

11 PRINCIPLES TO ACHIEVE FINANCIAL FREEDOM



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By
Nandish Desai

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To,

Manish Chauhan

In your magical space,
I grow, learn and develop
as
a financial coach
and as a person.

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FOREWORD

By Manish Chauhan

Author of “16 Personal Finance Principles Every Investor Must Know”

Right now, what you are holding in your hands is not just a book, but years of effort and creation. Nandish and I started our career making financial plans and somewhere we started to realize that many investors' financial life was not changing after having a financial plan in their life. After a lot of research, we concluded that a financial plan was just one part of the process and other elements were required to live an awesome financial life. This book is about those elements that we have discovered over time.

We challenged the traditional financial planning process a few years ago and that is how our financial coaching program came into existence. This book is based on our financial coaching program that we have conducted with over 100 people spread across the globe.

With this book, we invite each investor to look beyond financial products and returns, and look at wealth creation as a game. Most investors make investments out of compulsion and out of need; the core message of this book is to see wealth creation as a project and will teach you how to fall in love with the process of wealth creation.

There are books that follow the trend and there are some books that set the trend. This book falls in the latter category; it is here to set the trend in the personal finance world.

Most investors are in search of solutions and answers; this book is not about getting answers, but about discovering who you are as an

investor and gaining insights on how you can connect with your true wealth.

Nandish has written this book after working with 100+ people. I am sure this book has the power to change your financial life; to some it will act as a wake up call, to some it will help them discover who they are as an investor, to some it will help them add different dimensions to their financial life.

While I was going through the initial draft of this book, I was convinced that this book would be a game changer not only for investors but also for financial planners. This book is simple and yet powerful and it will leave a deep impact on you as an investor.

There is a lot of hype around the words “personal finance” and “money” out in the world. While you are reading, this book will teach you to fall in love with the process of wealth creation.

The narrator of this book is Sam, an IT professional based in Mumbai, who shares his experience of working with a financial coach. This book is not a story but it has conversations between Sam who is a lost, confused and directionless investor and his financial coach. They both meet and Sam participates in a program called the “90 Day Money Game.” The coach invites Sam to work with him for the next 90 days. The money game has 11 exciting levels that span the next 90 days.

Sam is a confused investor full of fear with a pessimistic view about his financial life before meeting his coach. But with each passing level, as his financial coach teaches Sam, his life starts changing as he implements the elements of living a great financial life and incorporates changes in his thinking and attitude towards various things.

As Sam starts experiencing a big shift in his financial life, he starts to experience a new level of enthusiasm, positivity and motivation. With

each passing level, Sam identifies why his financial life was a mess and how his whole life offers great possibilities.

The book teaches that an upgrade is always available in life. At the end of the 90 Day Money Game program, Sam is now a totally new Sam. He calls this his journey from Sam 1.0 to Sam 2.0.

Our vision as a team is to have this book become part of the CFP (Certified Planners Program) curriculum so that the new breed of financial planners can think beyond financial plans.

If you also feel that you need direction, motivation and some exciting new ideas in your financial life and you want to move towards financial freedom, this book is for you. Nandish is an amazing financial coach in real life who has worked with hundreds of investors and changed their lives. Now it's your turn!

ACKNOWLEDGEMENTS

Anyone who has ever written something for publication knows of the team effort that goes into a project such as this one. I am grateful to all those who have directly or indirectly helped in making this book a reality. You will never know how much you encouraged me with your friendship and love.

I take this opportunity to first thank all our financial coaching clients as the inspiration for this book. Your emails, heartfelt testimonials and coaching sessions have been extremely useful in writing this book.

I would like to thank my business partner and friend Manish Chauhan who saw an author in me and encouraged me to express my thoughts on paper. Every word and concept put into this book is a result of our teamwork and partnership. His vision and generosity give space to simplicity, innovation and creativity in my life.

I thank my parents, my true wealth for always providing me with the space and resources to do whatever I wanted to do in life. I especially thank my father for sharing his wisdom with me from time to time. You play a vital role in my overall training and development.

From the bottom of my heart, I thank my Jedi coach Anurag Gupta who taught me to see life and wealth creation as a game, and all the teachers and coaches who taught me how to coach. I thank T Harv Eker for teaching me how to create new relationships with money through his work. I would also like to thank Landmark Education for teaching me the various distinctions in life and the true meaning of life. I thank Peter, Steve, Stephan, Jim Rohn, Katie Byron and Werner Erhard from whom I have learnt how to live a life by serving others.

I thank the various authors whose books I have read all my life; they have played a vital role in my development.

My wife, Himali, who knows my strengths and weaknesses better than anyone else and still loves me. She has been my partner in all that I do in life. I thank her for filling my life with a lot of love and enthusiasm.

My special thanks to my brother, Monil who has been a constant source of inspiration in my life. He is an inspiring person who has taught me how to learn life lessons from life changing movies, animated movies and otherwise.

Many thanks to my publisher Network18 and my editor Aditi Radhakrishnan (my first reader) who helped me make this book a reality.

Lastly, I would like to thank all our wealth club members and every reader of Jagoinvestor and Jagoadvisor blog for their ongoing love and trust. All that we do as a team is incomplete without your encouragement and support.

Sincerely,

Nandish Desai

Financial Coach

A LOST, FRUSTRATED AND DIRECTIONLESS INVESTOR

Hi, this is Sam. In those days, my life had four things: a demanding job, a good salary package, a caring wife and supportive friends. It seemed life was on a progressive mode and everything was going fine. I used to think, “Money is next to oxygen” so make a lot of money until 50 and then go on a world tour. I was giving more importance to earning money than managing money.

It all started with a strange dream, *I am going to miss my train.*

This strange recurring dream started disturbing me a lot. On that night, I saw the same dream that *I am going to miss my train.* I woke up scared and had a little water. I experienced fear and felt the dream had some connection with my life. I started feeling I am missing something important in life. I could not figure out any answer to that and kept thinking about it for sometime.

Suddenly the alarm clock rang ...**TRINNNNNNNNTRINNNNNNN**...

I woke up, got ready and had my breakfast. After having breakfast, I left for my job. Every day I used to take the 7:45 am Mumbai local from Andheri to Churchgate. I had never missed any train in all my life so I was not getting any clue why I had that strange dream of missing the train.

I reached office. On that day, I had to give an important presentation to our Senior Project Head. Before the presentation, once again the same strange thought crossed my mind that “***lam going to miss my***

train.” I did not pay much attention to it and got busy with my work. My presentation went well; I got a lot of appreciation from my team and seniors. One more working day ended.

After office, I started for my home. On reaching home, I had my evening tea and took a shower to get fresh. While taking bath once again the same thought crossed my mind **that I am going to miss my train.** The thought was just not leaving me, it started appearing more frequently and I started to worry about it. I got serious and I shared about it with my wife. My wife's first reaction was maybe it is because of stress. I told my wife that my work is demanding but why am I getting similar thoughts every now and then from the last 3-4 months.

My wife asked if I was worried about something, something that I was carrying in my mind all the time or something that needs immediate attention. I told her I worry about many things, so what? She asked me a question “What is your biggest worry in life right now?” The word that came out as my reply was “MONEY.” For the first time I told my wife that I was worried about MONEY, I was scared about producing wealth in life.

I told her that I was really lost and confused in the area of money, we need to plan our finances but I don't know where to start. I want to buy our own house and want to do many things but our bank balance is too low to do all that we want to do.

I asked my wife we are both working and our earnings are good but why is the wealth not growing in our life? I told my wife that I came across a personal finance blog a few months back where after reading a few eye-opening articles I realized that all our investments done so far are wrong and I have made many wrong choices in selecting various financial products. I am very confused, frustrated and directionless as an investor.

How did I find my financial coach?

My wife told me we could take some professional help, someone who is an expert in this area, and someone we could trust. She said that if we made an effort we would be able to find someone who can help us build wealth. I told my wife yes, that is a good idea and let me explore that tomorrow.

My wife got me a hot cup of coffee. I played my favorite songs on my iPad and went to sleep. The next day I again took my 7:45 am local train and reached office. My boss called me into his cabin; he looked at my face and asked if I was dealing with something. I don't know how but he could read my face every time; I said yes I am worried about my financial life. I came across a personal finance blog a few months back where I could see that I have made many investment mistakes, the products that I thought were best for me are not good at all. It seems I am very bad at managing money, my bank balance is not growing and I really don't know how to produce wealth.

He said, he also was in such similar position some time back and he worked with a financial coach who helped him out. He said his mentor helped him to design his financial life. He was so relaxed in the area of money; he had the kind of financial life that I wanted to have. I immediately asked my boss to connect me with his mentor. He said *Sure, I will connect you with my financial coach.*

I received an email address coach@jagoinvestor.com from my boss; his coach's name was not written in the mail. My boss wrote that his financial coach operates from pure service; he is a money master and he is very passionate about what he does. He also wrote that he helps people get their finances on track, he is seen as the ultimate wealth coach in the personal finance world, and he works with only a few selected investors who are committed. While reading my boss's mail, once again the thought ***"I am going to miss my train"*** crossed my mind and I decided to send a mail to the financial coach.

Here is what I wrote in my first mail.

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Hi Coach,

My boss Srinivasan gave me your email id. He has been your financial coaching client. When I shared my financial worries with him, he asked me to contact you. My name is Sam and I am an IT professional; I really feel lost as an investor. Until now, I invested my money based on what my friends and relatives suggested and now I am realizing it was the biggest mistake of my life. I trusted them and I am now lost as an investor.

I was never taught about money in school or college. I learnt a few things from my parents and when my company asks me to show tax saving investment proof, I generally follow my colleagues' and relatives' advice. I have never studied any financial product in detail until date. I really find numbers frustrating and I put my signature wherever asked. I think I have invested money in all the wrong products and now I feel I will never be able to produce wealth in life. I am worried in the area of money and

because of that, I am having a very disturbing recurring dream all the time that *"I am going to miss my train."*

My wife and I both stay busy with our work schedule and we are left with no time for our finances. We both have non-finance backgrounds and we think that personal finance is not our cup of tea. We do not understand NUMBERS and we are clear we will never be able to understand it on our own. I don't know why we are like that in the area of money. We think we have become directionless as investors and we feel we are lost in the complex world of personal finance. We really have no clear financial goals; we have made some investments here and there, thinking that is how wealth grows. All that we have tried so far has not worked for us. I even had a short financial plan in the past made by an advisor but we just could never follow that plan. I really need your help. I am ready to do whatever you will ask me to do but help me to live a good financial life. I have tried all that I could but I am unable to produce wealth.

Help me FIND WEALTH. PLEASE help me FIND my PEACE OF MIND.

Sam

A lost, frustrated and directionless investor

A strange reply came from the other end that shook me.

To

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Subject

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Dear Sam,

Thank you for writing and for showing trust in me. It really takes courage to share such a personal experience with a stranger on an email. I can see the desire in you to produce wealth; asking for help is a sign of strength, it shows you are committed and I only work with committed investors.

If I choose "cheese" as a metaphor for "wealth," then as an investor you are unable to find or connect with your cheese (your true wealth). I would like to share an experiment that was conducted a few years ago on a rat and a human. Read this experiment slowly and try to relate it to your financial life.

Some 100 complex similar tunnels were made to conduct this experiment. After the tunnels were made, a large piece of cheese was placed at the end of the 40th tunnel. A rat and a human were put into those tunnels. The experiment was conducted to study their behavior and so they were observed for a few days. Initially both rat and human could find the cheese at the end of the 40th tunnel. After a few trials, the researchers started to shift cheese from one tunnel to another. They found that the human, once he found cheese at the end of the 40th tunnel, remembered that tunnel and route, and then he would go down the same tunnel again and again regardless of whether the cheese was there or not. His mind told him "I very well know I found cheese in the 40th tunnel and there is no point going to some other tunnel."

The human was not willing to drop what he knew and eventually could not get the cheese. He did the same thing repeatedly and was expecting a different result, which was insane. (Most investors do the same thing year on year and they expect different results to happen in their financial

life). The rat, on the other hand, was only interested **in cheese**. And to find the cheese, the rat tried different tunnels; his plan was to get the cheese and he was not attached to the tunnel. The rat was ready to give up what it already knew. His mission was not to remember the route but to get the cheese. That's **all** it takes for a rat, when it comes to getting cheese.

The rat was smart - **very smart**.

Sam, coming back to your financial life if you want to find CHEESE (your True WEALTH) you will have to be like that rat, you will have to try out new ways of managing money, you will have to change your attitude in the area of money, you will have to shift your view about personal finance, you will have to create new relationship with cheese (Wealth) and you will have to create a system in your financial life that helps you grow wealth.

Right now, you are doing the same thing year after year and expecting different results to show up.

My life is **all** about helping people and I am willing to help you get in control of your financial life. I help investors through a program called "90 Day Money Game"; it is a simple yet challenging program.

You will have a few sessions with me over the next 90 days; during those sessions, we will engage in some action-oriented insightful coaching conversations. If you are ready to take up this challenge, I am ready to help you.

Lastly, take my words: **Your train is waiting for you.**

Regards,
Your Financial Coach

His mail made it very clear that I had found the right person and I could see that he would surely help me out. I had a feeling I had found

my money mentor. I was absolutely convinced to go ahead with this person. Here is what I wrote back to him.

To

Add Cc Add Bcc

Subject

Attach a file insert: Invitation

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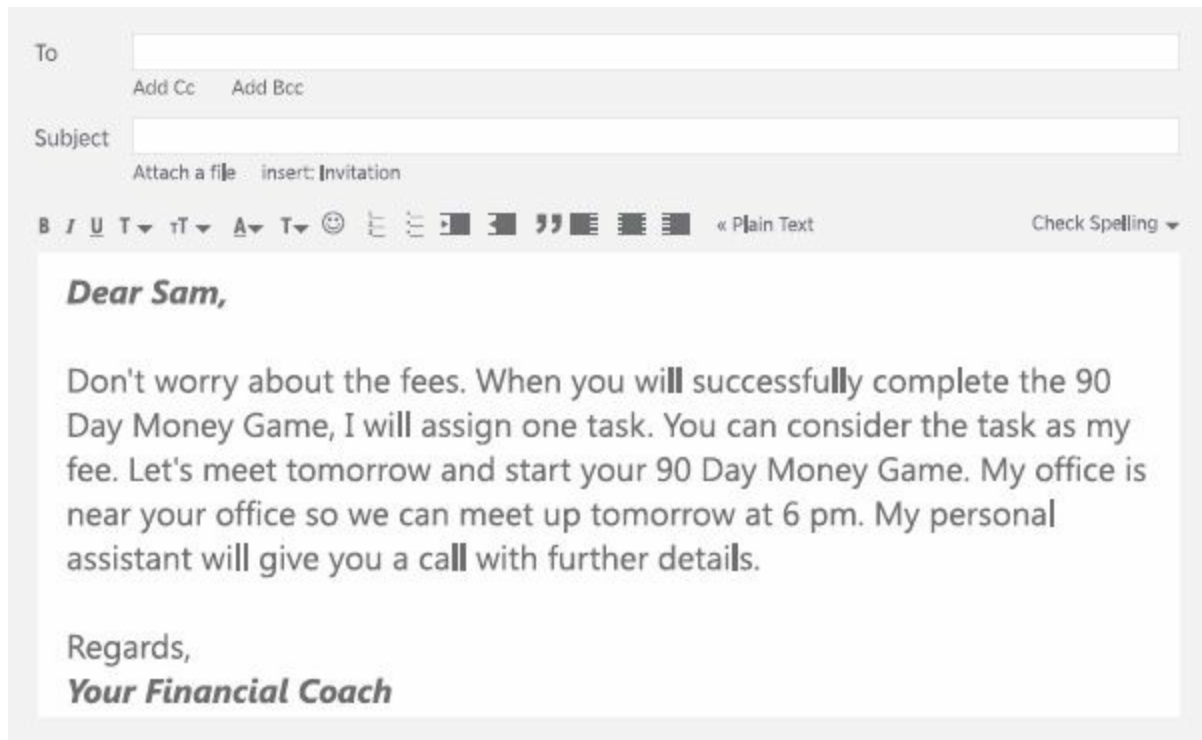
Hi Coach,

Thanks for the email; your mail woke me up. I am now clear I need to be like that rat and I want your help in finding my cheese (my true wealth). I am ready to play the 90 Day Money Game with you. I don't know why but your email has ignited a new level of enthusiasm in me. I want to start afresh, I want to give one more chance to myself and I want to be a part of the 90 Day Money Game challenge.

One last question, what will be your fees for your service?

Sam

And here is the reply I got from my coach.



The conversations exchanged were different and empowering. Before this, all the advisors, agents and bank relationship managers only came up with products. Everyone wanted to sell me something. For the first time I found someone who was asking me to think beyond products. I could sense a different kind of honesty in the communications that I exchanged with him.

I could see that I was stuck in my thoughts in the area of money and that I needed help. The focus was on the tunnel and not on the cheese. I had no idea what was happening in my financial life and I was somewhere blaming others for the kind of situation I was into. For the first time, I could see that only I was responsible for the situation I was into and all that I did with my money so far.

After those emails, I still had no idea why the program is called 90 Day Money Game and what it is going to teach me. But I wanted to give the challenge an honest try. I was ready to surrender to my mentor and do all that he would ask me to do.

After those emails I felt better, I felt more confident and surprisingly I had sound sleep that night. Next day morning while I was in my office, I received a call from his office, and was told to reach his office at 6 pm.

After speaking to his personal assistant, I immediately called my wife to tell her that I have found an amazing financial coach and I am going to take his help for us to live an awesome financial life.

The day I met my financial coach

I reached his office at 6 pm sharp. I found his office space to be creative and different; it had a special kind of environment. I was ushered into his cabin by his assistant.

On entering his cabin I saw my coach; he appeared to be in his late 50's. He was wearing a white linen shirt and blue jeans.

He gave me a warm welcome. He said **“Good evening Sam, nice to see you. Good to see your commitment and willingness to play the 90 Day Money Game.”**

I thanked him for extending his help to me and I shared little bit about my background, I said, “I work with a software company as a project manager.”

Coach replied - “That is good to know Sam. We will now be in communication for the next 90 days; we will meet and have few coaching sessions that will help you to connect with your cheese (your true wealth). 90 Day Money Game is an opportunity for you to discover your fundamental relationship with money. The game is going to be simple but not easy, so gear up.”

On saying that he gave me a leather-jacketed journal and said “Sam keep this with you, this is your wealth journal that we will discuss during our sessions. Feel free to capture everything in your wealth

journal. I want a promise from you that you will capture all your thoughts, ideas and experiences in your wealth journal so that your learnings and insights always stay with you.”

I said, “Yes, I promise to capture my learning” and took the wealth journal in my hands. On looking around, I found his cabin to be simple with minimal things on the table.

He said, “Let me share what we do in this room. We do not make financial plans or give any financial advice or suggestions to investors. We help people create miracles and if you will keep an open heart and mind, you will also be able to create miracles in your financial life.

As we move forward, you will continue to discover more and more about the process of wealth creation with the help of the 90 Day Money Game.

