

Warning: Basic familiarity without sustained effort past the novice level with these rituals breeds disillusionment. Each ritual must be engaged past your common “quitting point” to be effective...and lead you into the quantum.

Ritual #1- Tap into the “Google Search” of your mind without seeking a direct answer or stressing over a single detail: (credit Alex Mandossian for the ideas and approximate quotes below)

“What would make it inevitable for me to make more in a single month...than I currently make in an entire year?”

“I allow myself to make the most amount of money, in the fastest way possible, with the least amount of human effort and zero guilt.”

Ritual #2- Physically embedding your dreams into the hardwiring of your body: Each push-up you see “another” personal sale...each step while jogging you feel another sale being made by your team of affiliates...each “thrust/ repetition” you imagine another carefree vacation you enjoy with your family...each time you curl the dumbbell you see another \$250K savings account maxed out with cash.

Ritual #3- Replacing “standard business self-talk that is based on your past experience” with daily fresh multi-millionaire refined growth talk from thought leaders. Preferably every morning.

Jim Rohn

Brian Tracey

Zig Ziglar

Tony Robbins

Jay Abraham

Tim Ferris

Alex Mandossian

Ritual #4- Sweating through routine activity like jogging, and also through fully alerted activities like mountain biking and hiking.

Routine allows the body to shake out stress (which will stew inside and kill you) and fully alert (semi-dangerous) activities gives your psyche a chance to detach from the cares of bills, business, relational drama, etc.

Ritual #5- Mastery Obsession with the cult of Direct Response. Constant learning of “triggering copy”, “selling webinars”, “creating irresistible offers”, closing sales on the phone, etc. Always feel like you are merely a baby in understanding how to apply the principles.

Read EVERYTHING by Dan Kennedy

Cliff-notes version:

#1- Find a “fishing hole” where likely buyers are hanging out

#2- Give confident and clear direction on the offer/product/opportunity and what they will feel as an owner/member of the product/community/etc.

#3- Price condition (trivialize the price) so they can rationalize the purchase.

#4- Add meaningful bonus

#5- Add urgent deadline

#6- Give easy ordering and next steps instruction

Ritual #6- Commit to the LIVE events. If it is at all humanely possible, sacrifice whatever it takes to see, hear, and touch the “players” who have what you want. This will cement the dream.

Ritual #7- Love Math. Profit is KING. Your dreams require funding. Buy back your time and control through profits.

#1- What makes you the most money the fastest right now?

#2- What provides you with the best long-term leverage?

#3- Live fully in the here and now...love the present, but ask yourself strategically: what is your exit strategy? This will force you to build with quality and think long-term.