

# MILLIONAIRE WOMEN

The background of the entire cover is a photograph of three women jumping joyfully against a bright blue sky with wispy white clouds. The woman in the center is wearing a black jacket and has her arms raised high. To her left, a woman in a grey blazer is also jumping with her arms outstretched. To her right, a woman in a red blazer is jumping with one arm raised. All three women have joyful expressions on their faces.

CHRISTINA GAGE  
SHELLY GORE

HOW TO DEVELOP  
YOUR FEMININE  
MILLIONAIRE MIND  
&  
ACHIEVE OUTRAGEOUS  
BUSINESS AND  
INVESTING SUCCESS

**Millionaire Women: How to Develop Your Feminine Millionaire Mind & Achieve Outrageous Business and Investing Success** is intended to provide information only, relative to the subject matter covered. The publisher is neither liable for, nor responsible for, any loss or damage, alleged or caused, directly or indirectly, by the information in the e-book.

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## Introduction

Congratulations from Millionaire Women! By reading this e-book you have proven to us – and more importantly to yourself – that you are ready and willing to develop your feminine millionaire mind to achieve the outrageous business and investing success that you deserve! Our entire purpose at MillionaireWomen.com is to provide you with the information, inspiration and step-by-step mentoring that you need to make your financial dreams come true.

This e-book is intended to provide you with an introduction to four key areas:

1. How you can participate in the millionaire women revolution RIGHT NOW!
2. How you can harness the powers of publicity, branding and marketing for outrageous business success
3. How you can multiply your financial success by investing with intelligent strategies and confidence
4. How you can develop the uniquely feminine mindset of success

Each of these four areas is an important pillar upon which the success of your entire financial life is built.

If you want to move at a super speed and really fast-track yourself to success, use this e-book in conjunction with:

The Business Divas!™ Audio Program, which will teach you everything that you need to know to turn your ideas, business or product into an outrageous success;

The Millionaire Women Secrets of Success™ Audio Programs, which provide you with the inspiration and mindset of multi-millionaires;

The Investing Divas!™ Audio Programs, which are designed to teach you step-by-step how to make intelligent investment choices and grow your wealth.

For more information about these programs, please visit our Web site at: <http://www.millionairewomen.com/products.html>

If you would like to work with us directly and have a custom-tailored success plan that is built just for you, please sign up for our one-on-one mentoring program. For more information about this program, please visit our Web site at: <http://www.millionairewomen.com/mentor.html>

## Part I: Women are the Newest Millionaires

We have some really good news for you: Women are the NEWEST Millionaires! There is a Millionaire Woman revolution happening. And yes...you can be part of it. Right Now!

By the time you get to the end of this e-book, we want you to know, without a shadow of a doubt, that it is entirely 100% possible for you to become a millionaire woman regardless of your financial or education background, whether or not you are working a 9-to-5 job, or whether you have started investing or not. There are no limitations!

You deserve a life of abundance and happiness. And there are no limitations based on your race, religion, gender or ANYTHING to realizing this.

All you need are two things.

The first is information. This includes the how-to's: how to take your ideas and make them into saleable products and services that other people really want and need; how to market your business in a new way, such as taking advantage of incredible new technologies, like the Internet; and how to do these things in a way that fits your unique style and flair as a woman.

The second is the inspiration to take action today on all of the things you have been dreaming about, and to overcome obstacles, both internal and external, that stand in your way.

That is what the mentors at Millionaire Women, Inc. are all about!

To become part of our community is simple. If you have not already done so, go to our web site and sign-up for our free newsletter. You will receive information on up-coming events and programs, business and investing information, and a bounty of inspiration! So, do this today by going to our web site at: <http://www.MillionaireWomen.com>.

It's hard to believe that less than 100 years ago, women did not have the right to vote or own property in the US. In 1920, women became the newest voters in America. A few decades later women entered the workplace in force and we saw women become the newest executives in corporate America. In the last 25 years,

women have become the newest entrepreneurs, starting new businesses at twice the rate of men. Now at the start of the 21<sup>st</sup> century, women are becoming the newest self-made millionaires! For the first time in history, brokerage firms are specifically targeting women, their newest pool of investors. And for the first time in history, an African American Woman, Oprah Winfrey, has become the first billionaire woman of color.

So, now is *your* time! The future is here, NOW. This moment is better than ever before for you to become financially and outrageously successful!

## The Top Three Secrets to Riches the Woman's Way

Women have only fully entered the world of business in the last fifty years. The first women were pioneers, entering uncharted territory and gradually breaking down barriers for everyone who followed in their footsteps. Women not only proved their worth, but they achieved extraordinary success and now hold some of the top positions in corporate America. These women, such as Carly Fiorina, Chairman and CEO of Hewlett-Packard, and Andrea Jung, Chairman and CEO of Avon, provide inspiration, mentorship and role models for women everywhere.

Now, a new group of pioneer women is forming and gaining more momentum everyday. They are self-made millionaire women, and they are unstoppable! These millionairesses are the newest group to join the elite club of the very wealthy, and they are getting noticed.

The number of women who are now building businesses has increased two-and-a-half times faster than all U.S. businesses, and female investors are the newest market for brokerage firms to pursue. Women are building wealth via entrepreneurship, real estate and stock market investing, publishing, product development, and other avenues of wealth creation. They are no longer waiting for "Prince Charming" to take care of them, and they are claiming their own feminine power to create the success and riches they deserve.

At MillionaireWomen.com, we have formed a network of women who are committed to inspiring, mentoring and instructing other women about how to create freedom, wealth and outrageous success in their own lives. We asked a diverse group of self-made millionaire women to share their inside secrets on women's success and wealth. Here are the top three million-dollar secrets they want you to know.

### **Secret #1: Wealth Knows No Boundaries**

Wealth is abundant and available for everyone, regardless of gender, race or socioeconomic status. The only limitations to wealth are the ones that you create with your own beliefs and thoughts.

The first millionaire woman in the United States was an African-American woman who was born just two years after the abolition of slavery. Madam C. J. Walker worked for pennies a day as a washerwoman to support her daughter and



her new business that she quickly grew into a million-dollar enterprise. She amassed a fortune against all odds and became a savvy businesswoman, an inventor and an extremely generous philanthropist. She gave no power to limitations and became a legendary icon for women's success and financial independence.

What limitations have you created based on your background or history? Let them go and come to realize that wealth knows no boundaries. Madam Walker and modern millionaire women are proof that wealth is not based on race, gender or socioeconomic history. If they can defy all odds to become an outrageous success, you can, too!

## **Secret #2: Create Wealth Your Own Way**

Women in business once believed that to be financially successful, they would have to look and behave like men. Women who tried this approach quickly found that their unique talents as women were stifled. They realized that they weren't bringing their authentic selves to their work. Creativity and passion were lost to "trying to fit in" and the success they sought eluded them.

Millionaire women have discovered that there is a uniquely feminine approach to power and success. They have learned the art of being receptive to others and are especially adept at building relationships. They use their creativity to create win-win situations relying on their intuition to manifest opportunities. Instead of pushing, they pull. Instead of using war tactics and combat language, they attract the results they desire for themselves and their clients. Instead of denying their unique talents and suppressing their skills as women, they leverage them as strengths, owning the power, success and wealth they deserve.

Oprah Winfrey won the hearts of millions by using her unique flair and style to create a deep connection with her viewers. Her success is based on her ability to focus on the emotional and spiritual side of things, and to create an open environment where nurturing, integrity and trust are fostered. She has used her feminine qualities to her advantage rather than trying to imitate other TV personalities.

What are your unique talents or strengths? Like Oprah, discover how you, too, can leverage feminine qualities, such as receptivity, creativity and intuition to create wealth and success your own way. Millionaire women have learned that

when you are authentic and true to yourself, both happiness and success will be yours.