For the next 90 days we are going to work on two aspects:

- 1) We are going to work on YOU Because YOUR financial life will change only when YOU CHANGE.**
- 2) We are going to work on how you can play for financial freedom Because that is the context of this program.**

I know that you are feeling stuck in the area of money but that is perfectly fine, all those I work with start from where you are right now. For the next 90 days, we are going to have a lot of fun and my job is to help you fall in love with the process of wealth creation. We are going to have some sessions spread across 90 days. We will stay in communication and brainstorm on how you can find your cheese. Brainstorming always helps you to get in touch with infinite possibilities and connects you with new opportunities of creating wealth.

“Tell me Sam - How do you perceive personal finance? I mean what kind of thoughts come to your mind when you hear the word personal

finance?” Coach asked me.

And I said, “Coach, I see personal finance like a jigsaw puzzle. When someone starts to discuss about personal finance I feel like running away from that place, to me personal finance is all about numbers, calculations and complex financial products. I get many SMS, emails and calls every day to buy different financial products and that pushes me away from making investments. Somewhere I have started to hate people who come to discuss about personal finance with me. Very honestly, with so much over-communication and over-selling I am a confused investor who really does not know where to invest and what to do. I feel like everyone wants to make money from my money.”

He further asked “And what kind of the experience are you left with?”

“My experience is I am discouraged, I am confused, lost and someone who is full of fear. I want to produce wealth but I really feel I am going to lose all my money in the complex products available in the market. My money is not safe, I feel I am not educated in the area of money and so I end up making mistakes while investing.”

Coach said, “Ok, I understand! That is how most investors perceive personal finance and that is a key reason why most investors are unable to live the kind of financial life they really want to live. This perception gets in their way to fall in love with the process of wealth creation.”

He looked straight into my eyes and said “Sam, everyone is blessed to live a good financial life and so are you. When you say you are confused, lost and full of fear you have put yourself in a bottle. And **you can never read the label of the bottle you are in.**”

“Sam, your confusion and your fear about money do not have a life of its own. When you wake up your confusion and fear also wakes up with you. You are the one who gives life to your confusion and to your money fear. Stop giving life to your confusion and money fear, it is time for you to come out of the bottle you are currently in and perceive

wealth creation with a new view. You have built unnecessary hype around the word personal finance.

Your past experiences are now shaping your current reality about money (your cheese) and it's shaping your relationship with the process of wealth creation. You are making your own journey hard. You need to get that personal finance is a journey which is filled with all kinds of experiences but that does not mean you view personal finance only from a discouraging view," Coach said!

"Yes, I can see that Coach," I acknowledged.

"Sam, personal finance is not about numbers, calculations and products, it is about YOU. As I said earlier you are blessed to live an awesome financial life but it is up to you how you play the money game.

To change your experience around money and to live an awesome financial life you first need to remove all the hype that you have framed around personal finance and once the hype drops you will see personal finance as pure FUN," said Coach.

Personal finance is not about numbers, calculations and products, it is about YOU

"Yes Coach. I can see that I am carrying a lot of hype around personal finance, I have created a monster around the word personal finance and it's time for me to drop all the fear." I said

Coach continued "Sam, everyone is going to die one day and so are you. Here are the ways you will live and will eventually die.

- You will chase money (CHEESE) all your life, live a miserable life and die
- You will live an ordinary life (settle for less CHEESE) and die Or
- You will explore your full financial potential and die

At the end, your financial life will either be a warning or an example. So now choose how you would like to live your financial life.”

Be a student of wealth

On hearing that, something happened in my heart, it really made me think hard. What kind of end would I like to have? This was something I never thought about. In that moment, I could see that I was living an ordinary financial life, I was just handling situations and I was not playing the money game to explore my full financial potential. My coach wanted to generate a high level of commitment in me and that is exactly what I did, I told him I want to explore my full financial potential before I die. And I made a commitment to do so.

I told my coach, I am ready to do all that is required. I am ready to try new things, I am ready to experiment. I am ready to undergo FIRE.

“Sam, for that you need to be a student of WEALTH. A student of wealth is someone who is open to learn and plays the money game from heart.” Coach said

I said “Yes I am ready to be a student of wealth.”

“Sam before we go any further let’s look at why we call this program **a game**. Let’s look at what a GAME is all about and what comprises the 90 Day Money Game,” Coach wanted to clarify.

My coach took me to his conference room and told me, “Sam, can you see that dart board hung on the wall? Here are the darts for you. Let’s play darts.”

While I was holding the darts in my hand, I had thoughts whether I would be able to perform well or not.

My coach could read my mind. He gave me some coaching.

He said - "Sam don't think what will happen and whether you will be able to perform or not; don't consider how to carry it out!" He exclaimed, "The shot will only go smoothly when it takes the shooter himself by surprise."

"Sam, what does the word GAME mean to you? And what is the most important thing to focus on while playing any game?"

To which I replied - "Coach, game is something that helps people in developing winning attitude, it teaches teamwork, sportsmen spirit, how to handle failure and the most important aspect of any game is the end result you win or you lose."

My coach said "That's great! It would be inauthentic if someone says he/she does not want to win the game that he/she is playing but it is really very important to explore the word GAME as a distinction. Distinctions are like tools they help you operate better in life. A distinction acts like a binoculars and microscope in looking at things. They help you see things deeper and help you add different dimensions.

A game is something that is always made up; someone created it.

For example, someone created the game of Monopoly; someone else created Angry Birds for kids. Sam, why do you think the game Monopoly was created?"

I said "To have fun."

"Exactly Sam, the basic notion behind creating any game is to HAVE fun while playing. Winning or losing is a notion that one attaches to any game. The win/lose in any game is not important unless you make it important. If you were playing a game with a kid, you would want to lose so that it brings a smile on that kid's face.

Similarly, wealth creation can also be seen as a game. The game of earning, saving, spending and investing is a game that starts with your

first salary and you continue to play this game all your life as an investor. Now, it is up to you what you are going to give importance to while playing the money game enjoying the process of wealth creation or thinking it is good to have money in life. It is up to you what notion you attach to your game of wealth creation.

He further said, “Every game has an outcome attached to it, you either win or lose. Let’s learn more about the distinction game with the help of darts.

Now we both will play darts and will try to learn the distinction “game.” Before we start, let me make it clear that we are going to play two games simultaneously.

1. The first game is scoring points with every chance that we both will take.
2. The second game is whether we HIT or MISS the target, we are going to enjoy the game.

Is that clear Sam?” Coach asked me.

“Yes, absolutely” I replied.

We took alternate chances and started playing darts. We maintained a scoreboard while playing the game. While playing, I could see that my coach was enjoying the game rather than thinking about who will win or lose. He was not attached to winning or losing at all. That helped him give his best to the game.

After some shots, I too started to enjoy the game and my focus went off from winning and losing. I relaxed with the game and started having fun and my performance started to improve.

My coach stopped me that moment and asked me why I was not playing the money game the way I was playing darts. Initially your

focus was on winning and losing and then it shifted to having fun. Why not bring similar fun in the area of money?

He said that most people do not enjoy the process of wealth creation because they don't see wealth creation as a GAME. Anything in life becomes interesting when it is perceived as a game, and most people struggle in the area of money because they do not see wealth creation as a game.

People who share a great relationship with money always see wealth creation as a game, they add an empowering notion to the process of wealth creation and they are able to explore their full financial potential.

"Sam, what do you think can become possible for you if you start to see wealth creation as a game?"

I said, "Firstly I will start to enjoy the process of wealth creation and my attachment with money will drop and most importantly it will be a lot of FUN."

"Sam, the primary objective of any GAME is to enjoy and not just winning or losing. Winning or losing is the outcome, which is different from playing a game.

Sam, in your life at the end, you will hit or miss some of your financial goals but the most important thing is enjoying the process of wealth creation. A game helps your you to enjoy the process than being attached to the destination.

In your life at the end, you will hit or miss some of financial goals but the most important thing is enjoying the process of wealth creation

At the end, everything is made up. A financial plan is a made up thing, the goal setting process is made up, investment instruments are made up, every financial product is made up, movies are made up and

concepts like love and romance are also made up. We are living in a world where it is all made up. Someone created a game called cricket and someone created a game called mutual funds and insurance. Everything that we see around us is a game someone created. The 90 Day Money Game is made up by me to help people see wealth creation as a game.

Sam, everything is available to help you live an awesome financial life. From here you can make a choice, you can start to see wealth creation as a game and start to enjoy the process of wealth creation. During this program I want to help you create a game in the area of money that you want to play, something that you will enjoy, the game that will help you to explore your full financial potential.”

“Coach - for the first time I could see that I never enjoyed the process of wealth creation because I never saw it as a game. I always saw it as a burden. Something that is compulsory to address. My focus was always on my future financial goals than the present moment. I focused more on the scoreboard than the game. Somewhere I was setting up a worry game with thoughts about my financial future, thoughts like - Will I be able to take care of my retirement? Will I be able to achieve my financial goals or not? Will I be able to produce wealth or not?” I said.

On that day I made a declaration, I make a commitment to see wealth creation as a game.

He said, “Can you see why we call this program the 90 Day Money Game?”

I said “Yes Coach - now I am clear why it is called 90 Day Money Game and I am excited to play the money game with you.”

“Sam, when you see wealth creation as a game, you become a player and when you become a player everything gets in your hands. You become the source; a source is a place from where the game begins,

it is up to you how much energy and passion you will bring to the game that you are playing as a source.

Sam - put your hands on your heart and experience that you are at the source of your financial success. Your financial success is 100% in your hands. Only you can make or break your financial future.

Sam, it's NEVER TOO LATE TO CHANGE YOUR MONEY GAME ENJOY THE GAME PLAY ITFULLY.

Let's discuss what the 90 Day game carries for you. The game has different levels. Let me give you a brief idea on what kind of levels we will go through."

Level 1	Laying a Strong Foundation
Level 2	Creating a New Relationship with Money
Level 3	The Investigation Begins
Level 4	The Game Changers
Level 5	Don't Set Goals, Set Yourself
Level 6	Create A System To Create Wealth
Level 7	Financial Freedom Made Simple
Level 8	Active Income vs. Passive Income
Level 9	How Wealth is Created
Level 10	Increasing your Income
Level 11	Make Each Year Your Best Financial Year

“Sam - How would you define a coach? Have you ever worked with any coach?”

“I have never worked with any coach. But, to me a coach is a constant source of inspiration. He will help me get what I want in life through mentoring. He will help me produce results in life,” I said.

My coach appreciated me for sharing my views.

He said, “90 Day Money Game is an opportunity for us to create an agreement of working together in the area of money. Financial coaching is a very unique relationship between you and me; we both have to be 100% honest with each other to create magic. With the help of different kind of conversations, my role is to help you see something new and different for the first time that impacts your financial life. I am going to be a facilitator who will help you connect with your true wealth. You need to be open to change and listen to each conversation from a lot of commitment.

You will know more about coaching as we move forward so don't worry on that part. During the process sometimes you will like me and sometimes you will hate me but my only commitment is to help you explore your full financial potential.”

What is coaching all about?

“As you have never experienced working with a coach, I want to give you a DVD of the film **The Karate Kid**; this will help you get better understanding of who a coach is and what coaching can do to someone.

Let me tell you a little about this film. This 1984 film shows Daniel, a young boy being coached to become a karate champion by a mysterious Mr. Miyagi. Mr. Miyagi is no ordinary sports coach. He teaches Daniel by giving him irritating tasks, like painting a fence and polishing a car, to develop his fighting skills. In the movie, Mr. Miyagi

helps Daniel conquer his own pride and impatience, and only then does Daniel defeat his karate opponent, who is also the bully who has been tormenting him. And, most importantly, he teaches Daniel that the greatest skill is the skill to master himself; without that, other skills do not matter.

This is what we intend to do with you for next 90 days, where you are the student of wealth and you learn to connect with your true wealth. I want to help you discover who you are as an investor and you learn how to produce wealth.

Sam, as your coach I really want to help you in creating an awesome financial life. That is the only commitment I hold in my heart.”

I could see a lot of compassion and commitment in my coach’s eye.

I said “I will watch the movie tonight.”

He replied, “Sam, let’s keep today’s conversation up to here.”

LEVEL - 1 LAYING A STRONG FOUNDATION

The Game Begins...

“Be quick, but don’t hurry.”
- John Wooden

SLOW DOWN to POWER UP

My coach asked me, “Is there anything that occupies your mind all the time?”

I immediately jumped and said many things. I really stay busy all day with my work, my work is very demanding and it is really very important for me to perform at work; with all the work pressure I am always stressed when it comes to managing money. I really want to make a lot of money and that too fast. I always keep thinking ***I need more money to live a good and comfortable life.***

He asked me a few questions-

- Sam, will a chef who is in a rush be able to prepare his life’s best dish? I said, No.
- Will a pilot in a rush be able to do a safe landing? I said, No.
- Will a painter in a rush be able to prepare the best painting of his life? I said, No.

- Will a singer in a rush be able to sing the best song of her life? I said No.

Similarly, how can you as an investor who is in a rush, produce WEALTH?

He could see in my eyes a lot of rush and so he asked me to slow down. He asked me to look and check how disconnected I was with my financial life, to check whether I was present or not to the direction in which my financial life was moving.

I reacted “How I can slow down when it’s time to speed up?” I have so many personal finance actions to complete. I was not getting why he wanted me to SLOW DOWN. I was already late in making my investments, how can I even think of slowing down?

He smiled and made me close my eyes and again asked me to slow down. For a few seconds he did not speak anything and he asked me get in touch with my breathing. He then asked me to put one hand on my heart and asked me to listen to my heartbeats. It was a great experience, it was as if I got in touch with music inside me, that I never heard before, and for the first time I felt calm and relaxed. I got in touch with myself.

“Always remember Sam, things that matter most are measured by depth and not by speed. Everyone is in a rush when it comes to making money and so are you. No wonder people feel lost as an investor or at times helpless, because speed is indifferent to its destination. Your speed itself is an indication that you are LOST as an investor,” Coach explained to me.

“To create wealth you will have to slow down and focus on taking those actions that matter to you. Acting on what matters means knowing the difference between moving quickly and knowing exactly where you are going. Slow down and connect with the time that you are into right now as an investor. Most investors are either in extreme future or past but are never in the present moment. Investors who run

faster than time always struggle in their financial life. A money master would always slow down. In the area of money, you need to slow down to power up. When you slow down, you release all the pressure that you have put on yourself.

Your speed itself is an indication that you are LOST as an investor

Sam, this practice of slowing down has helped me achieve many things in life, as well in the lives of all my clients. I have assisted hundreds of people until now in producing desired wealth in their lives; I could see that the more my clients slowed down, the more financial success they experienced. It is the fastest way to get anything in life as you get in sync with the process of wealth creation. You are able to think more clearly and deeply when you slow down from inside. A lot of my clients tell me that when they learnt to slow down what they always wanted and what they really want were not the same.”

I could relate to this conversation of slowing down with my financial life. My coach helped me distinguish the unnecessary rush that was present in my life. I thought “I need more money” was coming out of the rush I was into. I thought I had to speed up and I have no other option left with but that was not the case.

We took a pause for a few minutes.

What song is playing in your head?

After some time he further coached me by saying “Sam I really invite you to slow down and bring your full attention to your financial life and imagine how would you like to live your financial life; examine your financial life. For example, are you enjoying your job or you hate what you do? Are you happy with your earning or you think you’re underpaid? What are your strengths that you can build your financial life on? And instead of having more money, look at how you can slow down and start to focus on you exploring your full financial potential.”

He said, “Right now instead of wealth, you are accumulating a lot of stress in life and you are totally unaware about how much stress accumulation you are doing on a daily basis.

Sam, when you worry about financial matters, it will eventually show up in your body. The song **You need more money** is constantly being played in your head. Now you have two choices you can either start to follow the song **You need more money** and invite worry to step into your financial life or you can slow down and question your thoughts about money and get freedom in this very moment.”

He further said “Money never gives stress to you or any investor, high or low returns never give stress to an investor, what creates stress are your thoughts that you carry about money and you can really free yourself when you choose to slow down from inside, you experience calmness from inside. When you slow down, you start to relax with money. And the more relaxed you are with money the more money comes into your life. Relax with money, as it is enough for everyone. You are in the game of wealth creation and not stress creation.

The slowing process actually makes difficult things easy. It helps you to take away all the hype around the word personal finance. It helps you to bring more attention to what is happening in your financial life, you will be able to see what more you can do, you will be able to see more possibilities, and you will be able to see what actions are in your hands that you can take up and complete. You don't just have to get through money issues, you have to get some learning from your money issues.”

For the first time in my life, I could see that I need to slow down as an investor and get in touch with what was going on in my financial world. On that day, I learnt to slow down.

Personal finance is a level 3 promise

My coach said that 90 Day Money Game is all about making and keeping promises. Personal finance is not about gathering knowledge; it is a game of promises and actions.

He taught me three levels of promises, which helped me immensely. Let me share what he taught me. He asked me to close my eyes and asked me three questions.

How good you are at keeping your professional promises?

I replied, “I am extremely good at keeping my professional promises.”

How good you are at keeping your personal promises? (With family and friends)

I replied, “I am not that great at keeping my personal promises. I keep them at times and break them at times.”

And how good you are with promises that you make with your own self?

I replied, “I am very bad in this area. I have a series of broken promises.” This question made me feel very guilty as I could see many such broken promises in my life.

He then asked me to open my eyes.

He wrote on a white board:

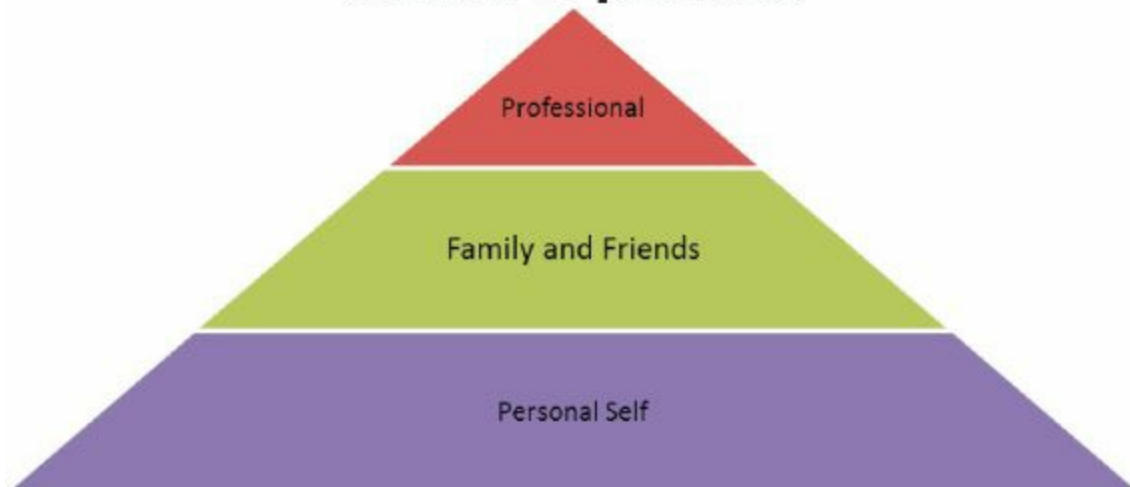
Level One	Professional promises	You keep them always
Level Two	Promises made to family members	You keep them at times
Level Three	Promises made with self	You break them all the time

Professional promises: He said, “Sam you are good at keeping your professional promises, when a new task is assigned in your professional life, you really make sure that you give your best. Your colleagues see you as a committed person. You feel so proud when your company and its people see you as a committed person. You really do whatever it takes to fulfill your professional work commitments. At times you become a warrior, you work extra hours, take your work home but you make sure that the promises are kept.”

