



It's Easy to Earn Money

By Bob Proctor

There is a very real possibility that everything you and I have been taught about how to earn money is so far from the truth that it's almost comical. Earning money has nothing to do with age, formal education, gender or geography. It has nothing to do with past experience or your formal years of education or your level of intellect. Check it out ... there are individuals who are functionally illiterate who have become multi-millionaires, while there are others who are absolutely brilliant and they are broke. Virtually anyone can be taught how to earn millions of dollars and yet the sad truth is that 97 out of every 100 people are born, live their entire lives, and die without ever learning how to earn money. To perpetuate this ridiculous problem, their ignorance is passed along from one generation to the next.

Our school system has been designed as an environment to enlighten young minds, to replace ignorance with understanding and thereby improve the quality of life. Our educational system has obviously been successful in many areas. However, it has woefully neglected one important subject, "How to Earn Money." You can earn a doctorate degree in economics and have little or no knowledge of how to earn money. A lack of understanding in this area is the cause of numerous unwanted and unnecessary problems, since money is the medium of exchange that is used worldwide for other people's products and services.

There has always been a small, select group, approximately 3% of our population, who clearly understand that prosperity consciousness is the primary cause of wealth and their prosperity consciousness, like ignorance, is also passed down from one generation to the next.

Let's look at "money." What is it? **Money is a reward you receive for the service you render.** The more valuable the service, the greater the reward. Thinking of ways we can be of greater

service will not only help us earn more money, it will also enable us to grow intellectually and spiritually.

MONEY IS AN IDEA

The paper you fold and place in your purse or pocket is not money. It is paper with ink on it. It represents money, but it is not money. Money is an idea. The earning of money has nothing to do with the paper stuff. It has to do with consciousness.

I am aware there are books that instruct you on how to manipulate the market, stocks and people ... they might even help you get money. But, let me caution you ... **when there is no spiritual growth ... there is no spiritual strength ... there is no lasting happiness ... and, there is no real or lasting wealth.**

To accumulate wealth, a person must become very comfortable with the idea of money. That may sound strange, however most people are not comfortable with the idea of money, which is why they do not have any. The cause of poverty is poverty consciousness. A poverty consciousness will cause a person to see, hear, smell, think and feel ... lack and limitation.

The late Mike Todd said, "**Being broke is a temporary situation. Being poor is a mental state.**"

He was correct. There are wealthy people who lose every cent they have through a series of mistakes in judgement ... but that does not make them poor. They will have it all back in a short time because of their prosperity consciousness.

If you have any question in your mind regarding your level of consciousness with respect to money, be very honest with yourself and look at your results. Study the patterns in your life.

If you want to improve your financial position in life, focus your attention on creating a higher level of prosperity consciousness. Begin by preparing a powerful, positive affirmation and fuel it

with emotion. When you do this, you are depositing this creative energy in the treasury of your sub-conscious mind. And, by repeating this process over and over and over again every day, it will begin to alter your conditioning and mentally move you in the direction you want to go. Write it out, read it, feel it, and let it take hold of your mind.

How much money do you want? Saying you want more is not good enough. Five dollars is more. How much more? Decide on a figure. Be specific. You will not seriously want more money than you are capable of earning ... however, you would be wise to remember, you must earn it.

THERE ARE THREE INCOME EARNING STRATEGIES

Trading time for money – By far the worst of the three income earning strategies, it is employed by approximately 96% of our population – doctors, lawyers, accountants, laborers, etc. There is an inherent problem with this strategy – **saturation**. You run out of time. If a person accumulates any degree of wealth employing this strategy, it will be at the expense of a life. They compromise on the car they drive, the house they live in, the clothes they choose and the vacations they take. They rarely, if ever, get what they want.

Investing money to earn money – This strategy is used by approximately 3% of the population. The number is small for the obvious reason – very few people have any money to invest. Many people who effectively employ this strategy follow the advice of a trusted, knowledgeable advisor.

Leveraging yourself to earn money – This is where you multiply your time through the efforts of others by setting up Multiple Sources of Income (MSI). This is, without question, the very best way to increase your income. Make a decision to have many sources of income; it's the strategy that wealthy people have used dating clear back to the ancient Babylonians. Unfortunately, this strategy is only used by approximately 1% of our population, yet that 1%

earns approximately 96% of all the money that is earned! You are only a decision away from membership.

Once you determine how much money you want to earn, write it down on a sheet of paper in large figures. Look at the number with the dollar sign beside it and tell yourself over and over again:

THAT AMOUNT OF MONEY IS AN EFFECT.
IT REPRESENTS A REWARD THAT I WANT TO RECEIVE.
WHAT SERVICE CAN I RENDER THAT WOULD BE
DESERVING OF THAT REWARD?

You can take the total figure and divide it into multiple parts. Each part would represent a source of income. Each source of income represents a separate reward that you would receive for a service you would render.

Work on one source of income at a time; each one can become an exciting part of your life. What you are actually doing is thinking of different ways you can be of service to others.

- **Think of how you can do whatever you do – more effectively.**
- **Think of how you can improve the quality and quantity of service you render.**
- **Think of how you can help people in a greater way.**

Money is the ultimate servant. The more you earn, the more you can help others.

Bob Proctor

Author, Consultant, Fortune 500 Trainer – these are just a few of the hats Bob Proctor successfully wears. For 40 years, he has focused his agenda around helping people create lush lives of prosperity, rewarding relationships and spiritual awareness. Proctor’s seminars and recordings will show you how **BE** more, **DO** more, and **HAVE** more.

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