### **Secret #3: Great Mentors Create Shortcuts to Success**

All of the millionaire women we know affirm the great influence that mentors had on their journey to success. Mentors show you the shortcuts. They fast track the process by giving you practical knowledge, inside secrets, and introductions to people and opportunities. They inspire by example. Why struggle when you can jumpstart the process with mentors and receive their valuable course corrections on your road to riches?

At MillionaireWomen.com, we are often asked the question, "How do I find really good mentors?" In response to our clients, we gathered together some of the most talented and successful women we know to create a fast track audio program for your own success. Our Business Divas!™ Audio Program brings together the expertise of many incredible entrepreneurial women to mentor women and teach you how to turn your idea, business or product into an outrageous success. You learn how to start and run a business, how to market your ideas and products, how to use the power of the internet to explode your success overnight, how to protect your ideas, how to gain millions of dollars in free publicity and much, much more – all taught by top female entrepreneurs who are just like you! Never before has so much talent, knowledge and experience been brought together in one, information- and inspiration-packed audio program created specifically for women. These Business Divas™ will become your very own mentors and can lead you to your own millions. To learn more about Business Divas!™, visit our web site at: <http://www.millionairewomen.com/products.html>

We also have a personalized mentoring program for people who want to work with Millionaire Women directly. To learn more about this incredible program, visit our web site at: <http://www.millionairewomen.com/mentor.html>

Success and independent wealth is an American - and increasingly global - dream that has never gone out of style. Women have reached a financial crossroads and are now speeding down the road to wealth in style. They are creating a revolution in the way women relate to the possibility and the reality of great wealth in their lives. Now is the time for all women – and especially you - to realize their riches.

## The Self-Made Millionaire Mindset

Having a millionaire mindset is a key component to building a lifetime of wealth and success. Regardless of your financial situation today, if you start to think, act and make decisions like a millionaire, you will one day find yourself becoming who you believe yourself to be. We would like to share with you the incredible story of Wendy Robbins who became a self-made multi-millionaire in less than 2 years by changing her mindset from one of limitation to one of an abundant millionaire.

Wendy told us that when she started her journey to wealth, she was in a very difficult financial situation: "When we started, I couldn't afford the trailer I was living in. I mean I really couldn't. It was \$35,000. I couldn't even arrange for payments of it. And the payments were little but I just didn't have that at all."

Wendy learned that each thought she had was being manifested by her mind. Thoughts of abundance would create a rich life, while thoughts of lack would create a life of scarcity. Wendy knows that "Every little thought, every thought that you have is like that genie: as you wish. Every thought that you have: 'I'm successful'; as you wish. 'I'm a failure'; as you wish." When Wendy changed her thoughts and mindset to think like a millionaire, everything changed for her, and abundance began to manifest as if by magic! Wendy created a "treasure map" for life and "dreamed from the future" to manifest riches in her life.

Now, Wendy has told us that her plans are changing. "It's kind of neat because now we're going to a new phase, which is what can we do to delegate more and have really great people working with us and pay them substantially so that they're well taken care of while we buy more time away from our business. Just to dream or to think about other things."

## Developing Your Own Millionaire Mind

At MillionaireWomen.com, we want everyone to have the same success and abundance that Wendy currently enjoys. We encourage you to examine your present thoughts and how they are creating your current reality. Then make any necessary changes to succeed.

Wendy is just like you and me. She didn't start out as a millionaire; she became one. And we want to give you the approach, methods and inside secrets that Wendy used to become a self-made millionaire - so you can, too!

To make this possible, we have created the Millionaire Women Secrets of Success™ audio series to give you a low-cost way to learn first-hand from self-made millionaire women about the millionaire mindset. Wendy teaches you how to dream from the future, how to turn the volume up on your positive internal voice that leads to success and how to turn the volume down on the voice that causes us to doubt our own abilities and how she was able to overcome any and all obstacles to her success as a multi-millionaire in just 2 years! Everyone needs millionaire mentors. To learn more, visit our web site at: <http://www.millionairewomen.com/products.html>

At the conclusion of this interview Wendy shares this with us: "Now it's time to live. Live. Give more away to other people...And now it's about me telling you a year from now, "I went on the most amazing holiday for myself. It was profound, it was fantastic. And I didn't scrimp and I didn't worry...What I'm gonna care about is how much I laughed."

## The Abundance Formula

The "Abundance Formula" represents the three things you need to attract limitless abundance into your life. The Abundance Formula is: Belief + Faith + Courage = Abundance.

### **Belief**

Anyone who has ever accomplished a very difficult feat will tell you that they first had to deal with their own doubt and come to a place where they truly believed it was possible. Not just for one moment, but with a consistency and force that could be felt in the depths of their being. So for you to accomplish anything in life, you must first have a strong belief that it is not only possible, but that it is already accomplished in the future. In our "7 Steps to Freedom, Wealth & Outrageous Success™" Program, the very first thing we do is teach participants how to create a vivid dream that is full of clarity and energy. The practical techniques that follow create unshakable belief in their dreams and give them a

step-by-step plan so that nothing can stop them from achieving it. Your belief becomes the solid foundation on which you can build your destiny.

## **Faith**

Once your belief is rock-solid, you must take action. Every journey begins with a single step. Sometimes that first step can be the hardest, especially if you have been in the same place for some time. But once you are in motion, you stay in motion, and your momentum builds. Each step gets easier. Faith is taking the first step when you are not exactly sure how it will all work out. Your faith tells you that when you reach a river crossing and need to get to the other side, a boat will be there to take you across. With each new success, your faith gets stronger, and what once seemed like a big mountain is now just another hill. You must have faith to take action and succeed.

## **Courage**

In any life journey, obstacles will appear. It is inevitable. What separates winners from losers is how they deal with them. A winner knows that an obstacle is really an opportunity in disguise. They know that they will learn and grow by dealing with their obstacles, and once they overcome it, they will be a whole new person. Wendy Robbins, one of our Business Divas™, dealt with manufacturing issues, greed, deception and lawsuits before she realized her multi-million dollar success. It took courage for her to keep going for her dream. Now she enjoys the comfort that wealth brings and the joy of knowing her spirit has persevered and won! You need to have courage to overcome obstacles and stay true to your dream. To learn more about Business Divas!™ and our Millionaire Women Secrets of Success™ audio program with Wendy Robbins, visit our web site at: <http://www.millionairewomen.com/products.html>

## **Belief + Faith + Courage = Abundance**

At MillionaireWomen.com, our motto is "Freedom, Wealth and Outrageous Success™." Our dream for all of the members of our community is freedom -- not only financial freedom, but also freedom of spirit. And we wish you wealth -- not only in terms of money, but also in living a life so rich that you're happier each day and you have no regrets. The key to "freedom, wealth and outrageous success™" is having an unwavering belief, faith in your ability to manifest your

dreams and the courage to overcome anything -- internal or external -- that might try to stop you.

So, we leave you with the Abundance Formula for manifesting a rich and happy life: Belief + Faith + Courage = Abundance.

## 8 Reasons Every Woman Can and Should Be Wealthy

### 1. Wealth is gender-blind.

One hundred years ago, it was mostly men who were the businesspeople and millionaires. Not anymore! Women have entered the playing field and are taking the world by storm. In fact, women are starting new businesses at twice the rate of men. And, we are seeing new women executives and millionaire women everyday. Wealth is blind to gender and both women and men make equally great millionaires!

### 2. Wealth is color-blind.

Wealth doesn't discriminate. There are wealthy people from every nationality (and every religion, too). Just ask African-American TV host Oprah Winfrey, who is not just a millionaire - she's now a billionaire.