Promises made to family members: He asked me whether I had broken promises with my family members. My answer was “yes.” I could see that I have not taken my personal promises seriously the way I was with my professional promises. I could see the GAP between both levels.

Promises with self: This really came as a shock to me as he asked me how many broken promises I have with my own self. I could not even count them, as they were so many. I could see myself as a master killer when it comes to breaking promises with self. Every day I used to make a promise of waking up early and going for a morning jog but never went.

3 levels of promises



My coach said, “You are good with your professional commitments, you are ok with **your family** or personal commitments and you are the worst when it comes to making and keeping promises with self.”

Going for exercise every day and personal finance actions falls in third category where as an investor you need to make promises with yourself and then complete them. At a **family** get together or in any business conference no one will ever ask **you** whether you are consistent with your investments or not. No one will ever ask you whether you are paying your premiums or making your investments on time or not.

I got a very important lesson that quality of my financial life depends on how many promises I make and keep with myself.

He said, “Every time you have a broken promise, you are going away from your cheese.”

This was a big lesson for me, which I wrote in my wealth journal.

Learning - Personal finance is all about making and keeping promises

No such thing as a perfect financial life

I asked my coach - “Coach, I have a question to ask. *How can I have a perfect financial life and how can I bring certainty in my financial life?*”

He asked me to explain a little more about it.

“Coach, with your help I really want to have a perfect financial life. I want to see that things are perfect and in sync with the kind of financial future I want to have. Also, would like to have certainty in my financial life. I mean how can I plan so that I can get certain about my

future, about my retirement and about the BIG future expenses that will take place in my life?”

To which my coach said, “Sam, I can surely help you in achieving perfection and certainty but as an investor you need to realize that these are two killers of your growth as an investor. When you strive for perfection or certainty, you get on a slow poison.

When you become a perfectionist, you become a fault finding machine. You will see some or the other fault in every financial product and that will make you passive on the action side. You really need to get that you can never have a perfect financial life, the way you cannot have a perfect life or a perfect relationship or a perfect career. Life is dynamic and the moment you bring in certainty, you block your own growth.

Most people go to a financial advisor or a financial planner because they want certainty; it is like going to a palmist and trying to know what is going to happen in the future. If you already know the date on which you are going to die, it will take away all the excitement from your life. The moment you know your death date and time, you will die in that moment itself.

I really don't want you to look for perfection and certainty, as they are primary killers of your growth as an investor.

Now, relate this discussion with some game, say for example cricket. Before the match starts, the players don't strive for perfection or look for certainty and that is how they are able to focus on the game. That is what helps them to give their best to the game.

They don't know what is going to happen in the next moment of the game. Just by playing, you get better, even if you play badly.

Very honestly, even I don't have a perfect financial life and **I never** want to have **one. What I do is, I keep** working on my financial life, I

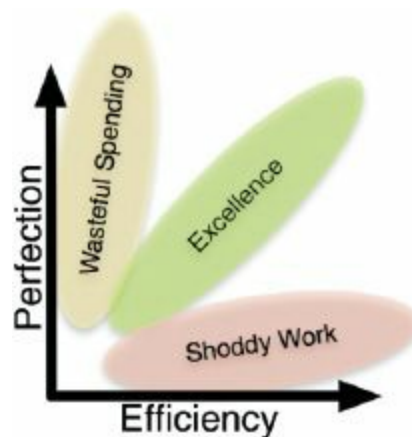
keep creating my each year as my best financial year and that has helped me grow wealth. That is how I play my money game.

The player's focus is always on the ball he is going to play and not on perfection or certainty.

Are you getting what I am trying to say?"

To which I said - "Coach, **all my** life I have been trying to be a perfect investor and was trying to bring in certainty but now I have realized that it is not the right pathway for me and I would like to change my route and approach."

He said, "It's good to see what you created from the discussion we had."



Lost in lala land

"Sam, if a movie is made on your financial life, what title would you give it? Also rate your financial life on the scale of 1 to 10. Don't be ashamed of your title or ranking. Just be honest with yourself."

I thought for some time and came up with answer. My movie title would be, "Lost in lala land." I would give a 4 out of 10 rating to my financial life.

Coach looked at me and said, “Interesting title. For a moment slow down and get down on the station called “responsibility” and see the role you have been playing as an investor in your financial movie until now, get in touch with the damage you have caused to your financial life. See how YOU have kept yourself away from your cheese.

“Whoever authors your story authorizes your actions.”

- Sam Keen

Sam, I invite you to see your movie title as a wake up call. You were not like this always, you made some choices in your financial life and that shaped your financial life so far.

90 Day Money Game is all about making new choices, so that your rating improves. Your rating can move up, as the power is in your hands, you are in the driver’s seat and your financial life will go in the direction in which you will take it. On the station called “responsibility”, you will see that you are sitting in the director’s chair of your financial life and it is 100% up to you how you want your movie title to be when you reach 60 or 65.

The title you have given is the experience you are left with in the area of money. Remember you are the actor, director and the scriptwriter of your financial life and you have all the powers in YOU to shift the scenario. It is 100% up to you how you would like to live your financial life.”

“Sam, can you tell me, *what title you would like to have for your financial life?*”

“Hmmm,” I said, “I would like to have the title ***Financially fearless.***”

“That’s great” he said, “Now to make this title a reality you will have to re-invent yourself as an investor, you will have to observe your actions, you will have to take required actions and you will have to measure every year whether you are living your financial life fearlessly

or not. You will have to live each day, week, month and year fearlessly because then only the title will turn into a reality for you.

Remember I told you in the beginning that at the end your financial life would either be a warning or an example? Your current title is a warning; you can now make a new choice of creating your financial life as an example.

Sam, are you comfortable sharing about your finances with your friends and relatives?"

"No, I am not," I replied.

He said, "Right now you are not confident to share about your finances because your movie title is discouraging you, *Lost in lala land*. As an investor, you need to put constant effort to make your financial life an example. When you put effort and take charge of your financial life, you stop going through the motions. It is not about showing others how great your finances are but you are able to share with others, so that others get inspiration from the way you live your financial life.

Having said all that, did it wake you up Sam?"

I said, "Yes it did wake me up, I can see how deep sleep I was in as an investor, I can see my mistakes, my casual approach and my inactions. I can see how my behavior has got me the *Lost in the lala land title*"

He said, "Well, let's keep today's session up to here we meet next Saturday. I have an assignment for you. I am going to mail you an exercise called 'Money Exercise'. It is an appointment you will have with your own self. It will have some simple questions in it.

I want you to express your thoughts on paper and we will do some coaching around your answers. Go deeper, dig deeper, as your

answers will only make the questions special. I will mail you the money exercise in some time. Come ready with your answers.

Words of Wisdom

- Slow down to power up.
 - Acting on what matters means knowing the difference between moving quickly and knowing exactly where you are going.
 - When you learn to slow down, you discover what you always wanted and what you really need are not the same.
- Personal finance is not all about gathering knowledge; it is about making and keeping promises.
 - Personal finance is a Level 3 promise.
 - The quality of your financial life depends on how many promises you make and keep with yourself.
- At the end, my financial life will either be a warning or an example.
- There is no such thing as a perfect financial life.
 - When you become a perfectionist, you become a fault-finding machine. You will see some fault in every financial product and that will make you passive on the action side.
 - Life is dynamic and the moment you bring in certainty you block your own growth.

Assignment after today's session

- To complete money exercise

LEVEL 2 CREATING A NEW RELATIONSHIP WITH MONEY

Money Exercise

On that day, I was full of excitement and enthusiasm to share my answers with my coach; I reached his office on time. The first thing that my coach told me was a quote by Ralph Waldo Emerson - *"Nothing great was ever created without enthusiasm."* And later he told me - "When you choose to do or create something new, it always fills life with enthusiasm. I am happy to see enthusiasm on your face."

"Sam, let's discuss the money exercise, one question at a time; I will listen to your answers and then give some coaching, if required."

During our discussion let the coaching sink in you. Do you grant me permission to give you feedback?"

"Yes coach, 100%. Always" - I said

Here are my answers.

Question
1

Why do you earn money?

My
Answer

"I earn money for my family to live a good financial life, to live a comfortable life, to save for my retirement, to meet my basic needs and to overall live a good life."

I could not write more on this, as this is what came up while doing the money exercise.

He said, "That's fine, now I want to ask you something."

"Sam, why does a daily wage worker earn money? Does he earn money for financial freedom or to meet his daily needs?"

I said - "He earns money to meet his daily needs. He earns money to be able to buy two square meals for himself and for his family. I am not sure, but he might not even know what financial freedom is!"

He said - "Yes he is unaware about financial freedom and so are you!"

Sam, look at your answer once again. You are simply playing to handle your survival. Your relationship with money is like a daily wage worker, only the scale is different.

When you wake up in the morning you don't wake up and go to work to create financial freedom, your focus is not on creating financial freedom, it is on meeting your basic needs, on living a good financial life and on your family getting comfort. You can either choose to play for financial freedom or choose to handle your survival.

Let me share one more example to give you a better understanding.

Consider two students who are going to appear for their final exams. A student is playing to get passing marks and the other one is playing to score 100 out of 100. Now, on the results day what do you think will be the mental state of both students?

"Coach, both will be worried." - I said.

"Yes Sam, but the one who is playing for passing marks will be more worried because 1 or 2 marks here and there and he can fail in exams. On the other side the student who is playing for 100 out of 100 will not be worried about clearing exams, because that he is sure

about. His worry is 1 or 2 less marks and he won't be able to score 100 out of 100.

Playing for 100 out of 100 is playing for financial freedom and when you play for meeting ends or just getting a comfortable life is scoring passing marks.

If you achieve financial freedom, what you want will be taken care of?"

"Yes I can see that" - I said

Why do I earn money?

He said - "When you play for financial freedom, your basic needs, money for family and living expenses are always taken care of. When you earn for your basic needs and living expenses, you play for passing marks. So, choose why you want to earn money. Financial freedom or for your basic needs?"

For the first time, I got clear on why I earn money. And where I should focus on as an investor. I created my new focus with my coach - "Play for financial freedom." The coaching helped me create a new relationship with money.

"Sam, let's move to the second question. We will be discussing about financial freedom in detail after a few sessions from now."

Question 2

Do you want your next 6 years to be like your last 6 years? (When it comes to managing your money)

My Answer

A clear NO. I really don't want my next 6 years to be like my last 6 years. I have been really casual in the area of money. My last 6 years have been full of mistakes and I would not like to repeat them.

Coach said - “Some coaching for you. This turnaround will not happen on its own. For this turnaround, you will have to take action in your financial life. Just tell me if not you, who will bring the required change in your financial life and if not now, then when?”

I understood, “Yes, I can see that only I can bring the required change in my financial life.”

My coach said, “Start to play the game of wealth creation with focus on making each year as your best financial year. Personal finance is not a one time process; you have to keep playing the money game so that you are able to create an awesome financial life.

You can never have a perfect financial life but live your financial life in a way that is regret-free. At 60 when you look back, you should not have any regrets. Make a commitment to live a regret-free financial life; your financial life has to be your creation that you are proud of.

Are you getting my point, Sam?”

“Yes, coach” - I said

**Question
3**

What do you think is holding you back in your financial life?

**My
Answer**

It is lack of knowledge, lack of time, not having enough money left for making investments; after taking care of expenses, there is so much to do and I don't know from where to start.

My Coach looked at me, waited for few moments and said,

“Now you don't have to agree with everything that I say but consider that nothing external is holding you back. All that you shared in your answer is not holding you back.

All these reasons are right now in your financial life, because you have given them permission to stay in your financial life.

I would like you to have **outcome-based thinking** in your financial life. All it means is not getting stuck with the process. If you are committed to living and creating a great financial life, you will do whatever it takes for that and won't be stopped by any reason. When you focus on the outcome, nothing external will ever hold you back.

All the blogs, all the books, all the people, all the products that can make you a successful investor are already present on this planet; you just need to connect with them. Remember that the rat in that experiment had outcome-based thinking. He did not care about the tunnel; he only cared about getting cheese (the outcome).

It's time for you to get face to face with what is holding you back and deal with the real stuff which is YOU. Stop fooling yourself and try to hide behind all these surface level reasons."

My coach really shook me from inside out when he said it's only me who is getting in my way to live a good financial life.

"Sam, more than answers, love the questions, as that is what will help you examine things. People want solutions or answers in their financial life, but they don't want to stand inside questions. The more you wade in questions like *why is my financial life not the way I want it to be?*" Or *why am I unable to produce desired wealth?*, the more transformation will happen in the area of wealth creation."

"Yes, coach I could experience that while doing the money exercise."

Here is my answer to your next question.

Question ***Are you a saver or a spender?***
4

I am a clear spender. I spend a lot of money on

**My
Answer**

gadgets and at times end up buying stuff that I don't require. I hate writing a budget; I think I am a shopaholic.

He said, "As an investor make simplification your primary goal. Sam, why do you hate writing a budget?"

I said, "It is very boring to maintain a budget."

"Sam, maybe you hate writing a budget because you don't want to face the reality of where you spend your money."

"Coach, I don't think I don't want to be accountable and so I don't like to write budget. I hate it when someone makes me accountable," I said.

"Sam, your personal finance budget is the backbone of your financial life and you personally feel it will help you in simplifying your financial life. As an investor, make a choice of writing and maintaining a budget if you think that will make a difference in your financial life. Most investors keep a budget in their mind but that is not a reliable way of tracking money.

Regarding your shopping when you go for shopping what happens to you? Why do you end up buying unnecessary stuff?"

"Coach, I end up buying GADGETS. They attract me a lot."

"Sam, face the truth that you are a shopaholic. Shoppers go into a store to buy something; shopaholics like you go into a store to see if there is anything to buy. Stop enjoying "retail therapy" because when you do that it is damaging your financial health.

Sam, look at what makes you buy things, is it instant gratification or a genuine need? By instant gratification, I mean buying something that gives temporary happiness. It gives you a sense of ownership for some time."

“Coach, most of the time it has been instant gratification. I buy expensive gadgets which are bought out of instant gratification,” I said.

“Sam, gadgets have all the power to seduce you and you are allowing that to happen.”

“I see my mistakes” - I said.

“Sam, deep down one always knows what will simplify things. All the work we are doing is to make things simple because you will get in control of your financial life only when things are simple.”

Simply accept that you are a spender. Take your spouse’s help in dealing with your design of a saver in the area of money. You both can sit together and see where you guys are spending your money.”

“Coach, this lesson was simple yet powerful for me that simplification should be my primary goal. Most of the shopping I was doing is always out of instant gratification and from now onwards I am going to put the brakes on my instant gratification ride”, I said.

Question
5

What are your hobbies in life?

My
Answer

Playing cricket, listening to music and travelling to new places are my hobbies.

“That’s great to know Sam. I meet many people who have buried all their hobbies inside of their internal story called “not having enough time.” I am happy to know about your hobbies. But tell me which one out of these three you love to engage more often, something that is really very close to you, something that fills your life with a lot of energy?” Coach asked.

I said - "It has to be cricket, because it fills me with a lot of passion. Every Sunday I play cricket with my friends in our colony and it is something that really rejuvenates me."

Every time my coach would put something in front of me, I would wait for the real learning to come out of it.

I asked my coach - "But why did you ask me about my hobbies?"

He said - "I have led many workshops and coached hundreds of people but rarely have I met someone who has a hobby called WEALTH CREATION of making, managing and growing money."

I was amazed to learn of wealth creation as a hobby. I was hearing this for the first time.

He further said, "If stamp collection is not someone's hobby and if that person is asked to collect 50,000 stamps every month what will be that person's reaction to it?"

I said, "It will become a burden to that person."

"Sam, earning a big number does not happen in most people's life because earning, managing and growing is not a hobby to them. They share a weak relationship with money."

On hearing that I really got a lesson that making, managing and growing money is not a complex activity, but it can be pursued as a hobby. It really added a new dimension to the way I viewed the area of money. I wrote down in my wealth journal that I am going to see wealth creation as a hobby and not as burden and not as "it's high time I need to do something about my financial life".

"Coach, here is my answer to your next question."

Question
6

Is Your well being on your list or not (any kind of physical exercise or playing some kind of

sport)?

**My
Answer**

No, it is not. I thought of exercising many times but never took action in this area. I have many broken promises in this area.

My coach said, “I really want you to enjoy the wealth you are going to create in your life. At 55 or 60, you might have all the wealth of world, but if your body is not aligned, how will you enjoy your wealth?”

Your health is your true wealth and I really want you to take care of yourself. If you will take care of yourself, you will be able to take care of people around you, your clients, your family and your company. Daily exercise is like your fitness SIP. Just make a lifetime commitment to continue investing in your health sip. I really want you to be rich when it comes to health.

If life is one big mutual fund in which you would like to stay invested and would not like to be redeemed, then start your fitness SIP!

Let me share something with you - the Dalai Lama, when asked what surprises him most about humanity, he answered, man!”

“Because he sacrifices his health to make money. Then he sacrifices money to recuperate his health. And then he is so anxious about the future that he does not enjoy the present; the result being that he does not live in the present or the future; he lives as if he is never going to die, and then he dies having never really lived!”

With this, I learnt the most important lessons of my life, it made me aware of my true wealth: my health. I promise to start my fitness SIP from today itself and will see that I stay consistent with this all my life.

“Sam, this is a third level promise, so make and keep your promise also on those days when you don’t feel like exercising.”

“Yes coach, I promise to do so.” - I said

If life is one big mutual fund in which you would like to stay invested and would not like to be redeemed then start your fitness SIP

Sam, we are through with the money exercise today. We still need to work on many things. From time to time keep engaging with these questions and every year you will get different answers to the same questions. Money exercise is a tool for inquiry. The more you inquire the better your financial life will turn out. It helps you get In touch with the opportunities of growth that you hold in your financial life.

“Coach after completing money exercise I am having a realization that I have so much to do! So many actions are to be taken in my financial life! I wonder how I will be able to complete everything during the 90 Day Game and achieve financial freedom in life.” - I said with a worried tone.

“Sam, the thought you have got is valid and it is good to realize that actions are to be taken to live a good financial life, but the investor who shares strong relationship with money always focuses on taking one action or step at a time. Wealth resides in one action at a time. As an investor, learn to get in touch with the power of ONE.

I want to share my version of a Taoist parable.”

