again.

Now, this stuff may seem absolutely insane to you, but the way that I look at it is you've got to look at it as in total cost.

What other ramifications there are of all these things.

And you have to really, really start valuing the damage that *stress* causes to your life.

If I would have gone back and forth with that dude, I probably would have ended up getting aggravated. And the fact of the matter is, that during the time that I would have been talking to him, I make so much money – like I have money coming into my bank accounts constantly – that in the time I would have sat there and got mad and upset and, like, wanted to kill him... and then I would have to

deal with the guilt of wanting to kill him... and then even more guilt if I actually did kill him.

It's not worth it to me because more than that \$1,100 came into my account during that same hour.

So, what on the surface seems absolutely absurd – that I would just let the dude rape me for \$1,100 – if you really dig deep into it, it makes absolute perfect sense because I don't make my decisions based on what seems "normal."

I don't make my decisions based on what seems "sensible."

I make my decisions based on really whatever the heck I want because it's my world, right?

As far as my domain is concerned, as far as the spot that God has given me in my world, **society doesn't make rules for me.**

Even you reading this right now thinking this is insane, you don't make rules for me.

And so, what this does for me is it relieves a lot of stress, right? I don't have to live up to these ridiculous standards that the culture and society puts on me because I don't listen to them.

**I Do Whatever The Heck I Want.
And You Should Too!!!**

So, see if you can start trying to see the big picture.

For instance, clipping coupons.

You could look and say, "Okay, if I clip all these coupons, I'm going to get \$20 off when I go grocery shopping." That's going to take me about 30 minutes to clip those coupons, right?

Well, first of all your head is in the wrong place because you're thinking about saving. You're thinking about lack rather than thinking about producing.

So, in my head, I would say, "Okay, but what else could I have done during that 30 minutes to make \$200, or \$2,000?"

As opposed to that \$20 that you're going to save.

So you just look at things a different way.

It's like, you look at things, "however I'm about to spend my time... is there something else that I could be doing in that time to make way more money?"

Even though it seems logical that I would do *this* during *this* amount of time. Like any normal person, this is what they would do during that time.

"Is there something else that I could be doing in that time to make way more money?"

Just start like kind of de-programming yourself from the world. Just thinking for yourself and thinking things through.

And then let's just end with this final thing you need to know about the New Rich:

We Outsource Absolutely Everything!

We outsource everything.

You do what you love to do; outsource your weaknesses and focus on your strengths.

As opposed to what some people think, that you should try to fix your weaknesses and what not. Yeah, maybe a little bit, but for the most part, you want to compensate for those weaknesses with other people's strengths.

Do what you love to do; outsource your weaknesses and focus on your strengths.

That's kind of how the world works. Everybody, all humans, have these things they're not good at and that's what encourages communities and other relationships by bringing in someone else who does have that strength.

So, my encouragement would be **whatever your strengths are, make them even stronger and become a powerhouse with those strengths.**

And the things that you don't like doing... get rid of those things. Try to find someone else to do it.

This goes through my head at least ten times a day. How can I *never* do this again?

How can I either do this one time and have it leveraged so that it keeps working for me over and over again, or how can I not do this anymore?

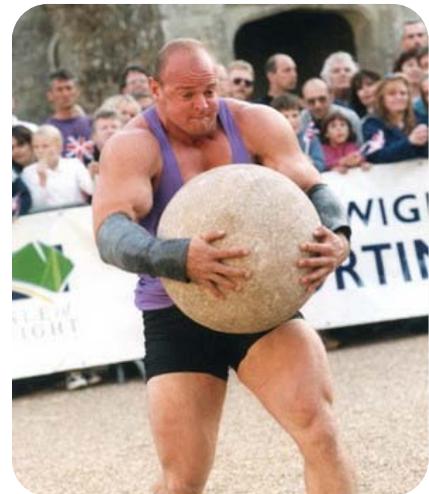
How could I find someone to do this for me?

And the indicator that I need to do that is *whenever I'm doing something that I don't like doing.*

It is very possible for you to discover a life where you enjoy what you do; where you actually find pleasure in all that you do every single day.

It is not only possible; it's the way things are supposed to be.

You are supposed to find joy in your vocation.



Follow Your Passions!

Your passions are the key to your destiny. They are the key to your destiny.

Pay attention to those things that you love doing.

Pay attention to those things that you have this amazing gift for.

And all the stuff that you hate, all the stuff that you are not good at, do whatever you can possibly do to get someone else to do it.

That's all for now. Love ya.

Enjoy “The New Rich Manifesto”?

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In the full 18-week program – jam-packed with life-altering video, audio, & written training, cheat sheets, & mindmaps – you’ll walk step-by-step with me to complete **physical, emotional, spiritual, & financial freedom**. True freedom.

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