### 3. Wealth doesn't care about your socioeconomic background.

The first millionaire woman in America, Madame C. J. Walker, was a black woman who made her fortunes in the American South just a few years after the abolition of slavery. She had little education and worked for pennies a day as a washerwoman to fund her business. She is proof that wealth is not based on social or economic history.

### 4. Wealth doesn't care about your educational background.

Some of the most wealthy and creative people never got a college degree. The richest man in America, Microsoft Billionaire Bill Gates, is one of them.

**5. Wealth is abundant - everyone can become a millionaire.**

Through simple and regular investing each person has the potential to retire as a millionaire. With creativity and passion, everyone can create income streams for themselves. There is no shortage of money - everyone can enjoy abundance.

**6. Wealth knows no limits.**

There are no boundaries to how wealthy you can become. The more wealth you have the more creatively you can use it to attract even more wealth. New millionaires and billionaires are made each day.

**7. Wealth is fun!**

Creating wealth inspires creativity and passion and allows you to live your dreams! It's a fun game to play. Ask yourself, how much wealth you can create...and share...today? What wonderful experiences or projects will you be able to manifest with your wealth?

**8. Wealth can change the world.**

Philanthropists give billions of dollars to charity each year. These charities are making the world a better, healthier, happier place. And the more wealth you share, the more comes back to you. What social problem would you love to solve? Whose life will be happier because of your contribution?

## Mentors Fast-Track Your Success

Issac Newton said, "If I have seen farther than other men it is by standing on the shoulders of giants."

### **The Value of Mentors**

Mentors give you just that: a bigger view of something that allows you to succeed in your own endeavors by leveraging the knowledge and experience of others. In some ways, everyone is your mentor. For example, just by watching someone handle a situation you can learn the best approach for creating a desired outcome. To create freedom, wealth and success in your life, mentors that teach you the mindset of wealth and show you how to create and manage your money are the most valuable.

### **Choosing the Right Mentor**

Select a mentor that you respect and admire. It should be someone who is successful in your area of endeavor or who can teach you the fundamentals and mind state of success even if they are in another field. This should be a person that will build you up, counsel you, open doors for you, and help you get the skills and knowledge you need to succeed.

### **Convincing a Mentor to Work with You**

First you must be clear about what it is that you want to learn and why. You should have clearly defined goals to share with your mentor. This demonstrates that you've thought about what you want to accomplish through the relationship, and by understanding your goals, your mentor can best help you realize them.

Potential mentors may be quite busy with their own projects and hesitate to take on anything new. One of the best ways to gain a "yes" from a potential mentor is to offer your own time and energy to alleviate some of their workload. Perhaps you can assist them on a project, do research for them, or collaborate in some way. For example, if he or she is a real estate investor, you might offer to do the first screening of potential deals for them.



## **Maintaining Your Relationship with a Mentor**

Once you've convinced your mentor to give you their time and knowledge, you have to hold up your end of the bargain by following through on what he or she says. If you're given a task or an assignment, don't go back to your mentor until you've accomplished it or made significant progress. Inspire them to continue working with you with your good attitude. Practice gratitude by remembering to say, "thank you."

## **Millionaire Women Mentoring Vehicles**

At MillionaireWomen.com, we have created several mentoring vehicles for your success. The Millionaire Women Secrets of Success™ Audio Series is designed to help you gain the information and inspiration from incredible millionaire women so you can develop your own unique unstoppable millionaire mindset. The Business Divas!™ Audio Program is taught by ten entrepreneurial women who give you the practical step-by-step information on how to take any of your ideas, businesses or products and explode them into an outrageous success! The 7 Steps to Freedom, Wealth and Outrageous Success™ Program is taught by the founders of Millionaire Women and will show you how to dream a joyous new dream, how to break free of limitations and your own comfort zone, how to attract the people you need in your to manifest your dream, and how to package and promote yourself in a way that helps you accomplish your goals through personal branding. To learn more about how to obtain these mentoring products, please visit our web site at: <http://www.millionairewomen.com/products.html>

For people who would like to work directly with us, we have a personalized, one-on-one mentoring program that is custom tailored to your unique situation to give you a super-speed fast-track to your success. Visit our web site to learn more about our mentoring program at: <http://www.millionairewomen.com/mentor.html>

## Part II: Outrageous Business Success

This section of the e-book introduces you to several ways in which you can use the powers of creative marketing, establishing yourself as an expert, branding, publicity and market research to skyrocket your sales. When you use this information in conjunction with the Business Divas!™ audio program, you will have everything you need to know to turn your idea, business or product into an outrageous success!

To launch a FREE 15 minute excerpt of several tracks from *Business Divas!™*, click here: <http://www.millionairewomen.com/FREE/BDexcerpt1.ram>

The Business Divas!™ CD set comes with **7 information rich CDs** that give you the inside secrets and practical knowledge about how to:

- ◆ Start and manage your own successful company - from a woman who quit her 9-to-5 job to become an outrageously successful entrepreneur
- ◆ Drive traffic to your web site and generate massive online sales - from a woman who cuts through the hype and gets to the profits
- ◆ Bring a product to market and protect your ideas - from a woman who became a self-made multi-millionaire in less than 2 years
- ◆ Get millions of dollars in free publicity through TV, radio and magazine
- ◆ Master the marketing and PR "must do's" and "don't do's"
- ◆ Use the power of strategic synchronicity to attract your perfect customers, partners and mentors to you like a magnet

Business Divas!™ also includes an **Expert Resource Guide** that contains valuable links to web sites and resources. You'll have all of the important information you will need at your fingertips as your business grows and prospers!



If you don't already have your own copy of the Business Divas!™ audio program, click here to get it now:

<http://www.millionairewomen.com/products.html>.

What could be easier than having the best entrepreneurial mentors taking you step-by-step through everything you need to know to simply follow in their golden footsteps!

## Establish Yourself as an Expert

One way to increase sales, visibility and new customers for your business is to establish yourself as an expert. People who are known as "experts" are more likely to get referrals and attract free publicity. If you have a lot of expertise in your industry or a specific business niche, you can easily establish yourself as an expert using three no-cost techniques: public relations, endorsements and publishing articles.

### Public Relations

Suppose you are a lawyer who represents consumers in disputes against large corporations. When a high profile case, like the famous Erin Brockovich case against PG&E becomes news, you can give radio or TV interviews, expressing your opinion and using your expertise to analyze the current situation. This automatically establishes you as an expert in these particular types of cases.

### Endorsements

Another way to establish yourself as an expert is to get endorsements for your products or services from someone who has already established themselves as an expert in that area. So, for example, if you are writing a book on nutrition, by getting endorsements from other well-known nutritionalists and doctors, you are automatically assumed to be of a similar caliber. Whenever possible, try to get other experts to speak about your products or services as part of their speaking engagements. Not only will you have a live endorsement, but you'll connect with audiences that you wouldn't normally reach.

### Publish Articles

One of the easiest methods for establishing yourself as an expert is to write articles in your area of expertise. These can be magazine articles or online articles posted on the Internet. Your article can discuss specific topics or give advice in your niche area. The best thing about articles is that they can easily be passed on to other people or publishers, especially if they provide valuable insights. Just having your name in print causes other people to respect you as an expert on the topic you've written about.

We have presented you with several ways to establish yourself as an expert. For more information and resources on creative marketing and establishing yourself as an expert, listen to the Business Divas!™ audio program. Visit our web site to learn more: <http://www.millionairewomen.com/products.html>

## Authentic Branding

Branding is developing an image that clearly and simply conveys a specific set of benefits, ideas and qualities to anyone who comes into contact with that brand. For example, Honda is known for reliability, durability and good value while BMW conjures images of sporty luxury and high performance driving. Companies spend millions of dollars to create a strong brand for their goods and services so that when you hear their name a specific image comes to mind. They know that their brand is critical to their long-term success.