Power of one

There was a statue of Lao Tzu, the founder of Tao. A young man thought for years to go to the mountains and see the statue of Lao Tzu. He loved the words, the way Lao Tzu had spoken, the style of life that he had lived but he had never seen any of his statues. There were no Taoist temples, so there were very rare statues and they were all in the mountains - standing in the open, carved out of the mountain - no roof, no temple, no priest, no worship.

Years passed, and he kept thinking to see the statue of Lao Tzu. But finally one night he decides that he had to go - and it was not that far, only a hundred miles - but he was a poor man, and he had to walk. He chose the time in the middle of the night, so that his wife and the children and the family were asleep and no trouble would arise - he took a small lamp in his hand, because the night was dark, and went out of the town.

He was worried about how he will be able to complete his journey with a small lamp in his hand. While he was about to leave town, his friend arrived who like him also wanted to see statue of Lao Tzu. He also had a small lamp in his hand, which was in a bad condition. On hearing his worries, his friend said "We don't have to see 100 miles with the help of this lamp we just have to focus only on taking one step at a time and that this lamp will be able to do that for us." They both started to take one step at a time and reached their destination in a few hours.

"Sam, I tell my clients not to get scared by future or by the number of personal finance actions that they need to take to bring a turnaround in their financial life. All that matters is taking one action at a time and when you continue to take one step at a time you will not even realize when you will be able to complete your 100 miles journey (I mean achieving financial freedom). Wealth lives in taking one action at a time.

Sam, it is said the best futures are created in the present moment. Throw away the notion called future, it is an illusion and it really does not exist. As an investor, I invite you to focus on your now, *this year*, and then build on that success. Just remember the above parable of taking one step at a time.

If you apply the **Power of One** to your financial life, anything will become possible for you. The lamp is already in your hands, now all you need to do is continue taking one step at a time. With each step, you get closer to your game of wealth creation. Money masters aren't

swamped by lists of actions they just focus on taking one action at a time. People who share a strong relationship with money always hold a laser-like focus in their eyes and mind.

The best futures are created in the present moment

Just keep taking one step at a time and stay in motion. I really want you to add the dimension of taking one action at a time to your financial life, with that you will be able to explore your full financial potential.”

I thanked my coach. Thanked him for helping me create a new relationship with money by taking one step at a time. All I had to do was now focus on one action at a time with the lamp in my hand.

Why do financial plans fail to help?

“Sam, to help you strengthen your relationship with money we are now going to work on your money habits. Take some time and make a list of your money habits. Dig deep and get all your money habits on paper. Some habits will be supportive and some will be non-supportive money habits. The access to creating a new relationship with money is to change your relationship with your money habits. Money habits help you create a new relationship with money,” Coach said.

I started to create a list of my money habits in my wealth journal. This was a new experience for me, as I had never spent time digging my money habits.

I told my coach this exercise was an eye-opener, as I never knew I had so many money habits in my financial life. Could I share my money habits?

He said, "Yes go ahead. Very few investors are able to gather courage to share their money habits. Go ahead, read out your money habits."

My money habits are the following:

- I do not write a monthly budget
- I do not save money on a regular basis
- I do not have a file where every important document is kept properly
- I procrastinate on personal finance actions
- I am casual when it comes to managing money
- I do not read personal finance articles and blogs properly
- I never buy any books on personal finance

He said, "Now check whether you are having these money habits or these money habits have you."

That made me think for a while.

He said, "Let me explain my statement with the help of an example. When someone starts to smoke, he will try to hide from the world, arrange for a cigarette and will have a smoke but after a few years that same person will not even realize how many cigarettes he smokes in a day. Here, smoking becomes part of life the way breathing is part of life. The habit start having you.

So the point I am trying to make is, initially you have the habit and then habits start to have YOU. Non-supportive money habits are an investor's slow poison. It kills your financial growth slowly if you do not find them and work on them."

On hearing that I realized that my money habits were completely having me, and I was completely in grip of my money habits.

He further said that these money habits are acting like blind spots to me in my financial life.

“What is a blind spot?” I asked.

He answered, “If I have something on my neck I will not be able to see that on my own. That is my blind spot. Something you are not able to distinguish on your own is your blind spot.”

With a smile on his face he said he had some good news for me.

“Sam, the good news is that if you can form one kind of money habit, you can always form another kind of money habit and that is how you will be able to replace your non-supportive money habits with supportive ones.

As human beings, we are creatures of our habit, some habits are supportive and some are not. Many people’s financial life does not change after having a new financial plan because their money habits are still the same. If you really want to bring a change in your financial life, it is very important to work on your money habits. Your money habits determine your relationship with money, as an investor you have to cultivate supportive money habits to create wealth.”

I told my coach no one ever explained me something like this in my entire life. I could see the effect of my money habits on my financial life; also, I could see that instead of wrestling with my money habits I can replace them with new supportive habits. That was a very important lesson for me from my coach.

“Sam, we are now changing gears. In the next 30 minutes, prepare a list of all that you want to have from your financial life. This can be an unedited and uncensored list of 100 things you want.”

After 30 minutes, he asked whether I was ready with my list

He asked me to read out my WANT list.

1. I want 10 million (Rs. 1 crore) in my bank account
2. I want to buy a sea facing home

3. I want to achieve financial freedom at 50
4. I want a second home
5. I want to travel the world
6. I want a house in Switzerland
7. I want a red Ferrari
8. I want to own a company that has 1,000 employees
9. I want to make my parents and family proud of me
10. I want to buy an SUV
11. I want all the Apple gadgets
12. I want to take a vacation every 3 months
13. I want to write a book
14. I want to buy a chopper
15. I want to pursue my hobby of playing the guitar
16. I want to visit places where I have spent my childhood
17. I want to have passive income of Rs. 10 lacs a month
18. I want to own my organic farm
19. I want to build schools and colleges for the poor
20. I want to build hospitals for the poor

I told him only 20 things came out and then I went blank.

He said - "Ok your list is good and an interesting one."

"Sam, when I ask this question to different investors I always get to see such similar wild WANT lists. We are having this conversation so that you are able to create new relationship with money. When any investor approaches me, he or she always comes singing the song called I WANT. I WANT a second house, I WANT a bigger house, I WANT to visit exotic places, I WANT to have lots of money, I WANT high returns from my investments."

GIVE investor vs. GET investor

“Sam, if you want to create a new and empowering relationship with money you will have to move from ‘I want’ to ‘what I can give’. You are either a ***Give Investor or a Get Investor***. Every investor falls in either of these two categories.

‘Get investors’ are those who only want from their financial life and ‘give investors’ are those who want to give their best to their financial life. These are two different worlds to live in.

Sam, everyone wants to make the most out of their life, their relationships, their jobs and their financial life, but if you want to experience life at its peak, you have to learn to ‘give’. The focus has to shift from ‘get’ to ‘give’.

Investors who share strong relationship with money are give investors. They constantly engage with what they can give to their financial life. The more you give to your financial life the more wealth grows in your life.”

Let me give you an example

There were two farmers in a small village and both wanted to become wealthy. They both owned similar size of land but they both had different mindsets. One was a ‘give farmer’ and one was a ‘get farmer’. One bought the best quality seeds available in the market for his farm he took lessons on better farming and used organic farming to produce the best crop.

The other farmer was focused on his needs. He bought low quality seeds and used harmful pesticides to grow his crop. He was not willing to invest his effort for getting a good crop. Giving always leads to creating and wanting leads to consuming. Here one was creating and one was consuming.

“Sam, who do you think has the right mindset and will become wealthy?”

“The ‘give farmer’ will win over ‘get farmer,’” I said.

“Sam, the same applies to *creating wealth*.

A ‘give investor’ will have an edge over a ‘get investor’. The more you give to your financial life, the more wealth grows in an investor’s life. Most investors only want from their financial life but they are not willing to give to their financial life. A give investor always wins over a get investor. I am not saying having WANTS is bad, but when you become a give investor, your wants get fulfilled on their own.

Your relationship with money is always in your hands. If you want to create a strong relationship with money, you have to move from the world of *getting* to the world of *giving*.

“Sam, **90 Day Honey Game** is for you to practice being a give investor.

While we are discussing I really want you to give a hard look at your want list. Check whether you are a give or a get investor, in your list your intention is to get or give.

This conversation is the central element of 90 Day Money Game, so see that you really absorb this conversation. Remember this conversation and make this conversation an integral part of your financial life.”

I said - “Yes I will do that. This has helped me add a completely new dimension to the way I live my financial life.”

He said, “As an investor you are at the source of your financial success, as a give investor start to give your best to your financial life.

As a ‘give investor’, focus on putting the right seeds rather than focusing on needs. Most investors don’t focus on putting the right seeds and expect wealth to grow in their life. This takes them away from wealth.

'Give investors' are able to explore their full financial potential. Pick one personal finance action and bring 'creation' to it. If your financial life is an important entity, then your job is to serve the entity called financial life.

Sam, I really want you to focus on how you can be of service to your financial life. Just be of total service to your financial life, look at what you can give to your financial life every month or year. That is how your financial health will improve and you will be able to create wealth in life. I have always encouraged my clients to become a 'give investor' and it has had a tremendous impact on their financial life.

As a 'give investor', look at what you can give. Start to give time to your financial life, really give time each week or month to your financial life, read about personal finance because that is how you will be able to educate yourself in the area of money. Give commitment to your financial life; make a solid financial commitment that by this date, I will start my investments or by this date, I will stop or eliminate my non-performing Investments. Give consistency to your financial life; many people start new investments and then they do not stay consistent with what they start, really make a commitment to be consistent with your investment promises. A 'give investor' will always give his best to his financial life; he plays game of giving all the time.

A 'give investor's' financial life is full of joy, satisfaction and enthusiasm. When you give, you get in touch with the power that helps you in creating wealth.

On the other side 'get investors' will only focus on their needs, the focus is on what's in it for me, what can we get from all that we do? What can we get from our financial life? A 'get investor' lives in the world of 'wants and needs'.

Let me put the difference on the white board."

Get Investor vs. Give investor

Get investor	Give Investor
The focus is on needs	The focus is on putting right seeds
What can I get from my financial life?	What can I give to my financial life?
Worries	Is having fun
Is only consuming	Is constantly creating
Looks at personal finance as a burden	Enjoys the process of wealth creation

WOW – I would like to have this kind of financial life

“Sam, I have one more question for you. *What do you want people to go WOW about in your financial life and say–this is what I would like to have from this person’s financial life?* (I am talking about some quality of yours).”

I said, “Commitment and discipline.”

He said, “Great. Now, source your financial life with commitment and discipline. Make commitment and discipline the central THEME of your financial life. Like in parties, you have 70’s theme or Hawaii theme.

Let me share my views on commitment and discipline to make it clear.”

“Sam, commitment = is demonstrated in ‘doing what is required’ to get the results you intend.

“True commitment is nothing less than 100%. If you are 90% committed, then the remaining 10% serves as a breeding ground for excuses and reasons. Failing to make a commitment will dissipate your energies rather than using the same energy to produce wealth.

Discipline = Doing something on regular basis whether you like or not.

Sam, in my experience only the disciplined are free in their financial life. Disciplined investors are not driven by their moods, feelings and emotions. They will do things, even when they don't feel like doing. Many investors operate from their moods and feelings. They invest when they feel like investing.

Now, tell me what will happen to your financial life, if you source your financial life with committed and disciplined actions? Will that help you grow your wealth?”

I said, “This will definitely help me in growing my wealth. With this change, I will stop taking personal finance actions lightly. As a committed investor, I will do all that is required and as a disciplined investor I will stay consistent with my personal finance actions.”

“Sam, when you live your financial life from commitment and discipline it demonstrates being a ‘give investor’ who is committed to creating wealth. Tell me how your financial life will become after 10 years if you continue to source (give) your financial life with commitment and discipline.”

I answered - “It will become awesome.”

Every word of my coach was bringing a shift in my thought process and was filling my financial life with new energy and enthusiasm.

“Sam what did you get from the conversation we had?” Coach asked.

“Coach, I could see that all my life I have been a ‘get investor’ and not a ‘give investor’. I can see that I have spent most of my years living as

a consumer and now I want to be a creator. I am able to apply this not just to the area of money, but also to other areas of my life. I can see how I am not giving my 100% to my job, to my relationships and to my financial life. Yes, giving 100% is what it takes, not just in the area of money but also in all areas of my life,” I said.

He said, “That’s awesome. I am happy to see what you created from the coaching conversation. I invite you to apply these learnings to all areas of your life.

Practice being a ‘give investor’ because that has to be your 24x7 job. I want you to once again look at your WANT list and create a clean list of wants.

I want you to read the book *The Go-giver* written by Bob Burg and John David Mann. I always keep extra copies of this book with me so here is a copy for you. I want you to read this book and make notes in your wealth journal while reading. My business and life is based on this small book, and this is a book that I ask all my clients to read and learn from.”

I thanked my coach for helping me create a completely new relationship with money. His coaching was both thought and action provoking.

On my way back home, I could see that I was a master consumer and I really need to shift from ‘get investor’ to a ‘give investor’. I was expecting to get many things from my financial life but on the other side, I was not willing to ‘give’. I went home and spent some time on creating my cleansed list of wants.

Words of wisdom

- Wealth creation has to be cultivated as a hobby.
 - Making, managing and growing money is not a complex activity, but it can be pursued as a hobby.

- Wealth creation is all about taking one action at a time.
 - Don't be intimidated by the future or by the number of personal finance actions that you need to take to bring a turnaround in your financial life. All that matters is taking one action at a time.
 - Money masters don't get swamped by lists of actions, they just focus on taking one action at a time.
- A 'give investor' has an edge over a 'get investor'.
 - 'Get investors' are those who only want from their financial life and 'give investors' are those who want to give their best to their financial life.
 - Start to give time to your financial life, read about personal finance, make a commitment to start investments at a particular time, and be consistent.
- Nothing in this world can hold me back from living a good financial life.

Assignment to complete:

- Have a close look at your want list and make another cleansed list. The new list should have your true wants, something that you really want. It should have something that makes you a 'give investor', something that helps you to explore your full financial potential.
- Read The Go-giver and take notes.
- Send mail on coach@jagoinvestor.com and get your data sheet. Fill the data sheet. Gather all your financial data at one place.

Level 3 The Investigation Begins

Sam, get ready for a lot of excitement today as we are going to do a lot of investigation. The first exercise today is to engage with 100 investigative questions. These questions will have only two options to it. It is very important to find out what is going on in your financial life. These questions are designed for you to get in touch with what is going on in your financial life. You can either say yes or no; it is going to be a rapid fire round, so are you ready?"

"Yes, I am fully ready," I said.

100 Investigative Questions

Investigation Begins...		Yes or No
1	Personal finance is a complicated thing for me.	Yes
2	I convince others that personal finance is not my cup of tea.	Yes
3	I need to give up my casual approach towards my finances.	Yes
4	I don't really enjoy managing money.	Yes
5	I really don't have time to manage money.	Yes
	I need to spend less time on social networking	Yes

6	and more time on my finances.	
7	I procrastinate on taking actions in my financial life.	Yes
8	I can give money to someone but I can't ask that easily.	
9	I am uncomfortable asking my own money back from a friend or close relative.	Yes
10	I spend a lot of money on branded items or gadgets.	No
11	I think I have lost many opportunities of making money in past.	Yes
12	I waste too much time and energy worrying about minute issues around money.	Yes
13	Good or bad others are responsible for the financial life I have? (Some agents, family members, parents etc.)	No
14	My main focus while making investments is 'Preservation of wealth' rather than 'Growth'.	Yes
15	I am not happy with my current job or work.	Yes
16	My spouse is always behind me when it comes to personal finance.	No
17	Personal finance is a complicated thing for me.	Yes
17	My spouse does not take much interest in financial matters	Yes
	I am sick and tired of financial products	Yes

18	forcefully sold to me.	
19	The word “discount” attracts me a lot when I go shopping.	No
20	I go to a mall and end up buying unnecessary things, which I can avoid.	No
21	I have been an avoider in my financial life (things I know I should be doing still I avoid taking actions).	Yes
22	I avoid “money” related conversations with friends.	No
23	I avoid “money” related conversations with family members.	Yes
24	I have created too much “debt” in my financial life and I am just not able to handle it.	No
25	Rising inflation worries me or gives me stress.	Yes
26	I do not focus 100% on creating each year as my best financial year.	Yes
27	I see education expense as an investment.	No
28	I see my house as an asset (one in which I live).	No
29	I have never read any books on wealth or money (it is before we started working).	Yes
30	I have never heard about the concept ‘relationship with money’.	Yes
	If it were possible, I would like to start my	Yes

31	financial life from scratch.	
32	I do not have all my financial information consolidated at one place.	Yes
33	At the end of the each month, I am left with one question "Where does all my money go"?	Yes
34	At this point of time, I am not sure of my current networth. (Assets - liabilities).	Yes
35	Right now, I am not clear exactly how much money I have in my bank account.	No
36	I am sitting on a lot of idle cash.	Yes
37	I do not want my next 6-8 years to be like my past few years when it comes to personal finance.	Yes
38	I do not maintain a proper written budget.	Yes
39	I do not know my overall portfolio return (How hard is my money is working for me)?	Yes
40	What I say, think and do in my financial life never match.	Yes
41	I did not read my insurance policies completely before buying.	Yes
42	I do not understand my current insurance policies.	Yes
43	I do not try to find out how financial products work, before buying.	Yes
44	I have seen insurance products as investments.	Yes

45	I am not sure how much health cover I should be having.	Yes
46	I am not sure how much life cover I should be having.	Yes
47	I don't have 100% clarity of where my money is right now and what it is doing for me.	Yes
48	I would like to repair, rectify some of the mistakes I have made in my financial life.	Yes
49	I do not allocate any dedicated time each week to read about personal finance.	Yes
50	I do not follow any programs on TV on personal finance.	No
51	I have never participated in any personal finance paid seminar or program.	Yes
52	I keep saying "Next Saturday Sunday/next month I am going to organize my finances".	Yes
53	I have not created a list of 50 things that I want to accomplish before I die.	Yes
54	I have not done any charity in the last 6 months.	No
55	I am not associated with any non-profit organization or NGO (which makes a difference).	No
56	I do not know my current debt to equity ratio.	Yes
57	I am not confident about the direction in which my financial life is moving.	Yes

58	I do not do any kind of physical exercise.	Yes
59	I do not use any personal finance software to manage my finances.	Yes
60	I do not maintain emergency fund (properly allocated one and not idle cash). No	No
61	I have taken a few financial decisions out of greed.	No
62	I am not able to take a few financial decisions due to fear of losing money.	No
63	I worry about a few financial matters all the time.	Yes
64	I am not fully enjoying the process of wealth creation.	Yes
65	I prefer investing money where my friends have invested their money.	Yes
66	I hesitate saying NO to a relative or friend trying to sell me financial products.	Yes
67	I am unhappy with the current picture of my financial life.	Yes
68	I think I lack some money management skills.	Yes
69	I think equity investments are risky, be it long term or short term.	Yes
70	My money can work much harder, it's currently not doing its best.	Yes
71	I am not clear on what is financial freedom.	Yes

72	I earn money to live a good life and not for financial freedom.	Yes
73	I do not follow any kind of money management system.	Yes
4	I do not have a written will.	Yes
75	I agree that a nominee gets policy amount after a policyholder dies.	Yes
76	I do not have a soft copy of all my personal finance documents.	Yes
77	I am not aware of my investment style.	Yes
78	I fear that my children are not getting right MONEY education and might end up like me.	No
79	I am not 100% clear on the insurance provided by my employer.	Yes
80	I have not bought any new book in last 2-3 months.	Yes
81	I don't have a library at home.	Yes
82	I don't have guts/confidence to give away all my wealth and start all over again.	Yes
83	I don't review my finances often.	Yes
84	I am not clear on what to review in my financial life every year.	Yes
85	Right now my financial life is more of a 'warning' than an 'example'.	Yes

86	I am not aware about my current personal finance strengths and weaknesses.	Yes
87	I am no more in touch with my hobbies.	No
88	I am not able to find time for my hobbies.	No
89	I don't take regular breaks from work and enjoy vacations.	Yes
90	I do not have any kind of passive income in my life.	Yes
91	In the past, I have had bad or bitter experiences in my financial life.	Yes
92	I think earning money is more important than managing.	Yes
93	If a movie were made on my financial life, I would not get good reviews from people.	Yes
94	My past experience limits me in my financial life.	Yes
95	Some of these investigative questions were an eye-opener for me.	Yes
96	I am thinking, "It's high time I do something about my finances."	Yes
97	I am charged up to learn about personal finance, so that no one can take advantage of me.	Yes
98	I am excited to move ahead.	Yes
99	I am ready to give my 100% in learning about money and embrace new ways of thinking in	Yes

personal finance.

100

I am confident now that if I decide, it's possible to bring a shift in my financial life.

Yes

"Sam how was your experience undergoing 100 investigative questions?" - Coach asked me.

"Coach, it was a real eye-opener. Oh my god, now I know where I stand in my financial life and how much effort I need to put to fill this gap to live an awesome financial life. For the first time I have been 100% honest with myself in the area of money and it feels great.

This exercise was inspiring and interesting. It has made my 90 Day Money Game very exciting. I am already in love with the process of wealth creation.

Thanks for this exercise; thanks for helping me get in touch with what's going on in my financial life."

"Good to see what you created in your financial life." - Coach said

"Sam, lets deepen the investigation process. From 100 investigative questions, can you see there are many areas where you don't need any external help? You can do them on your own, but still you haven't taken action in those areas."

"Yes, I can see many such areas Coach." - I said

"Sam, as an investor one either lives in the world of reasons or lives in the world of results.

Werner Erhard puts it this way ***"In life you wind up with one of two things - the results or the reason why you don't have the results. Results don't have to be explained. They just are"***

Sam, from the investigative questions, get in touch with those areas where you are currently not taking actions. For example, not writing a budget, not reading insurance policies before signing, about your investments, and then just see what reasons reside behind those inactions. Every question where you are not happy with your answer, you **will** find yourself entertaining some reasons.”

“Yes, I can see them Coach.” - I said

“Sam, now tell me, what impact these reasons have on your bank balance, your peace of mind and your overall financial success?”

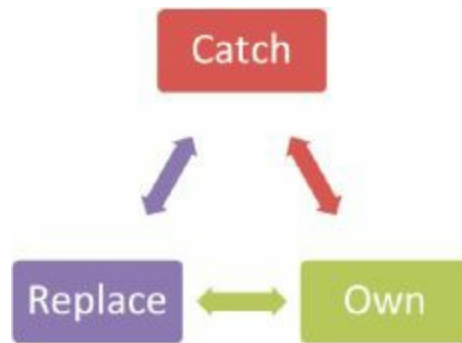
I said the impact is huge.

“Sam, if you really want to check whether you are living in the world of excuses or not then check your bank balance, because numbers never lie. Your bank balance acts like a mirror to you. It will show you what is real.

“Coach, my bank balance is low; I can see I am living in the world of excuses. Can you suggest what I can do to shift to the world of results,” I asked.

“Sam, it calls for commitment to move from the world of excuses to results. Let me put three words on the white board for you to discover for yourself. I ask my clients to undergo this cycle in their financial life.”

- Catch
- Own
- Replace



Catch: It is really very important for you to catch hold of the excuses you are entertaining in your financial life. Here, you will have to get honest with yourself. You will have to get face to face with your excuses, even if they appear valid and true to you.

Own: Once you catch those excuses, you will have to own them. They belong to you. Your excuses are in your financial life because they have your permission. Once you catch your excuses, it is important for you to own your excuses. When you own your reasons, you become a responsible investor. Remember, it is not just about becoming a good investor. Your financial life was like a blank canvas in the beginning and then you gave space to your excuses and allowed the imbalance to happen.

Replace: Once you own your excuses you will have to replace them with actions and commitments. All the excuses that you have in your financial life you can replace them with new actions. Your excuses are an opportunity for you to create a new YOU. Your reasons and excuses will no longer stay in your financial life because new actions and commitments will replace them.

“Sam, you have to keep repeating and mastering this cycle until you create the financial life of your choice. You will have to kill or eliminate your ‘someday’ list from your financial life. Remember, ***someday is a code for never.*** The key is that you will have to get specific with your personal finance actions. Until you put a specific time on your calendar, things won’t move.

If you remember, I told you that at the end your financial life would either be a warning or an example. If you will choose to reside in the world of excuses, your financial life will end up as a warning and if you choose to live in the world of results, your financial life will become an example. You have to make a choice.”

Money lies

“Sam, the session we are having is all about getting honest. We are going to call these excuses lies. We will inquire and plug in every lie that you have been speaking in your financial life. We are not talking about lies that you tell others; these are lies that you tell yourself as an investor. The sad part is some of them don’t even appear to you as lies. You have started believing that’s the way things are, but I want you to confront with your money lies as they keep you away from wealth and the kind of financial life that you want.”

My coach with a lot of energy in his voice said - “Make a list of lies that you have been speaking as an investor in your financial life.”

I started to write in my wealth journal. It took some time for me to prepare my list of money lies that I have been telling for years. It was sobering. I started reading my money lies one after another from my wealth journal.

1. I don’t have time.
2. Next Saturday or Sunday, I will organize my finances.
3. Personal finance is not my cup of tea.
4. I don’t know how to increase my income.
5. I don’t have enough money.
6. Others are good with money, I am not.
7. It’s all free, why pay for financial services?
8. I have too much time, why start now?
9. I don’t know why my finances are complex.

10. I want to live a good financial life, but my circumstances don't support me.
11. I can't ask for my own money from people.
12. I can't say No to friends and relatives who come to sell me financial products.
13. I don't know where to start.
14. I can't trust, so I don't go for paid advice.
15. I don't have enough money.
16. I do not have enough opportunities in life,
17. I have missed many opportunities in the past.
18. I am too old for planning.
19. I am too young for planning.
20. I have done it all; still my financial life does not change.
21. I am not lucky with my investments.
22. I don't know how to set my financial goals.
23. I don't know where my money goes.
24. Money never stays with me.
25. I earn but at the end of month, I don't know where it all goes.
26. I am a conservative investor.
27. I don't know in which direction my financial life is moving.
28. I have money problems.

My coach said that he was happy with my list.

"Are you lying as an investor or you are a liar, pretending to be an investor?" Coach asked.

On hearing that question from my coach, I was totally zapped. It took some time for me to digest his question. After a pause.... I said - "I am a liar pretending to be an investor."

This is what a good coach does - he will show you the mirror whether you like it or not.

“Sam, it takes a lot of courage to accept that you are a liar pretending to be an investor. These are white lies that you speak to yourself and we are now going to have conversations that will help you tell the truth. We will pick some of your money lies and do some coaching conversation around it. During the process I am going to play role of a lie detector.”

Lie number 1 #: I don't have time

“Sam, these money lies are nothing but excuses you are hiding behind. Start making money and stop making excuses. These lies, they get in your way and keep you away from producing desired wealth. My job is to show you and help you uncover the truth.

I hear many investors saying I don't have time. Let's investigate.

My first question to you will be, “Is that true that you don't have time?”

“Yes, coach I really don't have time. I stay so busy with work and other personal commitments. Time is the biggest issue that I am facing,” I said.

“Ok fine. Sam - my next question to you, is that absolutely true that you don't have time?”

His second question made me think twice about my answer.

“Sam, did the doctor declare that you are going to die in next 1 hour? I know that is not the case because you are not dying in next 1 hour. Stop fooling yourself that you don't have time; the truth is that you are not giving time to your financial life. The first thing that you need to invest in your financial life is your time and not money. Charles Buxton once said, “You will never ‘find’ time for anything, if you want time you must make it.”

Let me put you in a strange situation; imagine your kidneys stop functioning. In such a situation, you have to go through dialysis every week. Sam, will you not find time for dialysis every week?”

With this example, I could see my lie under the light of truth. I said, “Yes, I will find time for my finances.”

“Sam, I don’t have time is a lie you speak as an investor. The truth is you are not giving time to your financial life. You always create time for all that you love to do, no matter what. Time is an important element that you need to invest into your financial life as an investor. Really investigate and identify all your time related lies.

Sam, when you are 60, your bank balance will not care about your excuses. It will not care whether you were busy or not.”

Lie #2 - I can’t say No to my friends and relatives who come to sell me financial products.

“Sam, it’s a lie that you can’t say NO. I know that you can say No and that too loud and clear,” Coach said.

“Coach when I get a sales call, I am able to say NO to them, but I can’t say NO when some close relative or friend approaches me”

“Tell me what happens when you find yourself in such situation.” - Coach wanted to know.

“Coach, I am so awkward. I want to say no and still I end up saying yes. A relative of mine wanted to meet his monthly target.”

“Sam, when you can’t say no, your yes has no meaning. Stop fooling yourself that they are putting you in an awkward situation. It is not

about them it is about YOU. You really are not able to gather courage and decline the offer that they are making.

Who is going to design your financial life, “They” or “YOU”?

I said that I was going to design my financial life.

“Then Sam, you will have to say no to those people who try to sell you unwanted financial products. What if your dentist friend on one fine day tells you” I haven’t got any patient since last 2 weeks for a root canal, would you please undergo a root canal to help me meet my monthly business target?

Will you undergo a root canal to help your dentist friend?”

“Coach, no way!”

“Sam then why can’t you say NO, when it comes to your investments? With each wrong financial product, you are allowing the roots of your financial life to be damaged.

It is a lie that you can’t say no, the truth is that you are choosing not to say No to people who come to sell unwanted financial products. The truth is that you want to look good in front of those friends and relatives and that is the only reason why you are not able to say No to them. You have a voice and if you are a committed investor you will say NO.

You are able to protect your financial life when you choose to say NO; you stop to pay a price for having wrong products in your financial life.

Every wrong product selection acts like a life-sentence. You will continue to pay price (premiums or payments) for 15-20-25 years of your life.”

“Yes coach, I can see it is about me and not about them. From now onwards I will say a clear no to all those who will come to sell

unwanted financial products.”

Lie # 3: I don't know why my financial life is complex

“It's a lie. Why don't you know why your financial life is complex? None of the financial products got into your life while you were asleep. All the financial products got into your financial life with your permission. You bought each financial product one after another and that is how every product got into your financial life,” said Coach.

“Sam, you are 100% responsible for your current financial life. You are the painter of your financial picture. Stop fooling yourself. Look at the way you have lived your financial life as an investor.

Tell me how did you buy financial products? Did you do your homework before buying all the financial products or not?” Coach asked.

“No coach, I did not do any homework.”

“Stop lying and start doing your homework before you buy any new financial product. Financial products enter into your financial life quickly, but it takes a lot of pain to remove them from your financial life. To keep your financial life simple always do your homework as an investor,” Coach said.

“Yes coach, I can see why my financial life is complex and why I am not in control of my financial life. I am 100% responsible for not saying no to people and allowing my portfolio becoming complex. Thanks for bringing things out on the table and for providing me the space to be honest with myself.”

Lie #4 - I earn well, but at the end of month I don't know where it all goes

It is important to investigate this money lie of yours.

“Sam, again stop fooling yourself because you very well know where you spend your money. Don’t you know how many times you take out your wallet or card and make payments? Maybe you are spending money on those things where no capital is created.

Remember, if you don’t give purpose to your money it will find purpose on its own. The basic nature of money is circulation; it will keep circulating, from one person to another. Money is like water; it knows to flow so if you don’t give purpose to your money it will find its own purpose.

The truth is you are a spender and you love spending money. You are giving high priority to earning and spending money and low priority to saving. The truth is that you are a spender and you need to accept that. You do not have a habit of saving in your financial life.

From now, you can start saving and investing a small amount if you want. It is not the amount that matters but the habit that you cultivate as an investor,” said Coach.

He further explained, “Stop tolerating all these money lies in your financial life and flush them out as these money lies are damaging your wealth in a big way. They will always keep you away from your cheese.

The only thing that will set you free as an investor is Truth. Telling the truth is difficult but it always serves you as an investor. These money lies are non-supportive to you as an investor, they convince you that’s the way things are.

Don’t be a space for money lies to breed. Give space only to honesty as it gives you dividends all your life.”

“Sam, now let’s discuss your data sheet. Is it complete?”

“Yes it is”

“Why don’t you share your experience while filling the data sheet?” asked Coach.

“Sure coach, it took a lot of time for me to gather all my finances at one place. Initially I resisted filling the data sheet, but still I completed it. I got all my files and documents out and started punching data into the data sheet.

You have designed a very simple and to the point data sheet. I started with basic details, filled income details. When I had to fill up my monthly and yearly expenses, I had to sit with my wife and know where the money goes. While asking for expenses, we realized that we do not have a written budget and so we were unable to trace some of the expenses. We both gave blank faces to each other, while discussing some of the expenses, as we both were completely unaware about them.

For us filling in insurance details was a real pain in the neck. We really had no idea of the types of policies and certain terminologies were so new for us like policy type and bonus accrued. Also, we were not 100% clear if the company provided health and life cover.

We have some investments in mutual fund and most of our money is parked in fixed deposits and recurring deposits. As we both don’t understand much, the best we do is invest in bank fixed deposits. We could also see that some money is in stocks now; we are not even clear about which stocks we have and how those stocks are performing.

We found some insurance policies and some shares in hard copies (that my father bought a few years back). They are worth a lot of money today.

Until now we have invested in several financial products without much understanding. We don’t know about those products much and how

they are going to help us produce wealth.

Overall, it was a good experience getting all the data at one place. We had to search for information from various sources; it was a lost and found kind of experience.” I finally stopped sharing.

“Sam, what we have done is taken an inventory of your financial life. With this exercise, you now know where your money is right now. Each section that you filled has a message and some learning for you. Your data sheet connects you with reality. It tells you what exactly you hold as an investor.”

“Sam, let’s draw some learnings from your data sheet. From all that you shared about your data, I would like to give you some feedback that will serve you as an investor.

Give a hard look at your data and stay engaged with what we are about to discuss.

“Sam you are living in a myth that you are an investor. In reality, you are more of a collector than an investor. I know we are living in a society where we are over sold and over communicated; we get so many emails, calls and SMS on a daily basis. Companies are always trying to sell different products and services to different investors. With all this, if you are not alert you end up being a **collector in your financial life**. Sam, unfortunately you have not been alert and you have ended up being a collector. It is not good or bad, but it is important to distinguish who you are in your financial life - investor or a collector?

Let me share more about collector vs. investor.

A collector buys financial products with no homework and is unclear of what he/she is holding in their financial life. That is how you have been in your financial life. After looking at your data sheet, I can see that you have been a master collector. Look at your data sheet and check for yourself.”

“Yes coach, I can see myself as a collector,” I said.

“Sam, somewhere you started to play role of a collector and forgot to be an investor and that is why your financial life is the way it is. As a collector, your hard earned money converts into junk policies and products.”

Here is the clear distinction of a collector vs. an investor

Collector	Investor
Always in search of what is new in market	Primary goal is always simplification
Invests in products without understanding	Invest in products with understanding
They always have a complex portfolio	They have a balanced portfolio
Always at a crossroads	Always clear what they want and why
Collectors lack focus	They are focused
Collectors are fear and greed driven	Investors are purpose and logic oriented
They believe in random actions	They follow a strategy
They buy things for instant gratification	They say a big no to instant gratification

“Coach I can see I have been playing role of a collector in my financial life. Thank you for making me aware of what role I was playing in my financial life,” I said.

“Sam, the 90 Day Money Game is an opportunity for you to transform from a collector to investor. Never get off track and become a collector from now onwards in your financial life. We are now in the last stage of our investigation process. You have been a collector in your financial life and so you have a complex portfolio in your financial life.

Sam, you are right now holding different financial products in your financial life. Every product you hold is a choice you made. Every product entered into your life because you gave permission to those products. Your product choice determines where you will be landing 10 years from now. They shape your financial future.

Sam, you are going to grow your wealth only with the help of financial products and so it is important that you have products in your financial life that have an aim; you pick those financial products where your money is working hard for you, every product has to serve some purpose for you as an investor.

All the products which are either underperforming or have no purpose, we will consider them **clutter**. Any kind of financial clutter is injurious to your overall financial health. Clutter reduces your strength as an investor. They act as leakages from where your wealth leaks. Most investors continue to tolerate clutter in their financial life; many are not even able to identify whether what they are holding is clutter or not.

During the festive season people choose to clean their homes, they throw away all the unwanted stuff from their houses. When unwanted things are removed, it creates a space for new things to enter. This is what we want to do in your financial life, so that we can create space for new financial products, where your money is going to work hard for you to enter into your life.

Clutter cleaning always leads to simplification. As I said earlier, as an

investor your primary goal has to be simplification, because the more simple things will be, the more you will be in control of your financial life. Look at your data sheet and for each financial product that you are holding; ask yourself, why am I holding this financial product in my life? And what is this product doing for me? If the answer is unsatisfactory, you have to remove that product from your financial life.

As a collector, you get stuck in the financial products that you have bought. It is like you are stuck in a traffic jam where you own every car. ***Financial clutter leads to Product JAM.*** You feel stuck in financial products bought by you.”

“Sam, I want to ask you a question.

If you are appointed as CEO of your company what would you focus on?”

“Well Coach, I have never dreamt of becoming a CEO, but if I am appointed I would focus on my company’s growth. I would see that every area of my company has optimization; I would see that people are able to give their best; I would make sure that financial resources are utilized properly and the growth curve rises.

“Great Sam, tell me aren’t you the CEO of your financial world? All that you said you would do as a CEO for your company is what you need to do in your financial life. A CEO would always answer one question ‘What should I be working on right now?’ This helps the CEO to focus his time, energy and attention on those critical activities and actions that leads to high performance.

Sam, you are the CEO of your financial life, you are the king of your kingdom and it is now up to you where are you going to focus your energy, time and attention on.

With clutter, you become an ineffective CEO and without clutter become an effective CEO. My job as a coach is to help you become

an effective CEO because that will help you find the CHEESE that you want.”