### **If You Don't Brand Yourself, Someone Else Will**

The most important thing to remember is that if you do not create a brand for yourself and your business, someone else will and it might not be the brand you want. For example, in your personal career, you could get "stuck" working in a particular department or role even though you have the potential to be so much more. Let's say you want to move up to executive management. Unless you create a new brand for yourself, one that "fits" the role of the person you want to become - someone who can lead, communicate well and create a vision for a team - other people won't be able to "see" you in that role. However, if you create a clear and specific brand for yourself as the executive manager, one that is authentic and accurately reflects the person you truly are, then other people can easily support this new brand, too.

### **The Importance of an Authentic Brand**

People feel comfortable having a "brand" for you and your business, because it lets them know what to expect from you. If someone buys a Honda, they do not expect BMW high performance, but they do expect reliability. Honda creates happy and loyal customers by delivering on this promise. So, it is extremely important that you identify a unique, authentic brand that is representative of what you have to offer.

You then must reinforce that brand with anyone you come into contact with by your actions, appearance, what you say, and what you deliver in the form of products and services. Your brand is the image that people will use to describe you and your business to others. When your brand is strong and easy for people to remember, it becomes a tool that allows others to help you become the person you are destined to be.

It is critical that your brand represents the real 'you'. If your current brand is weak or does not represent you or your business accurately, then you can remake yourself by creating and reinforcing a new brand.

### **Uncovering Your Unique Brand**

So, how do you determine the unique brand for you, your products and your business? First, you must get clarity on how you want others to think about you and your business. What are your strengths? What are your personal values and talents? What is your niche area that differentiates you from others? If you want to expand into new areas, how can you use branding to create a new image for yourself or your business that allows others to support it? Spending time answering these questions will help you determine your authentic brand. Your brand then becomes the foundation for how you present yourself, your products and your business to the world.

### **Next Steps to Branding Success**

The next step to putting your brand together is to create a short tag line that simply and effectively conveys your total brand image, to develop a mission statement, and to put together a simple marketing plan that reinforces your brand 24 hours a day.

In Step 3 of our "7 Steps to Freedom, Wealth and Outrageous Success™" Program, we help you create a unique, authentic brand for yourself and your business. We also give you the practical tools to constantly strengthen and promote that brand. Visit our web site to learn more at: <http://www.millionairewomen.com/teleseminars.html>

## Skyrocket Your Sales with Free Publicity

What is the fastest route to thousands of dollars in sales and outrageous success? The answer is media exposure. You just need to know what the media is looking for, how to put your own media kit together and once you get exposure how to keep them coming back for more. This section of the e-book is designed to introduce you to the power of media exposure and how you can learn to exploit it for your own exponential business success.

### Using Media Exposure to Skyrocket Your Success

For any journey we take in life, there is a slow path, a faster path and a turbo-charged super speed path. To get from New York to London, you could take a week-long cruise across the Atlantic. To get there faster, you might choose a commercial airliner. However, if you want to be there in the absolute shortest time possible, you could make the trip in just a few hours by flying on the Concorde. In the world of business promotion, artfully leveraging media exposure is like taking a supersonic jet to your success. Thankfully, unlike a ticket on the Concorde, which can be quite costly, millions of dollars in media exposure can be obtained for free if you just know what to do.

One of the most powerful ways to bring your ideas, business or products to your target market is by getting media exposure. This includes TV, radio, magazines, newspapers, and more. To many people, getting this kind of publicity seems daunting. But the truth is that you can easily get into the limelight if you have the inside secrets and a little know-how.

### Publicity for FREE

One of the women in our network of mentors is Dian Thomas, an expert on getting millions of dollars in free publicity. She has made over 500 TV appearances...all of them at no cost to her. Dian says that just one media appearance can generate ten of thousands of dollars in new sales instantly! And that is mostly from new customers who will go on to purchase more products from her in the future.

You might be asking yourself, "Why would anyone give away media exposure for free?" The answer is simple. Magazines, radio shows and television stations need good content that is entertaining, inspiring and uplifting to their audiences. This is where you come in. If you can provide them with what they are looking

for, they are happy to give you the exposure for free. It's a win-win for both of you! Once you have made one successful appearance, all of a sudden other media producers who need good content will come looking for you! This is how you can rapidly build your business success and sales using the power of media.

To make this a reality, you have to know how to put a media kit together, which media directories to tap into, and how to approach producers.

### **We Make Free PR Easy for You**

At MillionaireWomen.com, your rapid success is our mission. We don't think getting great media exposure should be difficult or seem unattainable. To make it possible for you to take the supersonic route to success, we created the Business Divas!™ Audio Program.

The Business Divas!™ Audio Program is a seven track audio set packed full of the information you need to succeed. As part of the program, Dian Thomas teaches you how to get millions of dollars in free publicity through TV, radio and magazine articles, how to master the marketing and PR "must do's" and "don't do's" so that one media appearance becomes the seed for hundreds more, and how to create a great sound bite for the media. Dian also reveals the best media directories, teaches you how to write a press release, gives you a low-cost way to put a media kit together, and even teaches you the most effective ways to present your ideas once you're in the spotlight!

If you want to use media to make thousands of dollars in new sales, Dian will show you how! Visit our web site to learn more about Business Divas!™ at: <http://www.millionairewomen.com/products.html>

### **Bringing Your Products or Services to Market**

Have you ever been really excited about a new idea for a product or service that you're sure will make you loads of money? Many people in that position might race to the market, investing a lot of time and money along the way without ever considering whether their idea is a viable one.

The smarter approach is to do some market and product analysis \*before\* taking the leap.

## Part I:

Six critical questions to ask yourself before bringing your ideas to market.

### #1 - Has It Been Done Before?

The first thing you want to do when you have an idea is to see if it's ever been done. And if it has been done, what can you do to improve upon it? There are plenty of products on the market that could be refined and offered competitively - the Japanese are masters of this art – which they call *kaizen*.

### #2 - How Big Is Your Target Market?

The next thing to determine is if there is a market for your products or services. This is really important because if there is no market, or it's a very small niche market, you need to understand that your sales will be limited, too. If you're selling a high-ticket item and you don't have much competition, then maybe a smaller market will still yield you plenty of revenue. Ultimately, your profits will be determined by your number of customers times the number of products they buy times the amount of each purchase. If your number of potential customers is low, then you'll have to sell more quantity at higher prices.

### #3 - Who Is Your Target Market?

Determine who is in your target market. Who are they, really? What level of education do they have? What is their gender, age, nationality, and geographic location? Doing this kind of analysis will help you understand exactly how big your target market is and how you can best advertise to them when your products or services are available.

### #4 - Who Is the Competition?

Do research to find out if you have any competition. How successful are they? Just because there's competition in the field, and even if it's successful competition, doesn't mean that you still can't bring your product to market. You just have to be smart in how you're going to market it. Also, there may be a potential to partner with a competitor. On the other hand, if there isn't any competition, ask yourself why. Perhaps there is no demand for it.



## **#5 - What's Unique About Your Idea?**

Ask yourself what is unique about your product or services? What edge will you have in the marketplace to convince people to buy from you rather than the competition?

## **#6 - Has The Idea Been Protected Legally?**

Finally, if you're planning to sell a tangible product, find out if the idea been patented. If you're selling information, find out if it's copyrighted. And research if the name or tag line you've selected has been trademarked. Make sure you do this right away. There's no reason to pursue an idea if you'll run into legal issues down the road.

## **Part II:**

The importance of market testing your ideas before bringing them to the marketplace.

Many people get excited about a new business or product idea and forge ahead without taking the time to find out if there is a demand in the marketplace for their offerings. They buy into the myth of "build it and they will come."

## **Market Test Your Ideas First**

There is always a cost to doing business, even when doing business solely on the Internet. Make sure to save yourself a lot of expense by market testing your ideas before you invest much time and money. This is one of the most valuable things you can do at the start of any enterprise.

## **What is Market Testing?**

Market testing will allow you to get feedback right away on whether or not your products will sell. The first step is to find a small segment of the market that you ultimately want to be your customers. You can start out with 50 or 100 people from your target market depending on what you're offering. Ask these people to take a look at what you're offering and let you know what they think. Would

they buy your product? Why or why not? How much would they pay? Do they feel that it is meeting their needs, and to what extent?

Market testing also allows you to refine your products to better serve the people who will be buying from you. When you're getting feedback from potential customers, find out what you can improve about the product to make it more desirable to them. You can also inquire about the packaging, the product name, etc.

### **Market Feedback Is Like Gold**

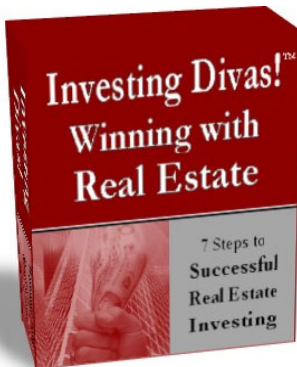
Be sure to really listen to what people share with you, and take advantage of what you learn. Feedback from your potential customers is like gold! Their reactions, input, and ultimately, their willingness to buy from you will make or break your business. If your market testing produces favorable results and you feel like there is a green light to go forward with your plans, these people will be your first customers. You can even get their agreement to buy from you in advance!

### **Protect Yourself from the Sharks & Make More Money With Business Divas!™**

It's very important to protect yourself from the sharks who might want to steal your ideas. You'll need to learn about copyright, trademark and getting patents. Once your products or services are ready to sell, you'll need great marketing and will want to get a lot of free publicity. Learn hundreds of ways to protect yourself and make more money in your business with Business Divas!™, our 7 Track Audio Program, which comes with an Expert Resource Guide that has all of the links and resources you'll need to get started and grow your business. Visit our web site to learn more at: <http://www.millionairewomen.com/products.html>

## Part III: Incredible Investing Success

This section of the e-book teaches you to how to successfully invest when the future is unknown, why real estate is the perfect investment and how to master your emotions for successful stock market trading. We recommend that you read this section in conjunction with the Investing Divas!<sup>™</sup> Real Estate Product, which is packed full of information on how to find great properties, how to analyze your real estate deals, and gives you step-by-step instructions on the real estate investing process from beginning to end!



This product includes:

- ◆ The Millionaire Real Estate Investor Audio Program, an interview with a woman who became a real estate millionaire in just three months!
- ◆ The 7 Steps to Successful Real Estate Investing Guide, a detailed manual with the 7 steps you'll follow to find properties, evaluate them, make offers and close the deal.
- ◆ The *Is it a Good Deal?* Property Evaluation Spreadsheet that allows you to plug in figures and analyze your deal, complete with what-if scenarios.
- ◆ Several sample phone calls to prospective sellers in an audio format so you'll know how to ask the right questions.

The Investing Divas!<sup>™</sup> Winning with Real Estate Product is available to you immediately via audio files and program downloads on our web site!

Click here to learn more about the Investing Divas!<sup>™</sup> Winning with Real Estate Product: <http://www.millionairewomen.com/products.html>

## How to Invest Successfully When the Future is Unknown

Many of the people we mentor at MillionaireWomen.com have felt anxiety about the uncertainty of the current global situation. They feel that this worry has had a negative impact on their business and investing decision-making, as well as their overall feelings of abundance. While we do not have a specific method for how to deal with this, let's explore some ideas about how we can use current conditions and possible future outcomes to our advantage.

### The Desire to Forecast the Future

Wouldn't it be great to have a crystal ball where you could see the future? This sure would help entrepreneurs and stock and real estate investors make decisions! While there is no way to see the future with absolute clarity, we can attempt to use historical examples and current conditions to try and predict the probability of a future outcome. The most important thing to keep in mind while doing this is to remember that the purpose of this exercise is to allow you to have a plan in place to deal with a future situation, not to generate fear and anxiety for something that has not even occurred. Fear has stopped too many intelligent investors from taking action when they should.

### Planning for an Uncertain Future

Let's look at the stock market as an example. If you have determined the market will go up based on current conditions, historical facts and your own technical analysis, you may choose to invest in stocks, covered calls or call options. If you think it will go down, perhaps you will invest in put options instead. But what if things don't go the way you planned? As we know, human emotions are not always easy to predict. So should you choose not to invest in the stock market since you are not sure what will happen? This is one option. The other is to enter the market with a plan and an exit strategy - one that takes into account the market going up and another if the market drops down. Then you can take action and invest knowing that, no matter what the future brings, you have a plan to deal with it.

You can apply the same principles of analysis, strategizing and exit planning to your other business or investing projects, including real estate deals.

## **Make Lemonade**

Throughout your journey to freedom and riches, you may meet many people who will mentor and guide you. But finally, life and life's experiences are the ultimate teachers. It all comes down to what you do with the opportunities and challenges life gives you. So when life hands you lemons, the classic advice is to make lemonade. Using past experience and making future predictions means that you saw that the lemons might be coming and so you were prepared to purchase an industrial juicer.

## **Embrace the Future**

Our advice to friends and students is to be prepared to fully embrace whatever the future may bring without letting fear or anxiety cloud your thinking. Trust life and your ability to deal with any situation that comes up. After all, just think of all the unexpected things that you have already dealt with successfully. And don't forget to continually invest in yourself and your education so that you will have as many winning ideas and strategies on your side as possible.

## **Four Reasons Why Real Estate is the Perfect Investment**

One of the fastest ways to become wealthy quickly and ensure a strong financial retirement is to invest in real estate. Let's look at four reasons why real estate is perhaps the perfect investment.

### **#1- Real Estate Generates Income**

Real estate works for you by generating income, steadily, over time. There are two major ways in which you can start earning income right away through real estate. First of all, your rental properties will produce passive income through rent collection and the other money-making features of your properties, such as storage units or laundry facilities. Not only that, but your tenants will be paying off your mortgage for you. At the end of your mortgage term, you will have great equity in your property, and other people paid for it! Secondly, some investors who don't want to hold their properties for a long time may use a strategy called "flipping" to turn over their investments quickly for a big profit. This burst of income can be used for other types of investments or to purchase more real estate.

## **#2 - Real Estate Appreciates Over Time**

If you take the “buy and hold” strategy and keep your real estate for the long-term, your property will appreciate in value. So, not only will you have equity in the property equal to the original purchase price, your equity will grow substantially over the years, sometimes doubling, tripling or even quadrupling in value.

## **#3 - Real Estate Allows You to Leverage Your Money**

The insider’s secret to real estate investing is something called “leverage”. If you want to buy some stock, you have to come up with the entire purchase price up front. However, with real estate investing, you only have to come up with a small down payment to purchase hundreds of thousands of dollars worth of property. Let’s look at a couple of examples:

Say you have \$100,000 to invest. You really like a particular stock and so you buy as many shares as you can with your money. Over time, the stock goes up 10% and you sell it. You’ve made \$10,000.

Now, let’s say you decide to invest that same \$100,000 in real estate. You buy ten properties for \$100,000 each and only put a \$10,000 down payment on each of them. You now own one million dollars worth of real estate using the same initial \$100,000 investment. After a few years, you decide to sell your properties that have appreciated 10% in that time. Each property is now worth \$110,000. When all ten properties are sold, you’ve made \$100,000 or 100% on your initial investment, and that’s not including any equity you’ve accumulated by making mortgage payments (which your tenants paid for you through their rent).