“But Coach, I have a lot of clutter in my financial life. Isn’t that a problem?” - I asked

“Sam, do not see clutter as a problem, a CEO would always see any problem as an opportunity; similarly see your clutter as an opportunity and not as a problem. With the eyes of a CEO we are going to screen your financial data and remove all the financial clutter that you are holding,” he replied.

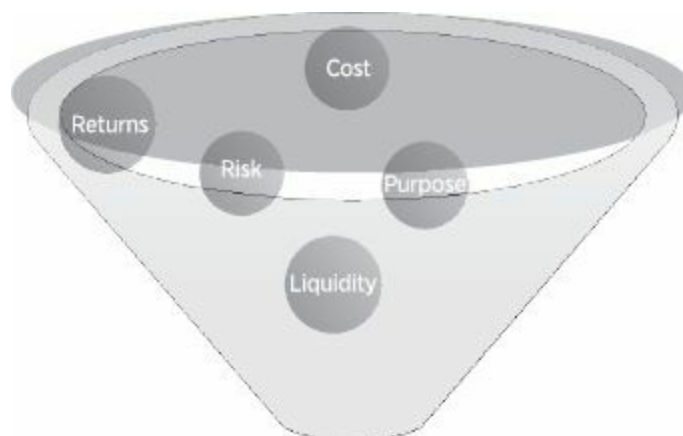
“Are you ready, my CEO?” Coach asked.

“Yes Coach, I am absolutely ready. Thanks for this conversation, it has really empowered me. I can now see myself as a CEO of my financial life and with your help, I would like to bring in lot of optimization.”

“Sam it is not about mistakes, but it is about what you do after the mistake has been made is what matters.”

“Pass all your financial products through a screening machine and check whether what you are holding is clutter or not.”

Screening parameters



Parameter	Answer (Yes or No)
Do I understand how this product works?	
Am I clear about purpose of this product? Why do I have this product?	
Lock-in period of the product	
Clarity about return the product can fetch you	
Expense or cost involved	
Tax implication	

Take each product one by one and screen them. Also, I will help you in taking decision in making your financial life clutter free. I know there are other parameters involved so once you are through with some preliminary homework I will help you out with this.

Promise to remove all financial clutter from your financial life. This will be a great relief for you as an investor. Lastly, Sam also learn how financial clutter enters into your financial life:

- It enters when you start to play the role of a collector.
- Clutter enters when you can't say NO to your relatives and friends.
- It enters when you are in a rush and your focus is on getting returns.
- When you don't do your homework before buying any new product.
- Fear and greed drive you to buy the wrong products.

Words of Wisdom

- Wealth happens to those who investigate.
 - An investigation will reveal the excuses that you use to not grow your financial life.
 - Discover if you are lying as an investor or you are a liar, pretending to be an investor.
 - Find out if you are an investor or a collector.
 - Turn excuses and reasons into results by following the Catch-Own-Replace cycle.

- I am the CEO of my financial life.
 - A CEO will always ask one question “What should I be working on right now?”
 - With clutter, you become an ineffective CEO and without clutter, you become an effective CEO.

- I am an investor and have to stop playing role of a collector.
 - As an investor your primary goal has to be simplification, because the more simple things will be, the more you will be in control of your financial life.

Today's Assignment:

- Identify and remove all the financial clutter from your financial life.

Level 4 The Game Changers

“Sam, in today’s coaching session we are going to have some game changing conversations. These coaching conversations have helped many of my coaching clients in reinventing their money game.”

Operate from your WEALTH SPACE



“Today we are going to do a creative process. As an investor, if you want to create an awesome financial life, you need to build and operate from your wealth space; this wealth space is from where you will operate. The more you operate from the wealth space the easier it gets for you to find your cheese and it also protects your financial life from junk products and false concepts.

Sam, in this process, you will have to use your imagination. We are now going to build your wealth space that is based on your theme of

commitment and discipline.

We want to make one big expansive room, as big as you like, which we will call your **wealth space**. This space will help **you** build an awesome financial life. Remember that we spoke about being **a** cheese machine in the beginning; this wealth space will help you in becoming a cheese machine. The wealth space will help you to design and live an awesome financial life.

Let's begin. As a first step close your eyes and do not open until the process is complete. Just be with me in the process.

Get into your imaginative world and tell me what will be your wealth space made out of? Wood, glass, metal, features, natural stones or any other material of your choice.

I said, "Coach, I want my wealth space to be made out of wood."

"Excellent, you are assigned some workmen who will help you build your wealth space; they will help you fix the doors, walls, ceiling, windows and locks.

Imagine the installation is on, just move around and check whether the doors are opening properly or not, the locks are working or not. This wealth space belongs only to you. You are the owner of this wealth space.

The finishing work is about to be completed and your wealth space is almost ready. You step inside your wealth space with a feeling that you are really going to fall in love with it when it is fully complete.

Take help of those workers and see that everything is in place, the walls and ceiling. Once the wealth space walls, windows and doors are in place just enjoy the feeling of owning your wealth space. Now choose the flooring of your wealth space, is it going to be wooden, granite, maple wood or carpet?"

“Coach, the flooring will be of granite.”

“By now the walls are ready, doors and windows are installed and also the flooring is done so now just relax in your wealth space. Remember, only you have access to enter your wealth center and no one else can enter without your permission. It is your sacred wealth space; it is your creation.

Now, see the outside world from your wealth space and tell people about what you have created for yourself.

Now it is time to decorate and create different sections in your wealth space from inside. Let's put your desk and chair at its place in one of the rooms. Now imagine yourself on your chair and feel relaxed in it. Your desk has a phone to call any person you think can help you produce wealth. You will have Internet access so you can Google all the information that you want about any financial concept, financial product or wealth creating strategies.

One more section in your wealth space is called the ***learning room***. In this room, all the personal finance abilities are stored, you can practice these abilities and can make those abilities yours as and when you want. For example, if you want the ability to understand how mutual funds work or how stock markets work you can learn all that inside your ability cabinet, or you want to know about how insurance policies work, you can learn money management skills in your learning room and become able in the area of money. All the personal finance experts' ability is stored in this room for you to pick, practice and make it yours.

One more room your wealth space has is a **conversation room**. In this room, you can meet any financial expert that you want and can have a conversation with. You will just have to invite them and they will be available to help you grow wealth. When they come, show them your wealth space, tell them how you have created each part of

your wealth space, why you have called them and what help you need.

You are the creator and only you have the keys of your wealth center. You can come in anytime you want. You can use your wealth center to ***learn, develop, mate, review and think on how you can produce wealth***

In your wealth space, ***you will see everything under the light of TRUTH.*** If someone says equity is risky or the new product in the market can get you high returns, you will not buy those concepts and products immediately. You will bring those products and concepts in your wealth space and check and review them under the light of TRUTH, you will meet the experts in the meeting room, search information on Google, get the right ability and then only allow the new financial product to enter in your financial life. Anything that enters in your wealth space has to take your permission and has to pass through the light of TRUTH.”

“Sam, I really want you to connect and live your financial life from your wealth space. All the blogs, all the websites, all the people, all the books that can make you a successful investor are waiting for your invitation to enter your wealth space. Really make the most out of them, as they are all available to help you produce wealth.

“We are about to end this exercise, you can slowly open your eyes and relax for a few seconds.”

Coach continued, “Sam, with the help of wealth space you will be able to create the kind of financial life that you want. Your wealth space is your financial world that will help you get what you want in life. Your financial space is sacred; it is your temple. If you really see your financial life as a sacred space, you will never allow any wrong product or concept to enter your financial world. Wealth space helps you to become conscious.”

“With the help of wealth space you become a conscious investor. Most

investors do not build and operate from their wealth space and so they remain unconscious about what is going on in their financial life. You can always expand your consciousness with the help of your financial space.

Now, tell me how was your experience doing this process? And what do you have to say about building and operating from your wealth space?”

“Coach, this was an amazing exercise for me, it has really been a game changing conversation for me, for the rest of my life I am now going to operate from my wealth space. Until now, I bought financial products and believed concepts without putting them under the light of truth. Now, I will spend time on designing my financial space. I can see that the more I connect with my wealth space the more wealth I will be able to produce.

My financial life is my sacred space and it is up to me what I create with my space.”

Focus on goals or gathering a rich experience?

“Most investors all their life do two things. They set some goals and they discard some goals from their life. When they realize it will not be possible for them to achieve something they simply discard those goals from their life. I want to discuss something that is more important than goals with you.

“Sam, what does a rich life comprise? Lots of money or rich experience? This is the question we are now going to grapple.”

He wrote ‘life expectancy’ on the white board.

He began, “A person starts running behind money from the age of 23-25 and works until 60-70. He will try his best to accumulate as much

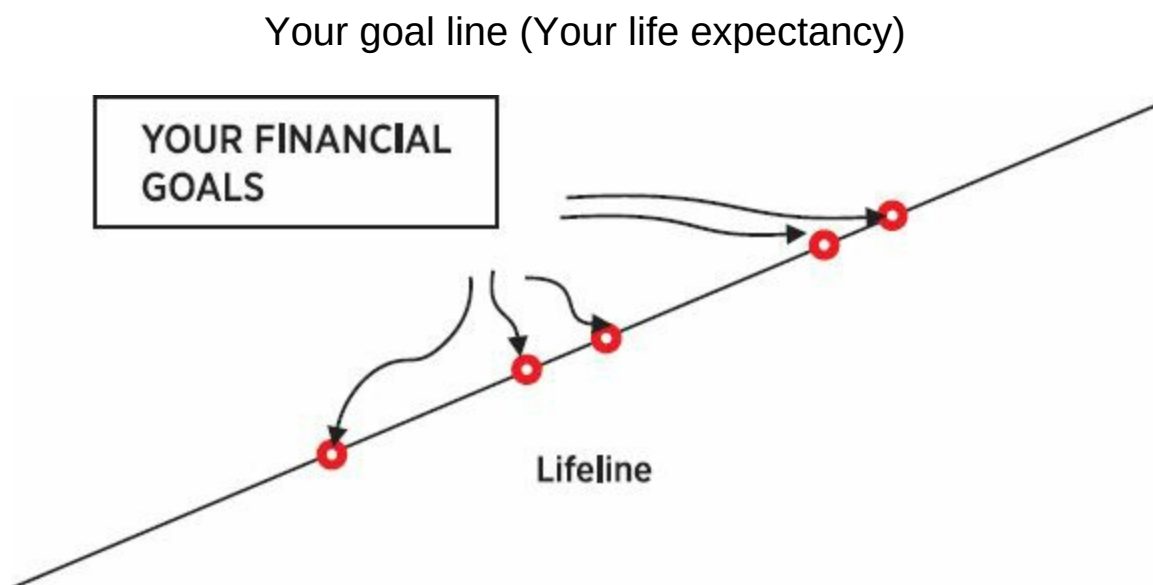
money he can in this period. He thinks all those who are able to accumulate money are considered successful in the eyes of society and all those who fail to accumulate enough are labeled as failures. Somewhere, earning money becomes the default purpose of life.

The purpose of life is not just making money, but it is about filling life with rich experiences.”

“Sam, when you die, some goals you will be able to complete and some will remain incomplete in life. Some people will have more money than you and some will have less. The point is the experience you are left with when you reach at the end of your life expectancy is what really matters.

While making money, most people forget about the experience they are having. Life becomes rich with experiences and not just by making money. I want you to create a life full of rich experiences.

I am now going to draw something on the white board called goal line vs. lifeline.”



“This long line is your life expectancy. Let’s consider you are going to live for 70 or 80 years. Now on this lifeline, you will keep putting your

different goals and dreams. As a kid you wanted a bicycle, when you got into college you wanted a motorbike, after completing your college, you wanted a job, after getting job you wanted to get married, after getting married you wanted to have kids, then as your income grew you start putting different goals on your goal line.

Now Sam, this is how most people come on this planet and die, most investors focus on goal line but they fail to focus on their lifeline.

Sam I want you to collect a lot of cheese in life, but I also want you to focus on your lifeline. Don't live your life for your financial goals, live your life to collect rich experiences and those goals will happen during the journey."

I did not speak a single word while my coach was telling me about the lifeline and the goal line. I could see that my coach has taken my life to the next level. It was as if I took my life in my hands and it added more meaning to my money game. I could see that the money game is not about finding cheese it was about filling life with rich experiences.

Wealth and choices go hand in hand

Coach asked, "Sam, the game of wealth creation is all about making choices. As an investor how did you choose different financial products?"

"Coach, some of the products were chosen out of obligation, some choices were made simply to save tax and some were suggested by close friends. I think my focus was never on the choices I was making and I can see that they have shaped my financial life."

"Sam, if you look at your financial life closely, you will find that your current financial position is a result of the choices you made in the past. Choices really are central element of your financial life. Being

part of the 90 Day Money Game is also a choice you made. Coming for coaching sessions on time is also a choice you make.

Remember - **Everything that is happening in your financial life right now is because of the choices you are making.** By everything, I mean everything.

The job that you have chosen to earn money, the investment instruments you have chosen and the insurance policies you have chosen. Behind every financial product that you bought you made a choice, you made all those decisions. Your choices gave permission to different financial products to enter into your financial life, wherever your money is right now it is because of the choices you made.

When a new money making opportunity comes in front of you, you always have 3 choices.

1. Yes
2. No
3. Maybe

Now out of these three, the first and second are solid choices and third one is not. When you say a solid YES to something, that new product gets into your financial life, and when you say solid NO you move on to the next thing but MAYBE is not a solid place for you as an investor because it makes you stuck as an investor. Do whatever it takes but stay away from the MAYBE mode.”

He went on, “Sam, as an investor you need to slow down, stop and look at your personal finance choices.

“Everything that is happening in your financial life right now is because of the choices you are making

Ask yourself, are they serving you or not to produce are wealth?

You need to become aware of your personal finance choices; the more aware you become as an investor the better choices you are able to make in your financial life.

In your financial life, making choices is right now on an autopilot mode and that mode leads to poor wealth in life. It is important to become aware. Wake up and notice what you are doing. Wake up and pay attention to your personal finance choices.

Awareness is the catalyst that starts the change that YOU want to see in your financial life.

Slow down, stop and look what kind of choices you have made in your financial life and become aware of your choices.”

And then my coach wrote on the white board:

Choices Follow Awareness and Actions Follow choices.

“Sam, become more and more aware so that you make right choices which will lead to actions in your financial life. Every personal finance choice opens and closes possibilities of producing wealth in your financial life. Your wealth is always a byproduct of the choices you make.

Sam, with all that I shared with you right now, what are you understanding?” Coach asked.

“I see why my financial life is in a particular way. You are absolutely right Coach, my current financial life is a byproduct of the choices I have made and I was not aware about what choices I was making. My choices lead me to the kind of financial life I have today. This has been a game changing conversation with me. I will see that I work on my personal finance choices that lead me to wealth creation.”

Your definition of financial SUCCESS

Coach said, "Let's move to the next conversation."

Ben Stein once said, ***The first step to getting the things you want out of life is this: Decide what you want.***

There is one virus in you and all the investors out in the world, a virus called **not enough**. No matter how much money you will have you will feel it's **not enough**, no matter how much return your financial products will generate you will still feel it's **not enough**. We are now going to spend some time on formulating your definition of financial success.

90 Day Money Game is not about becoming a millionaire. Through this game, I want you to align your actions to the kind of financial life that you want to have. For this you will have to define your definition of financial success."

"Let's start:

Sam, what does financial success means to you?

State your initial vision to start with and then I will keep adding the word AND.

"I would like to achieve financial freedom."

AND

"To own my own house."

AND

"Sam, would you not like to get your finances basics in place like your life insurance, health insurance and emergency fund?"

“Yes I would like to have my basics in place, thanks for suggesting.”

AND what else?

“I really want my money to work hard for me. My money should generate at least 12-13% return.”

AND

“I should be able to take one vacation a year with my family.”

AND

“I want to develop and follow a system in a way that I am able to meet my financial goals.”

AND what else?

“Coach, that is all I would like to have.”

Coach said, “To make sure it is complete, ask yourself:

After accomplishing all this, what is it that if stays missing you will have a regret?”

I replied, “Well, I think my list is complete.”

“That’s great Sam. I really want you to live a regret-free life.

How does it feel Sam, as you have defined your definition of financial success?”

“Coach, I am having a sense of clarity. My game is now clear to me; at least I know what I want. I may not be 100% clear on the “HOW” part as of now. Until now I just wanted more money and had never spent time on defining my definition of financial success.”

“Sam, many investors don’t invest their time in defining their definition of financial success and they keep running all their life on having more

money. When you articulate your definition of financial success, you become a focused investor. If you never specify things, how will you build the kind of financial life that you want? Once you define what you want your intention becomes clear and you will put your best into what you want.”

Sam, now you can declare to the world and to yourself: **This is where I want to go.**

I want to visit a strange place with you. We will go to a graveyard and learn important lessons from dead people.”

“What coach? Dead people!”

“Yes. Don’t worry, just do what I ask you to do.”

Andy Warhol once said ***Dying is the most embarrassing thing that can ever happen to you, because someone’s got to take care of all your details.***

We reached the graveyard and I asked him, “Can I ask you what we are going to do here?”

“Sam I told you some time back we are going to learn from dead people.”

“But what can we learn from dead people?”

“Sam, you can learn from anything and everything in life. Remember you promised me to be a student of wealth.”

“Yes, I remember Coach.”

“We are going to learn about getting your basics in place. I mean life insurance, health insurance and emergency fund.”

These three areas, life insurance, health insurance and maintaining emergency fund, are an integral part of any investor’s financial life.

They need to be in place as a strong foundation on which you can build your financial life. Most people who neglect these basics sometimes pay a big price in life.

As your financial coach, I won't tell you to have life cover or have health cover or if it is good to have an emergency fund. I want you to decide for yourself why these three are important. They are like your security pillars.

Sam, why do you think you should have your security pillars in place?"

"Because it is important. Life is uncertain by nature and we have to be prepared for any uncertain events." - I said

"Good answer Sam, just take a round here and you will find people who died on different dates and years."

Your plan vs. God's plan

I could see some died at 15, some at 35, some in their 50's and some in their 80's.

"Sam, let me put it little differently.

Your life has two plans going simultaneously. Your plan and God's plan for you.

Your plan may not match with God's plan for you and that is a reason why you should have your basics in place. Many people who are buried over here had some plans in their life but God's plan for them was different.

Let me share a fictional story with you:

Jeevan and Anand were working in a software company like you. They were traveling from Mumbai to Pune. They were getting late for their annual meet and so they were rushing at top speed. They got on

an expressway and suddenly lost control resulting in an accident. Both of them died on the spot.

Jeevan and Anand both go to heaven. After a few days, they saw their families from heaven. Anand had a sufficient term insurance plan in place and so his family was taken care off, but on the other side Jeevan, while he was alive bought a few endowment and money back plans from his insurance advisor, but those plans were for few lacs only, which was not at all sufficient for his family. His family was struggling.