Would you rather have a 10% or a 100% return on your money? Real estate is one of the only reliable investments that can do this for you!

## **#4 - Real Estate Offers Incredible Tax Deductions**

As your wealth grows, so will your tax bill. In fact, the wealthiest people will pay up to 40% in taxes. Yikes! Real estate offers incredible tax deductions. The tax laws really favor property owners, and you will find that one of the best ways to manage your taxes is to have some property in your portfolio.

## Become a Savvy and Prosperous Real Estate Investor

Do you want to learn how to take advantage of this incredible investing strategy? You'll need to learn how to find great properties and analyze them to find the best deals. There is a lot of terminology to learn and secrets that only the masters know. The Investing Divas!™ Winning with Real Estate Product will give you step-by-step instructions on the real estate investing process from beginning to end! To learn more about the Investing Divas!™ Winning with Real Estate Product, visit our web site: <http://www.millionairewomen.com/products.html>

## Strategies for Profitable Stock Market Trading

What are the major factors that drive stock market prices? Everyone has an opinion: geopolitical conflicts, interest rates, climatic changes, natural disasters, terrorism, scandals (Enron is a timely example), changes in political leadership, earnings reports, etc. Each of these factors can have profound effects on the market, but how do you explain the fact that the price for a particular stock will drop even though the company's earnings exceeded expectations? What other factors could be involved?

One critical factor that most new investors tend to overlook is human emotion, particularly fear and greed. It's not just your own emotions, but all of the millions of other investors that have their dreams of wealth tied to what is happening in the market.

I have studied Zen meditation for many years and have learned to think clearly and maintain calm in the most tense situations. In studying Sun Tzu's *The Art of War*, I have learned to examine myself and my "enemy" before engaging in business or trading. This "samurai mindset" has helped me tremendously in my life and career. When I first started to invest in the stock market, I had no idea that this ability would help me master my own emotions and be a cornerstone to my success.

### The “Fear” Indicator

In 1993, the Chicago Board Options Exchange (CBOE) created a new indicator called the Market Volatility Index (VIX) to help predict the direction of the

market and market bottoms. This indicator is now widely referred to as the market's "fear indicator." In other words, the MVI, which was officially created to measure stock market volatility and uncertainty, unofficially measures fear, because fear is such an integral part of it. In fact, when the MVI starts to increase, especially if it is accelerating rapidly as it did in October 1998 when it reached a high value of 60, you can be sure that fearful investors are engaging in widespread panic selling.

## **Trading with Your Emotions**

How can this information help you to become a profitable trader? You must understand the "emotions" of the marketplace, your own emotions, and how these effect your trading decisions. I am not suggesting that you try to suppress your emotions so that you become a mechanical ultra-rational trader. After all, emotions are part of what makes us human. I am suggesting that you account for your emotions and those of other investors and that you create strategies to minimize their effect.

In this article, I will explain one critical strategy for minimizing the effect of emotions in trading: having a planned exit strategy to follow when things get crazy. In subsequent articles, I will explain additional strategies in more detail.

## **Creating a Planned Exit Strategy**

Every time you travel by airplane, the flight attendants explain the emergency exit procedures before the plane takes off. What if there was an emergency? Would you know what to do? Aren't you glad that the government requires that you be reminded of exit procedures before the plane ever leaves the ground?

Trading is no different. You should never, I mean NEVER, enter a trade without a clear exit strategy. Then, when everyone else is panic selling, you will already have been out of the trade for some time, or you will feel comfortable staying in and riding out the wave. Either way, you will not follow the herd as they run themselves off the cliff in a panic. You have your strategy and you know what to do, so now you can relax. Also, you will lock in profits that you have gained before the market starts to turn. Many investors would have sold their technology stocks long before the ".com" bubble burst if they had been following a clear exit strategy. Instead, millions of people lost millions of dollars because they did not have a clear plan to get out. Don't make the mistake of the novice investor who



sells too soon on the up-side, locking in meager profits when there much more profit to be made, and then sells too late on the down-side, waiting forever for the stock price to "recover" as money keeps slipping away.

So what should your exit strategy be? This depends on what your are trading. For example, the exit strategies for stocks, covered calls and options are different. It also depends on your unique investment profile, particularly if your trade is a long- or short-term investment, and also what your tolerance for risk and market volatility is. One very common strategy for a declining stock is to exit at a percentage loss. For example, if the stock loses 5% of its value and it is not a short-term bump, plan to sell it. If the stock is increasing in value and you want to lock in profits but not sell too soon if it is going to continue increasing, perhaps you would sell when it closes below the 7-day moving average on higher volume. There are many approaches, but the most important thing is to have a plan, and to stick to it. In my teleclasses, we go into great detail on exit strategies for individual investors and individual trades.

### **Know Yourself, Know Your Enemy**

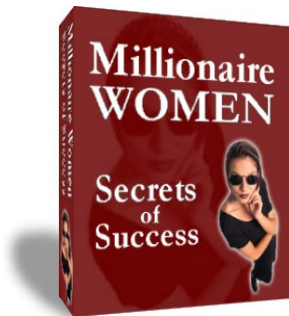
In the Art of War, Sun Tzu says that to insure victory, you must know yourself and know your enemy. In trading knowing yourself is being acutely aware of your own emotions and how they are affected by the "enemy", which is the volatile market and all of the millions of people who are buying and selling stocks every day based on their own emotions.

In summary, know that emotions, particularly fear and greed, have a great effect on stock market prices. Know that your own emotions WILL betray you unless you understand them and have strategies in place to deal with them. ALWAYS have a clear exit strategy BEFORE you buy a particular stock. Then, regardless of what happens, you MUST stick to your strategy. Most of all, only trade what you can afford to lose.

Happy investing!

## Part IV: The Uniquely Feminine Mindset of Success

This final section of this e-book introduces you to the uniquely feminine mindset of success. Many people think that knowing the how-to's of business and investing success is more important than having a millionaire mind. All of the women in our network will tell you that this is simply not true! If you have the right state of mind, the how-to's will often take care of themselves, but without the right state of mind, even the how-to's that are mastered will often sit on a shelf and go to waste from lack of use.



This section is meant to be read in conjunction with the Millionaire Women Secrets of Success™ audio programs. These programs are interviews with multi-millionaire women who share with you their secrets of developing an unstoppable millionaire mind and exactly how they reached millionaire financial status. To find out more and enjoy your newly energized mindset, click here now: <http://www.millionairewomen.com/products.html>

To listen to a FREE 5 minute Real Audio excerpt of the *Millionaire Women Secrets of Success*™ interview with multi-millionaire Wendy Robbins, click here: <http://www.millionairewomen.com/FREE/WRExcerpt1.ram>

## Power and Success for Women

Many women believe that power and success are not for them because they believe that it isn't feminine to be powerful and successful. History has proven that this is simply not true. Some of the most powerful and successful women in history were also the most feminine, graceful, creative and classy. Whether they were leaders in charge, such as Cleopatra and Queen Elizabeth I, or behind the scenes women imparting wisdom, insight and guidance, such as Jackie Kennedy, these women embodied power, success and a distinct femininity that radiated from the core of their being. In fact, one could say that their power and success came from their ability to be perfectly feminine.

Recently, Fortune magazine released their list of the 50 most powerful women in business today. And these women had some interesting things to say about what power and success mean to them.

### **Power is Deciding How to Live Your Life**

To have power means that you get to decide how to live your life, to do what you want, when you want and with whom you want. If your business is running you, if you haven't set up systems that can run when you're on vacation or with your family, then your business is bondage, not a powerful aspect of your life. In July 2002, Karen Hughes quit her job as Counselor to the President and redefined her role as an advisor to President Bush on his communications strategy. She also edits speeches from her home in Austin, TX. This has given her the time she wanted to be with her family and to live the life she wanted for herself. Hughes said, "I realize now that you can have a more powerful impact one on one than in national decision-making. I teach Sunday school to 2-year-olds. It's a lot of hugging. And I have much more control over my time--which is the ultimate form of power."