On seeing this, they requested God to give them one chance to meet their insurance agent. This was against the rules of heaven, but still they were allowed. They both sat in front of their respective agents and said the following:

Jeevan said:

- Why did you not educate me about having proper life cover?1
- Why did you sell me all those insurance products that kept me underinsured?
- Who will take care of my family?
- I have a request; please see that you help people get proper life cover.

On the other side, Anand's position was safe. He had his insurance in place but still he wanted to meet his agent.

Anand with tears in his eyes gives a hug to his advisor and told him:

- Thank you my friend (advisor) for selling me a pure insurance product (term plan).
- You educated me on insurance and helped me buy the right cover.
- Share our story with as many investors you meet and help them take sufficient life cover and keep up the good work that you are doing.

They got a chance but in reality if something goes wrong, you won't get one. This is what I tell to all my clients," said Coach.

"Yes, I get your point," I agreed. Why have life insurance?

Your Plan	God's plan
You want to live for 80 years	God wants you to live 35 years
You want to drive at top speed	God wants some other vehicle to come in front of you

Why have health insurance?

Your Plan	God's plan
You want to have an uneven lifestyle	God wants you to experience a heart attack
You want to have oily and fatty food	God wants you to get friendly with cholesterol
You don't want to visit the gym	God wants you to visit the hospital

Why have an emergency fund?

Your Plan	God's plan
You want to have job security all your life	God wants the world to experience a recession
You want to be a successful entrepreneur	God's plan for you is to perform as an employee

Life is one big mysterious game that we play with God and your plan may not match with God's plan for you. It happens every now and then but you are unable to observe.

You want to go for movie and some relative calls and wants to come to your place. You plan to go for vacations and some close relatives marriage dates are in middle of your vacation dates. Your plan is to take sleep on weekends and your boss wants you to take some official work home. Does that happen?" asked Coach.

"Yes, it happens many times" I replied.

"Sam, I am sure after having this conversation you will see that you always keep your basics in place."

"Yes, coach absolutely. This has been the biggest lesson for me. These dead people have taught me the biggest lesson of my life."

Words of wisdom

- Always operate from your wealth space.
 - Create a space in your mind that resembles a large well-lit room, one where you can relax and think. The space should be detailed, right to the colour of the curtains on the windows and the bookshelves where you will house your library.
 - The space should have a learning room and a conversation room.
 - My financial life is my sacred space and it is up to me what I create with my space.
- Your plan may not match with God's plan for you. Get your basics in place.
- Wealth and choices go hand in hand.

- Your current financial position is a result of the choices you made in the past.
- Your choices gave permission to different financial products to enter your financial life; wherever your money is right now is because of the choices you made.
- When a new money making opportunity comes in front of you, you always have 3 choices—Yes, No and Maybe. Never be in the “maybe” mode.
- Choices follow awareness and actions follow choices.
- It's important to define my definition of financial success.
 - Your definition is important because unless you do so, no matter how much money you will have you will feel “it's not enough”, no matter how much return your financial products will generate you will still feel “it's not enough”.
 - When you articulate your definition of financial success, you become a focused investor.
- Focus on gaining rich experiences and not just meeting goals.
 - Don't live your life for your financial goals, live your life to collect rich

Level 5 Don't Set Goals, Set Yourself

“**S**am, today's coaching session is all about GOALS. We will have several conversations on how you can see financial goals differently and learn to add different dimensions to your goals. I want you to get creative with your financial goals. Wealth comes to those who change their relationship with goals. I don't want you to set goals; I want you to make strong financial commitments. I want you to give purpose to money with the help of goals.”

“I have a question for you Sam, why do people set goals?”

“Well Coach, people set goals to get results. It helps them get what they want in life. This is why I think people set goals,” I said.

“Sam, consider that people set goals only when they see something as a problem. When you realize you are overweight, when you see your weight as a problem, you set a goal to reduce it otherwise you don't. Goals are not to be set to solve problems; they serve you best, when you use them for your growth,” said Coach.

He continued, “I want you to use your goals for producing wealth.

This is important, most people focus only on achieving their goals but as an investor, what you need to do is really use your goals. Use your goals for exploring your full financial potential.

For example, if I want to have Rs. 1 crore, I can **use** this goal right now in this moment to explore my full financial potential. As an

investor, I can use this goal to get in action, to get focused, to get in motion. I can look at what products and services I can offer to the world to generate money, whom can I go and talk to about my services. As an investor, use your goals for exploring your full financial potential. That is the real purpose of the tool called goals.

I don't want you to expect anything from your financial life. The focus should not be on what you can get from your financial life the focus has to be on what you can GIVE to your financial life.

Remember we discussed about 'give investor' and 'get investor'. Look at goals as an opportunity to give to your financial life than to get.

Sam, when you set any goal it gives you something in return. Any idea what it gives you in return?"

I answered, "It gives a sense of direction, clarity and confidence."

"Sam, it gives you chances in return," said Coach.

"Most people think financial goals as objects to be achieved but very few look at them as an opportunity to contribute. When you set any financial goal, it gives you some chances in return.

For example, if you want to have something after 10 years and you set a goal in that area. Now, if you want to do something about that goal every year then you have 10 chances to do something for that goal and if you want to do something every month then you have 120 chances to do something for that goal. Each financial goal you set in your financial life always lends you some chances, if you see them. Always see that you make the most of those chances. The more chances you miss the more delay happens in achieving those goals.

Most people think financial goal is about moving from point A to point B. But the truth is it is about respecting the chances your goals have given you and you giving your best to your financial life.

Sam, tell me what kind of goals one should set?”

I said, “SMART goals. Specific, Measurable, Attainable, Reachable and Time bound.”

“Sam, wealth happens to those who do not set SMART goals. I am not against SMART goals but financial life journey becomes exciting when you learn to think beyond SMART financial goals. In the next conversation we will learn about it.”

Think beyond smart goals

“Sam, this conversation is a little unconventional, but I invite you to stay engaged with this conversation. I am not against any traditional methods of goal setting, but at least have one BIG audacious goal in your life. Wealth is hidden in problems. It is said ***bigger the problem, bigger is the opportunity of producing wealth.*** All the people who produced big wealth in their lives always took BIG problems in their hands. They took BIG goals in their hands that was challenging and next to impossible.

Sam, you have been taught to set SMART goals all your life. Right?”

“Yes, that’s correct,” I said.

“In my view, if you want to enjoy your financial life at its fullest you need to set bold and audacious goals. This goal has to be really bigger than who you are, it has to be an impossible goal for you, this BIG goal should be really inspiring to you, it should be like a power goal to you, it should wake you up in the morning and gets you out of bed, it gets you in action, it fills your life with energy. As I said, I am not against SMART goals but sometimes SMART goals put a ceiling on your potential. When you set bold and audacious financial goals in your financial life it will make you stretch and will help you explore your full financial potential.

Let me share about Govindappa Venkataswamy who dedicated his life to his audacious goal of making a difference in people's life."

Young Govindappa Venkataswamy thought he had found his purpose in life when a personal tragedy struck him, three of his cousins died in the last three months of their pregnancy. His heart sank and he decided to become a doctor. With his effort and hard work he became a doctor, his mission was to rescue people like his cousins, but unfortunately, he never got a chance to do so. On completion of his medical college he got in grip of disease called rheumatoid arthritis, making it impossible for him to deliver babies. He was in pain for a long time but nothing could stop him in his commitment to help people.

His health breakdown could not stop him in moving ahead. He started again, this time studying ophthalmology to confront a different need. In India, there are nine million blind people, most of who suffer from cataract, which is 100% curable with surgery. Dr. V, as he is known today opened an-11 bed eye hospital in his brother's home to perform free or low-cost cataract surgery. He even designed instruments suited to his crippled hands and these tools enabled him to perform 5,000 surgeries in his first year.

Today, his clinics perform over 200,000 surgeries annually and are among the largest single providers of eye surgery in the world, having given sight to more than one million people in India.

The clinics run a profit, even though 70% of the patients pay nothing, or close to nothing and the clinics do not depend on donations or government grants. With his hands hopelessly crippled, you would think he had earned the right to give up. Instead, Dr. V refused to let that interrupt his commitment to save lives. He could not change his condition, but he could change the way he thought about his goal and, as a result, he is changing lives of millions.

"Sam, what is he doing? He is building his volcano of making a difference in the world. He is up to something really BIG in life. He went beyond the SMART goals paradigm. Here, I am not talking about goals I am talking about a paradigm shift. It is about staying in the box called **world** and playing the game of life differently.

What can you see for yourself Sam after hearing this story?"

"Coach, I can see how small I am playing in my life. My goals need to be inspiring and expansive by nature. I can make a lot of difference around me, I can see the opportunities where I can give myself fully and can make a difference," I told him.

“Sam let’s discuss about the goals you can’t set as an investor. One of the things I love to do is talking to people; my life is dedicated to helping people live a blessed financial life. I was recently invited to address the doctor community.

I asked the medical professionals sitting in the audience,

How many of you have NOT yet planned for your retirement?

I could see majority of hands going up. Some of them thought now they should start, some thought it is still far away, why worry from now, some were happy, they had started investing for their retirement goal. I thanked them for raising their hands and for sharing about where they are with respect to retirement goal.

My next question to the group was:

How many of you are parents in this group?

Many hands went up as the group had men and women in the mid 30’s. My next question was:

How many parents have not planned for their child’s education and marriage financial goal?

Again, maximum hands went up. I told the audience now what I am going to speak will be radical in nature and I am going to write that on the board.

YOU CANNOT SET YOUR RETIREMENT AND CHILDREN’S GOALS

Everyone in the audience gave me strange looks.

I told them that you can’t set something that is already set.

The moment someone is born, retirement goal gets into his or her life on its own. The moment you became parents, children's goals get into your life on its own, because your kids are your responsibility and you need to fulfill those responsibilities.

Your retirement goal, your children's goals are already in your life. Now what you need to do as an investor is you will have to set yourself for those goals. You will have to adjust your investments for those goals.

On hearing this, many in the crowd started looking each other's faces. They could see why I said you can't set these goals."

"Sam, invest your time and energy is setting yourself and your investment for your financial goals. Your actions and behavior as an investor needs to be congruent with your financial goals."

"Absolutely coach, I can see that I need to set myself and my investment for my goals. Thanks for sharing your workshop experience with me," I told my coach.

"Sam, now let's discuss how sometimes goals go against investors. Goals are like a double edged sword. Goals can work in your favor and goals can also go against you; if you realize you will not be able to achieve your goals it might depress you as an investor. Many investors worry so much about their retirement goal that they die before reaching their retirement. This is a clear example of goals working against you.

Sam, you may not be able to achieve all your financial goals but you can play for all your financial goals. You can always do something about them, with the resources that you have.

There is a Chinese saying ***"If fate throws a knife at you, there are two ways of catching it-by the blade or by the handle."***

Let me share one of my past client's experiences with you:

- One of my clients is a doctor by profession. When he came to me, he already had a financial plan in place from a financial planner and was still looking for further help in his financial life. While coaching him, I could see he is high on his medical expenses, on further discussion I learnt that some future goal which was to happen in his life after 30 years was affecting his overall health, in fact it resulted in diabetes. After a few interactions, he could get free himself from the grip of his 30-year-away future financial goal and when the pressure of goals was released, it gave him a sense of relief; his diabetes started getting in control. He said **the future is an illusion and I should not worry about what is going to happen after 30 years, I just have to play fully, follow a system and enjoy the process of wealth creation.**

Many investors experience frustration; they even discard goals from their life because they do not understand how successful investors play for their goals.”

“Sam I don’t want your future financial goals to go against you. As we discussed earlier, goals are to be used for exploring your full financial potential. That is the relationship I want you to share with your financial goals.”

The game of wealth creation becomes fun and easy when you divide your financial goals into outcome wealth goals and process wealth goals. Most of my clients apply this approach to their financial life and they are able to produce massive wealth.”

“Let me explain what I mean by outcome wealth goals and process wealth goals.

Outcome wealth goals vs. Process wealth goals

Let's assume I want to have 12 clients a year by which I will be able to do X turnover. This is my outcome wealth goal that I will be achieving at the end of the year. Now I will have to break this into process wealth goals so if I want to have 12 clients a year I will be making on an average 1 client a month and for generating 1 client a month I will have to have a conversation with 5 people each month. So *talking to 5 people each month* is my process goal.

If I focus on *getting 12 clients in the year* every day, it will fill my life with worries. I don't want 12 clients right now; I want 12 clients at the end of year so it becomes my outcome goal. It is not in my hands.

Can you see Sam, outcome wealth goal is not in my hands, it is in the future, something that is going to happen after 1 year and my wealth process goals are more in my hands, they are more in the present? I can do something about them on a daily basis.

Can you see, if I keep accomplishing my process wealth goals I will be able to reach my outcome wealth goal of doing X turnover?"

"Yes, coach I can see that, "I said.

"Sam, apply this approach to your financial life. First set your outcome wealth goals and then put all your energy into defining your process wealth goals.

If you want to invest Rs. 6 lacs a year, set it as your outcome wealth goal and every month you will be investing Rs. 50,000. Now if you stay consistent with your process wealth goal actions you will be able to make Rs. 6 lacs investments in a year.

You create more wealth when you stay consistent with your process wealth goals. This is something you need to be consistent with all your life."

"Yes coach, I never saw goals in this way. I think this will help me produce wealth," I said.

“Sam, look at how can you align yourself to your financial goals. What can you create in your financial life? What steps can you take that can take you closer to your financial goals? This will help you as an investor more than just setting some distant goal and then waiting for it to happen in your life. With this, we are changing the game here. I am asking you align with your goals rather than having goals. This definitely leads to wealth creation in life.

Sam, after working and studying many investors, I have observed two key traits in successful investors.

1. They manage their money well with the help of a system.
2. They work on self-improvement and keep refining their system.

By having a system in your financial you may not 100% meet all your goals, but the journey will become easy and fun. A system creates a flow or rhythm in your financial life and helps you produce wealth effortlessly.

We now want to discuss the element that helps you to get effective with money. The next level game will help you relax with your financial goals. You will be able to blueprint your financial success.

We want to learn what successful investors do to manage their money that helps to produce wealth. In the next coaching session, we will be talking more about this. Monday is a public holiday, so let's meet at my residence and have lunch together.

Words of wisdom

- I have to use my goals to explore my full financial potential.
 - Wealth comes to those who change their relationship with goals. Don't set goals; make strong financial commitments.
 - Don't expect anything from your financial life. The focus should not be on what you can get from your financial

life the focus has to be on what you can GIVE to your financial life. Look at goals as an opportunity to give to your financial life than to get.

- When you set any financial goal, it gives you some chances in return.
 - Financial goals are about respecting the chances your goals have given you and you giving your best to your financial life.
- Learn the difference between process wealth goals vs. outcome wealth goals.
 - Outcome wealth goal is not in your hands; it is in the future. Wealth process goals are more in your hands, they are more in the present.
 - First set your outcome wealth goals and then put all your energy into defining your process wealth goals.
 - You create more wealth when you stay consistent with your process wealth goals.
 - I need to be honest with my process wealth goals.
 - I need to set inspiring goals and think beyond SMART goals.
 - Wealth is hidden in problems.
 - Your goal has to be really bigger than who you are, it has to be an impossible goal for you, that wakes you up in the morning and gets you out of bed.
 - SMART goals can put a ceiling on you. When you set bold and audacious financial goals in your financial life, it will make you stretch and will help you explore your full financial potential.

Level 6 Create A System To Create Wealth

“Sam, today’s coaching session is the heart of the work that we are doing together. The discussion we are going to have has the power to change your financial life forever. All the work we did until now was to prepare you for this level of 90 Day Money Game.”

“Coach, I am really excited to learn from today’s coaching session,” I was excited.

“Sam, as today is a public holiday, we have met at my home and not at my office. For you to learn today’s lesson we will have to get into my kitchen.”

I was dismayed, “But Coach, I don’t know how to cook.”

“But I know how to cook. I also have a recipe book to help us,” said Coach.

“Let’s make rice and dal for lunch. Is that fine with you?”

“Yes, Coach” - I said

“I have already put rice in the cooker before you came so now the next thing we need to prepare is dal. Let’s look at the ingredients first.”

1/2cup masoor dal

1 tomato

1/2tsp. jeera

1/4 tsp. turmeric powder

2 green chillies
3 tsp. oil
3 garlic cloves

Let's start preparing dal.

- Boil the dal, turmeric powder and slit green chillies.
- In another pan, heat oil, add the jeera, tomatoes and garlic cloves, saute on a high flame until the tomatoes are soft and pulpy.
- Add the boiled dal into this with little water, boil well for 15 minutes to incorporate the masala into the dal, garnish with coriander.

"Hmm... Sam it's ready now. Why don't you taste it and tell me how it is?" asked Coach.

I took a spoon and tasted the dal first.

"The taste is good, but I feel something is missing in this dal," I told my coach.

"Oh really Sam, what is missing when added can make a difference to this dal?"

"Salt! Adding salt will complete it," I said.

"Excellent Sam. Let me add a pinch of salt; if you remember when we took the ingredients, I did not take salt as an ingredient.

Now, the taste is perfect.

Sam, the same applies to your financial life. What is the most important ingredient of your overall financial life?"

"Is it knowledge?" I asked.

“Sam, the most important ingredient is **system**. A system has the power to make or break your financial life. I don't want you to chase returns, I want you to create and follow a system in your financial life.”

Creating a system in your financial life

“Today's coaching session is about creating a system in your financial life. System creation always leads to wealth creation. I have worked with hundreds of people and with the help of system creation, they have been able to produce big breakthroughs in their financial life.

Before we do this, let's get online for some time. I want to order some books for you and for some of my other clients. We got online and started adding things to the cart.

Let's look at what's in my cart. 10 business books and 5 inspirational books.

While people do online shopping, one thing that most people miss out to observe is that things are being added to the cart with the help of some system and it is not happening on its own. Every action is linked with the help of a well defined online system and it is same for everyone and anyone who chooses to do online shopping.

Any failure in system will affect the business of online shopping website.

The same applies to your financial life; it needs to have a system in place that keeps things moving. You many have different products in your financial life but it works best only when you integrate a system in your financial life.

Can you now see the importance of system and why it is the most important ingredient?”

“Yes,” I replied and continued, “With your help, I would love to create and follow a system in my financial life.”

“Sam, lets work on creating a system in your financial life. Most investors are not able to create the kind of financial life that they want, because they focus on doing things and not designing. There is a difference between just doing things and designing them.

Tell me Sam, on this white board what is it that I can use to write something?”

“A white board marker.”

“Yes and the reason I can use a white board marker is because it is designed in a way such that we can write things on the board.

- The marker has a design
- A washing machine has a design
- A mobile phone has a design

Anything and everything that helps in producing result always has a design to it. If you want to produce wealth, you will have to work on the design part. Let’s try to understand this in little more detail.

You are working in an organization that focuses on results, right Sam?”

“Yes, that’s true.”

“Sam, your company has designed products and services that help clients. Your company has a few thousand employees and it has put its processes and systems in place. It has invested huge amount of effort in creating systems.