### **Power is Balance**

Having power means finding balance in your life. Some people have learned the hard way that driving yourself to exhaustion and not finding a place for family, friends and personal projects will just lead to burn-out. Ultimately, you won't be happy, you'll start making bad decisions, and your power will be empty. Hillary Clinton, senator from NY and former first lady, had this to say: "I'm finding power in and of itself isn't very attractive these days. Men and women are trying

to find balance in their lives--and to make a difference. And women are stepping off the conventional roads to power because they may not be willing to pay the price for corporate life. I don't think it's a good thing--but I don't want a society where people are turning their backs on the fundamental requirements for personal relationships. The economy is not an end in itself. It's a means to an end--so people can have better lives."

### **Power is Being Authentic**

We're women who have special talents that are powerful and can lead to great prosperity. We don't have to do things like men, or even like other women if that is not true for us. We can bring our most authentic self to our work, including our femininity - and we can do it with style. When you are being yourself, you tap into a deep well of personal power that will shine through in everything that you do. Carly Fiorina, Condoleezza Rice, Oprah Winfrey--these are all women that we can turn to as modern-day examples. Find your center, tap into who you really are, and you will find your power.

### **What Does Power Mean to You?**

Take a few minutes to think about what power and success mean to you. How do they manifest in your life right now? What would you like to change to embrace your personal power more fully?

### **Find Strength in Your Femininity**

Believe that you can be powerful, successful, graceful and feminine all at the same time. Study the lives of the most memorable and admired women in history. Find great mentors who can help you on your road to success. Follow in their footsteps. Find the strength in your femininity and let it shine through.

### **Find Powerful and Successful Mentors to Guide You**

Many of you really resonate with us and want to learn more. You're a go-getter, you want to succeed, and you're ready to work directly with women who can show you exactly how to do it. If this is you, then we warmly invite you to our direct mentoring program.

As part of this program, you receive our Business Divas!™ Audio Program, participation in our amazing 6-week TeleSeminar called "7 Steps to Freedom, Wealth & Outrageous Success"™, one Millionaire Women Secrets of Success™ CDs, a personal assessment mentoring call to tailor the program to your needs, and 10 one-on-one mentoring sessions with us! Plus, you'll have access to all of our resources, the other mentors in our network, and 24/7 email access during your mentorship. To learn more about this opportunity, visit our web site here: <http://www.millionairewomen.com/mentor.html>

## **Making Friends with Fear**

Has fear ever gotten in the way of reaching your goals? Perhaps you're afraid of failure, or even more so of how success might change your life.

Many people have written to us asking how they can get rid of their fear. Fear, they say, is the number one thing preventing their success. Today, let's explore fear and the role it has in your life.

### **Declaring War on Fear**

For most people who realize that fear has prevented them from taking worthwhile risks, their first instinct is to declare war on fear. We often hear people say, "If I had only bought this house or these stocks ten years ago, I'd be a millionaire by now...but at the time I was too afraid." So, the conclusion is that fear, the thing that prevented action, must be destroyed so this won't happen again. But, does fear have a place?

### **An Intelligent Role for Fear**

If you are walking through the jungle and you see a lion in the distance, the fear of being eaten will prevent you from getting too close. We can all agree that in this case fear is a good thing! Fear can prevent you from making decisions that would place you in danger.

So, fear has its place. Fear only becomes problematic when it prevents you from taking intelligent risks that will lead to greater success.

## **Fear Is Your Friend**

We have examined the good and problematic faces of fear. Where does that leave you? Well, our recommendation is that you make friends with your fear. Recognize and welcome its presence in your life as a helpful servant that keeps you from danger. Just don't allow fear to be your master! Recognize that when fear is in charge, it will prevent you from making intelligent, calculated risks that can lead to big rewards. You must take responsibility for making intelligent decisions that are grounded in reality and based on facts. For example, if you are thinking of buying a certain stock, consider all of the necessary market research and only use money that you can afford to lose. Then, if the worst thing happens and the stock goes down, you will suffer only a lesson. But if it goes up, then you can reap all the rewards that fear would not allow.

## **Does Fear Ever Disappear?**

At a certain level, fear will never leave you. But you don't always have to give it power. The mentors in the MillionaireWomen.com network still feel fear. We just don't let it rule our actions or decisions. We are all human, so we will always feel fear. But, by making friends with our fear and using it for what it was designed for, to ward off danger (but not success!), then we can learn to live in harmony with success and all of our beautiful human emotions!

## **Become Bigger Than Your Fears**

Learn how become bigger than your fears with the "Millionaire Women Secrets of Success(tm)" audio CD called "Dreaming from Your Future" with Wendy Robbins. Wendy is an incredible woman who became a self-made multi-millionaire in just 2 years. In this unique interview, Wendy teaches you the millionaire mindset for gaining focus and clarity, how to master your fears, how to use your thoughts to become an "instant manifestor" and how to turn the volume up on your passion and power. To learn more, visit our web site at: <http://www.millionairewomen.com/products.html>

## The How and Why of Success

Which is more important: knowing "how" to do something or knowing "why" you want to do something? When we first start mentoring someone, we always ask them that question, because becoming clear about the answer is one of the first steps to realizing a rich life. While there is no right or wrong answer to this question for an individual, most successful millionaires will tell you that it's the "why" that is more critical.

### **WHY Not Take the First Step?**

There is an old saying that goes something like this: "there are a million roads that lead to Rome." It's true, there are a multitude of ways HOW you can travel there. However, if you are currently sitting in your London flat and have no reason WHY to go to Rome, the million roads are not available to you. You won't get creative about how you are going to get there or start taking the first steps down the path. The HOWs will never show themselves. Many of us want to be financially independent. You are part of the MillionaireWomen.com community because our motto "Freedom, Wealth and Outrageous Success™" resonates with you. Well, we want you to know that just as there are a million ways to get to Rome, there are a million ways to become outrageously successful. You don't need to know about them all, just the one that is right for you. So why don't more of us start or continue down the road to success today? It all goes back to WHY.

### **Making Your WHY Strong and Clear**

The very first step of our "7 Steps to Freedom, Wealth & Outrageous Success™" Program is all about creating, maintaining and nurturing your most authentic and Big WHY. We know that without a Big WHY, one that resonates with your true self, many of you will never take your first steps down the road to success, or when you encounter the first obstacle you might turn back. Having a BIG, STRONG WHY not only gives you the courage, strength and belief to begin your journey, it also gives you the perseverance to finally succeed. And just as importantly, the clarity and energy of your Big WHY keeps all of the small, nagging "why nots" away. So you must have an unstoppable WHY that resonates with your most authentic self and that is fed and nurtured everyday by your limitless spirit. This is the most important foundation to your success.

## With a Big WHY, the HOWs Reveal Themselves

Most successful people will tell you that with a strong enough WHY, figuring out HOW becomes easy. Wendy Robbins, one of our multi-millionaire Business Divas™, had a big, clear WHY for her mission: she wanted to achieve financial freedom for herself by spreading happiness and "Tingling the World" with her product called the Tingler. Today, she is living that dream. When Wendy got started, she didn't know anything about HOW, she just knew very clearly WHY. As obstacles presented themselves, she overcame them one by one, always keeping her WHY in front of her as a guiding light. She also allowed for serendipity, new paths, chance meetings, and was open to guidance from the universe. Because her WHY was so big, enrolling others who knew the HOWs that she needed to accomplish her goals was easy. One by one, the HOWs took care of themselves because her WHY was big enough. If your dream is to be in Rome and you have a big enough WHY, the HOW to get there becomes simplified and you will have the courage to overcome any obstacles that pop up along the way.

## WHY Before HOW

We sincerely hope that each and everyone of you will live your life with no regrets. Create a strong WHY and let the HOWs present themselves to you. Don't waste another day in London if Rome is your dream. There are a million roads to reach any destination, but only you can take that first step.

## What is Your Wealth Image™?

A positive *wealth image*™ is the key to your success. Like a self-image that can limit or expand your ability to prosper in business and your personal life, a *wealth image*™ is the *wealth esteem*™ and prosperity confidence that determines how far you'll go on the road to financial success. This is why your *wealth image*™, the sum total of your conscious and subconscious feelings about money and success, has such a powerful and profound affect on your financial life.

Over the years of teaching people how to create wealth and success in business and life, we've discovered an amazing secret: It doesn't matter how many techniques or strategies you know, if you have a negative *wealth image*™, you will fail or continue to stumble along the road to success.



One of the most important steps you can take toward your financial freedom and success is to discard your negative thoughts and ideas about wealth and develop a limitless, positive *wealth image*<sup>TM</sup>. If you are not currently living at the wealth level you desire and deserve, chances are that by making some *wealth image*<sup>TM</sup> improvements you will open the floodgates for abundance to manifest in your life.

Here are three practical tips that you can do right now to instantly boost your *wealth image*<sup>TM</sup>.

### **Tip #1: Question Your Money Assumptions**

What you have learned to believe about money profoundly affects your ability to attract and manifest it. Just as many of us have a negative self-image after a lifetime of being inundated with unrealistic advertising featuring "perfect" people and ideal situations that have nothing to do with reality, many people also have a negative *wealth image*<sup>TM</sup> from years of being bombarded with false ideas about money. These influences, whether subtle or overt, have been instrumental in defining your current *wealth image*<sup>TM</sup>.

We've mentored many people who have parents or grandparents that grew up during the Great Depression and passed on a legacy of their own financial fears to their children. These children, as adults, then passed it on to their own children. Instead of growing up with a psychology of abundance, there was a constant 'waste not, want not' feeling of lack.

In the same way, our peers, educational system, communities and society have passed on other limited beliefs and emotions about money. For example, how many of us were taught that "money is the root of all evil" or that wealth corrupts one's integrity? Do you know that the actual biblical reference is "the love of money is the root of all evil" and that wealthy people are often great philanthropists who use their wealth to benefit society by giving billions of dollars to charity every year? Yet somehow these "myths" persist and affect how many people perceive and relate to the abundance of money.

Take some time to write down all of the things you've learned about money and all the impressions you've developed about abundance or a lack thereof. Look for subtle influences and emotions about money, especially fear and doubt. With an honest assessment of your current *wealth image*<sup>TM</sup> and how it was developed,

you can radically change your financial future by simply freeing yourself of these limiting beliefs.

### **Tip #2: Project a Positive *Wealth Image*<sup>™</sup> to Become a Wealth Magnet**

We get back from the world whatever we give out. Worry, doubt and fear can be self-fulfilling prophecies. And so can positive thoughts and emotions. When you exchange negative beliefs and emotions about money for positive ones, you are in harmony with receiving money, and you start drawing money to you.

This principle can be seen in harmonic resonance. If two guitars are next to each other, and a string is plucked on one, the vibration will resonate on the other. Harmonic resonance works with people, too. Your positive *wealth image*<sup>™</sup> is contagious, and will cause people to support you and help you in your success. It will also cause other successful and wealthy people to want to be around you and to do business with you. When you resonate with a strong wealth signal and a vibrant and positive *wealth image*<sup>™</sup>, you get back strong wealth results. This is why the rich get richer.

The majority of people have an income that is the average of the money earned by their ten closest friends. Boost your wealth potential by using your positive *wealth image*<sup>™</sup> to attract millionaire friends or mentors into your life. Take seminars from people who have extraordinary *wealth esteem*<sup>™</sup>. Read stories about successful people who have overcome obstacles to create outrageous success and let their story become your story. Follow these steps and you too will become a wealth magnet.

### **Tip #3: Carry Your *Wealth Esteem*<sup>™</sup> With You Wherever You Go**

Always carry at least one crisp \$100 bill in your wallet. This will immediately affect your *wealth image*<sup>™</sup>. It is equivalent to the hip new haircut or outfit that can completely change your self-image simply by having it. With your \$100 bills, you will immediately feel the influence of having wealth in your pocket wherever you go.

You will also get some direct feedback on your own money emotions. Do you fear losing your \$100 bills or do you feel unworthy or uncomfortable carrying them? Feel these things, but just keep carrying the bills until their influence starts

to fade. As your *wealth esteem*<sup>™</sup> grows, you will feel comfortable and happy always having wealth present in your life.

### **Create a Positive *Wealth Image*<sup>™</sup> for Life**

Just as our self-image is constantly under attack by our own doubts and fears, as well as unrealistic advertising and media pressure, there will always be external influences on your *wealth image*<sup>™</sup>. Cultivating a positive *wealth image*<sup>™</sup> is an active, conscious process of consistently letting go of any limited ideas about money and embracing a new reality where wealth and success are easily attracted and nurtured. Soon your *wealth image*<sup>™</sup> will become the great habit that rewards you with all the riches that you deserve.

We spend two hours turning your *wealth image*<sup>™</sup> into your best ally in achieving success in our "7 Steps to Freedom, Wealth and Outrageous Success<sup>™</sup>" Program. Visit our web site to learn more at:

<http://www.millionairewomen.com/teleseminars.html>

## About the Authors



Shelly Gore and Christina Gage are prosperous entrepreneurs, successful stock market and real estate investors, and sought after business development coaches.

When Shelly and Christina first met, they had already built up independent businesses catering to Wall Street firms, and had each achieved incredible success.

In fact, by the time they were in their twenties, the success of their first companies put them in the *top percentile of women wage earners in America*. Their businesses count among their clients Wall Street giants, such as Morgan Stanley, JP Morgan, Smith Barney, Credit Suisse, Bank of America Securities, Merrill Lynch, and Salomon Brothers.

When they became business partners, they discovered the power of partnership to create even greater success. Together, they bring their knowledge and experience to entrepreneurs and investors by teaching revolutionary business success and development seminars, offering one-on-one coaching to produce dramatic results for their clients, and providing products that deliver step-by-step guidance for realizing entrepreneurial and investing goals. Their powerful strategies for creating freedom, wealth and success will change your life forever.

Because Shelly and Christina have always been especially passionate about helping other people achieve the success and freedom they deserve, they launched MillionaireWomen.com, a network of mentors dedicated to helping others manifest their greatest dreams and live a rich and abundant life. Their mission is to educate, empower and inspire millions of women to create freedom, wealth and success in their own lives through entrepreneurship and investing. Both Shelly and Christina feel this is the greatest expression of their gratitude to their own mentors and their enthusiasm to help others.

## About MillionaireWomen.com



MillionaireWomen.com is a network of mentors dedicated to helping you manifest your greatest dreams and live a rich and abundant life.

Millionaire Women, Inc. offers audio programs, teleseminars and personal mentoring for success in business and investing.

For information or inquiries, send an e-mail to: [Success@MillionaireWomen.com](mailto:Success@MillionaireWomen.com).

**Please visit our web site: [www.MillionaireWomen.com](http://www.MillionaireWomen.com)**

- ◆ Learn more about our products, seminars and classes.
- ◆ Get free resources, practical tools and inside knowledge on business and investing to make your financial freedom a reality.
- ◆ Read inspiring stories of millionaire women and follow in their footsteps to riches.