Sam, is your company system driven or people driven?

I immediately responded, “It is system driven.”

“Sam, will your company or its work be affected if you leave your job?”

“No, it will not because systems are in place,” I said.

“Excellent, Sam we now want to put an effort in designing your personal finance system.

Every month you get a salary. What you do with that money every month needs a system. If you do not work on designing your system then you have an unconscious system by which money will get out of your life.

Sam, can you see right now you have some unconscious system in your financial life that is not serving you? It is not helping you in producing wealth.”

“Yes coach, I never thought of having any system, money comes in my life and goes. Sometimes I am left with more money and sometimes less. I just keep worrying about what will happen in future.”

“Sam, to avoid such a situation I want you to be system-driven. Let’s define the components of your money management system. Let’s design a system that is easy for you to understand and implement.

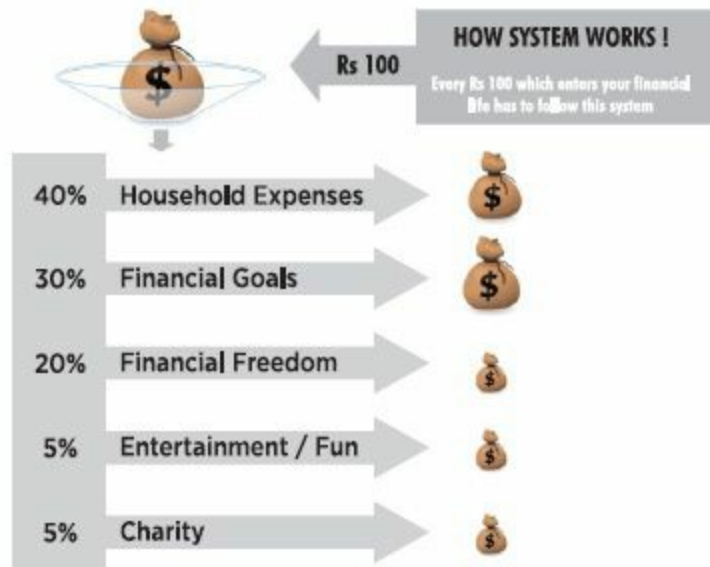
- Expenses
- Financial goals
- Financial freedom
- Entertainment
- Charity

Now let’s give some percentage to all these areas so that your system takes a shape. Let me draw on the white board.

All Income comes into this account



All Expenses go out of this account



40% All your household expenses, insurance premiums and loan EMIs

30% Responsibility-related long-term financial goals

20% Financial freedom (money goes in wealth creating assets like equities, mutual funds)

5% Entertainment - This is for pure fun and joy

5% Helping society - Opportunity to be a contributor

“Sam, what are your first thoughts after looking at your system? What do you think will become possible for you if you really follow such a system all your life?”

“Coach, I don’t know why but I am feeling relaxed in the area of money. I can see that this system will bring element of discipline in my

financial life. The system will make me a focused investor. I exactly know what I need to do with the money that comes into my life.”

“Sam, that’s great.

This system is the **salt** of your financial life and it can lead you to desired wealth creation. Wealth is always a byproduct of system we create and follow. No matter what your income is, you can design and follow a system in your financial life. Make a commitment to be system-driven all your life.

The 90 Day Money Game is nothing but a system that helps you think and act in the area of wealth creation differently.

Now, the most important part to realize is that this system does not have life of its own. You will have to give life to your system. If you will slip back, the system will collapse immediately. Following a system makes you a committed investor. You are not just able to handle numbers well with the help of a system but you are able to handle yourself as an investor.

Without a system, you are just going with the motions, but with the help of a system, you learn to get in control of your financial life. When you build and follow a system you relax with money. With the help of a system, you are able to play the game at your best level. You are able to stretch a little bit and you are able to play the game of wealth creation fully.

Can you see Sam that your financial future is in your hands and you are the creator of your financial life? You are blessed to live an awesome financial life.”

I shouted in excitement, “Yes, coach I can see it clearly. I am so excited! It feels as if I have some secret formula to produce wealth. I am feeling more confident as an investor. I never experienced this level of clarity in my financial life until date. This is a special feeling and I am so happy that I became part of the 90 Day Money Game.

This experience is the best experience of being in this game and of being with you Coach. Thank you for showing me the path to follow, thank you for being the torch bearer in my financial life,” I thanked my Coach.

A balanced lifestyle is a must

“Sam, we are through with designing your money management system. Once a system is in place, I want you to work on your overall lifestyle and not just running behind financial goals. Most investors end up spending more than what they earn, committed investors work on having a balanced lifestyle. We are going to discuss what I mean by balanced lifestyle and how it can help you as an investor.”

“Sam, today’s discussion is easy to understand and the message is very short and simple. Everything that we have discussed until now has come from my experience and you are free to pick and drop advice.

I have seen many people who get into a new job and they start enhancing their lifestyle. They start spending more on gadgets, they buy expensive cars or they buy an extravagant house. Everything is on loan; it is as if life is happening in installments. All of a sudden, their life is filled with luxury. Nothing wrong in having these things, but most people miss out learning their lessons.

Let’s take the example of Mr. A and Mr. B.

Mr. A earns Rs. 10 lacs pa and his lifestyle is as if he is earning Rs. 15-18 lacs pa.

Mr. B earns Rs. 10 lacs pa and his lifestyle is as if he is earning Rs. 7 lacs pa.

What happens if something goes wrong with the income of Mr. A and Mr. B?

- Mr. A's position will be extremely difficult because he will have to come down on his expenses and he has to compromise with the kind of luxury he is now used to. Mr. A will be frustrated and he is not able to enjoy things that he used to enjoy.
- For Mr. B, it will also be difficult but not that much. Any change or reduction in income will always makes things difficult but as Mr. B's life style is balanced, he will be able to handle the situation better than Mr. A. It's like climbing stairs is always difficult than getting down.

Sam, the key lesson here is always living a balanced lifestyle. It is said you should spend less than what you earn; similarly, don't get carried away by your pay package, always try to live a balanced lifestyle. Keep that buffer, that little space in your lifestyle so that it can absorb minor changes in earnings.

Many get into a debt trap when they find themselves in such a situation. I am just sharing with you Sam, what I have experienced with people. I am sharing as such a situation disturbs your money game and can get you in debt trap."

"Yes Coach, this conversation has been extremely useful to me. I can see many of my colleagues who are doing exactly what you are saying. At one time I was lured to enhance my lifestyle after looking at my friends but somehow I could stop myself."

As we were talking, the doorbell rang. A woman walked in and Coach introduced us, "Sam, I would like you to meet Rita. She has been my client since the last 4 years. You can learn many things from her, especially the way she dealt with her debt. Today she is 100% debt free, she follows a money management system and now she is in absolute control of her financial life. Rita, this is Sam, my current coaching client."

I told her, "It must have been difficult for you, but it's inspiring to know that now you are debt free."

She said, "All the credit goes to our coach, it was his guidance, love and conviction in me that helped me deal with my situation. I was completely broken from inside and Coach helped me gather all those broken pieces, and because of him I could create peace from broken pieces. I am absolutely grateful to my coach. I love you Coach."

My coach with a lot of grace and compassion on his face said, "Thanks Rita for your kind words. I was just an instrument; all the effort came from your end. I am really happy what you learnt from the teacher called debt and I want you to share some of your learnings with Sam"

"Sure coach," said Rita.

"When I met coach his first question to me was, *What do you do when you find yourself in a hole?* My answer was, *The first thing I would do is stop digging.* That answer struck me hard. I realized that the money area was not working for me and I was trying to work harder. I somehow wanted to get in control of the situation but kept failing at it.

Every step that I took, my coach was with me to hold my hands. His coaching was so powerful and he helped me generate high level of commitment in me and created an emotional space where I could deal with my debt."

"Sam, here are some of my key learnings:

1. **You have to admit there is a problem:** The first step is to accept that there is a problem. Instead of tolerating debt, it is important to admit that you are in debt. Debt was not my problem; my poor relationship with money was my problem. Until I did not accept, I was avoiding debt once I accepted I started taking responsibility for my situation. I was totally reasonable in my personal finance and thought I know everything and I know how to get out of debt. When I met my coach, I could realize my thought process was working against me. My coach helped me deal with my reasonableness.

Before I met him, I would meet people and get their HELP to get things normal. After I met my coach, he helped me in a way not to get things normal but to really rise in my financial world as a person and as an investor. After working with him, I could see that I had set up a wrong game and so I was not able to get results. Before meeting him, I wanted to become debt free, but after meeting him, I started playing the game of financial freedom.

2. **Don't look to cash as a solution to a problem:** Before meeting my coach, I thought the solution to becoming debt free is cash. I thought if I can get more cash in my life it will solve all my money problems, but I was not able to handle the situation with cash coming in. Cash is important, but it is not the ultimate solution for becoming debt free. In search of gathering cash, my debt increased, as I borrowed money from friends and relatives to pay off credit card debt. My coach taught me to be in pain and to see pain as my money teacher. The best lessons in life are learnt when you are in the lowest phase of your life.
3. **Re-engineer your system:** I was working on getting debt free and my coach taught me to re-engineer my system. It had a system fault and it had to be rectified. Debt is a byproduct of having no system; it shows how much disrespect one has for money. I followed a system, became disciplined and slowly could get debt free.
4. **Have a macro view:** I was concentrating all my energy on getting out of debt, but Coach taught me to see debt as just one part of my life. What I focus on expands if I focus only on debt. I will never be able to get out of it. With the help of a system in place, I started to see debt as one piece of the jig saw puzzle. I was waiting for debt to get over and then I would start my investments. I broke that chain of thought; instead of waiting, I started investing a very small amount with the help of a wealth creation system. It is not the amount it is the habit of saving and investing that matters. Having a

macro view worked for me as I became a much more balanced investor.

5. **Time to slow down - replace BUT with AND:** Debt is an opportunity to re-design the way you live your financial life. It is a signal for you to slow down and identify the non-supportive actions that are leading you to debt. It is really an opportunity to learn study and grow as a person. Before I met Coach, I thought I was not responsible for my debt. I used to tell people *I am good with money but I don't know why I am in debt after I got coached I started telling the truth I am a good person and I know why I am in debt.* My rush went away and I started to serve my financial life by providing what it needs and step by step I could bring a turnaround in my situation.”

“So Sam, these were my learnings. Today I share a very different kind of relationship with money and I am enjoying the overall process of wealth creation. I am clear there are no short-cuts in life, it calls for constant effort to design and live an awesome financial life. All thanks to Coach!” said Rita.

“You are a powerful woman, Rita.” Coach gave us both a hug and asked us to join for tea.

I thanked Rita for sharing her heart with me. I was not in debt, but I could see that I was somewhere trying to attract debt in my life. I was not conscious as an investor in which direction my financial life was moving and it is one of the symptoms of getting into debt. It is great to learn from other people's experience. I will be always thankful to my coach for that day's session.

Words of wisdom

- System is the salt of my financial life—the most important ingredient

- You may have different products in your financial life but it works best only when you integrate a system in your financial life.
 - If you do not work on designing your system then you have an unconscious system by which money will get out of your life.
 - No matter what your income is, you can design and follow a system in your financial life.
- I need to be system-driven and not goal-driven.
 - You will have to give life to your system. If you will slip back, the system will collapse immediately.
- I must make a commitment to build and follow my money system.
- Always live a balanced lifestyle.
 - Don't get carried away by the amount you earn, spend a little less than that. Keep that buffer, that little space in your lifestyle so that it can absorb minor changes in earnings.
- If you are in debt, use these steps to get out:
 - Admit there is a problem.
 - Don't look to cash as a solution
 - Re-engineer your system
 - Have a macro view
 - Slow down and replace "but" with "and"

Level 7 Financial Freedom Made Simple

“Hey Sam, how are you today?” asked Coach.

“I am so excited; I am in love with the process of wealth creation. Last weekend I took many actions in designing my financial life. My wife and I sat and worked on creating a system in our financial life. I did a lot of sharing about what I created with you in the last week with my wife and it was a wonderful learning experience for both of us,” I replied.

“That’s great Sam. Let’s step into Financial Freedom conversation.

Sam, tell me *what is financial freedom for you?*”

“Hmmm ... financial freedom is when my money is working hard for me and I don’t have to worry about money.” I started giving some complex intelligent definition and Coach immediately stopped me.

“Sam you did not get my question?”

I did not ask what financial freedom is. I asked you ***what financial freedom is for you.*** These are not the same questions. Let me give you an example.

Ok let me make it simple for you. In one word tell me what is meaning of life?

I said, life is a roller coaster.

Good. Now open this dictionary and tell me what the meaning of life is. He handed over the dictionary to me.

Coach, it has several meanings in it. It says life means the condition that distinguishes organisms from inorganic objects and dead organisms, being manifested by growth through metabolism, reproduction, and the power of adaptation to environment through changes originating internally.”

“Excellent,” he said.

“Sam, the actual definition of what life is and your definition of life can never be the same. Why don’t you slow down and just share what is your definition of financial freedom?”

It suddenly came out of me! “Coach, if I am able to do a lot of shopping without looking at the price tag I would call myself financially free or when I go to some restaurant and I am able to order anything without looking at the right hand side of the menu. It will be financial freedom for me!”

On listening to what really financial freedom meant to me, he immediately said, “That’s good Sam, no need to act intelligent, this is a very natural definition of financial freedom that you have given. I want answers from you that are natural, straight from the heart.”

Coach went closer to the white board and wrote **financial freedom** on it.

He said, “Let’s understand the word financial freedom now in detail.

The first thing to learn is from the words ‘financial freedom’ itself. It says freedom in the area of money, having no constraints in the area of money. Now, let’s try to define the word financial freedom: *You become financially free, when your passive income stream is equivalent to your desired lifestyle.*

We will do more work around this definition as we move forward.

Let's make the concept of financial freedom extremely simple and easy. The only way you can make things easy and simple is with the help of stories. Sam, you must have heard about this story as a child:

- One day a villager went to the nest of his chicken and found there an egg, all yellow and glittering. When he picked it up it was very heavy and he was going to throw it away, because he thought a trick had been played on him. But he decided to take it home and soon discovered that it was an egg of pure gold.

Every morning the same thing occurred, and he grew rich by selling his eggs. As he grew rich, he grew greedy; and thinking to get all the gold the chicken could give, he killed it and opened it only to find nothing.

We were asked to stay away from GREED!

The above story is the simplest way to understand the concept of financial freedom. In our financial life, the amount of wealth we generate by investing in fixed deposits, real estate, mutual funds, and various other financial products, are acting like the chicken. Any money you save in life goes into making the chicken healthy. And the interest earned on that money act like those golden eggs. If you kill the chicken, you can't enjoy the golden eggs.

So, whatever action you take in your financial life will either make your chicken more healthy or unhealthy. I want you to focus on only one thing and that is building the overall health of your chicken.

Sam, now tell me what have you done until now with your chicken?"

"Coach, to be very honest, I really never ever cared for the health of my chicken. It has never been in focus. I have done some saving, invested that money and then used that money on different occasions.

I really never saw the damage I have caused to my chicken, which I can see now.”

“That’s a good realization Sam,” said Coach.

He continued, “The chicken dies only in three conditions:

1. Junk feeding - You buy too many junk financial products
2. Lack of food - You forget to pay yourself or pay too little
3. Cold blooded murder - You spend on instant gratification or unnecessary goods and services

The game of wealth creation is simple, as an investor you just have to take care of your chicken’s health. The more you follow the wealth creation system the better your chicken’s health will turn out.”

Coach said, “Sam, now let’s spend some time in finding your financial freedom number. Imagine that situation when you are financially free, you don’t have to actively work and you can live a nice comfortable life, to live such life what will be your financial freedom number?”

“I think Rs. 5,00,000/year should be enough for me live a nice life. If I can get that much money each year, I think I will not like to work for money in that case,” I replied.

“Nice Sam, In that case do you know what is your financial freedom number at this moment, right now? It is the number, which if you can have TODAY, you can be financially free,” Coach asked.

“No idea, Coach.”

“Sam, here is this ready reckoner which I have created for you. This will give you a good enough idea of that number.”

First Milestone	25 times	For a basic, comfortable life
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Second Milestone	50 times	For a better, and more desired life where you can spend more freely
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“Thanks for this table Coach. I now see that there are two milestones I have to cross. At the minimum, my first level of financial freedom number is Rs. 1.25 crore (Rs. 1,25,00,000), which is 25 times of my yearly requirement of Rs. 5 lacs and above that the second level is Rs. 2.5 crore (Rs. 2,50,00,000). It was so easy to find out.”

“Nice Sam, you didn’t need my help in this, you did it all yourself. Great! So now you know your financial freedom number is Rs. 1,25,00,000, but that’s as of today times. How much is your networth right now?” Coach asked.

“Hmm...Coach, right now, if I add up all my assets, it would hardly be around Rs. 12,50,000 (Rs. 12.5 lacs),” I said.

“Sam, can you see that at this moment, you have just 10% of your Financial Freedom number (1st milestone)? You are short by 90% right now. I can clearly see you have hurt your chicken a lot. Start building your chicken’s health seriously from now onwards. Always remember your financial freedom number is 25 times of your yearly requirement at first level and 50 times for second level. So first try to achieve that minimum 25 times level and after that go for the 50 times level.

Note that if in the future, your yearly requirement changes due to inflation or any other reason, your financial freedom numbers will also change. It has to be - “So any day you have enough money which is 25 times your yearly expenses”, you can consider your self financially free!”

“Thanks Coach. Now I know what is my target in my life, I have to make sure that I keep working on my CHICKEN until its 25 times my yearly requirement. All my energy now has to go to that direction.”

“Sam, how does it feel looking at your financial freedom number?”

“I really never ever thought about my financial freedom number. I was always fascinated with the word financial freedom but never ever worked on making it so specific. Defining this number has made me clear about financial freedom, I am now inspired to play this game of financial freedom. I want to create the kind of situation in my life where my money starts working for me,” I said.

“Sam, I am not asking you to stop working. You can continue to put effort in the work that you engage with; you can continue to do what you love to do in the world. You can continue to share your gifts with the world. This number gives you freedom from worries of money, that’s all.”

“This is the game I want you to play from now onwards. Focus on building health of your chicken, this is your financial freedom number and you need to own it fully. Don’t worry on how you will be able to reach this number, as tomorrow that is what we are going to work on.

Sam we saw what financial freedom is, we also found your financial freedom number now I know the question in your mind must be how to achieve financial freedom?”

I eagerly said, “Yes, coach absolutely.”

He smiled, “Now, let’s discuss how you can generate passive income that helps you achieve financial freedom.

There are only two ways to achieve financial freedom:

1. When your money is working for you
2. When your people are working for you

Sam now let me explain you these two ways in detail:

When your money is working for you, you follow a money management system and with the help of different financial products, you are able to build your chicken. Here your money helps you in generating income.

- High risk options: equity stocks, equity mutual funds etc.
- Moderate risk instruments: balanced funds, company deposits, real estate
- Low risk instruments: Bank FDS, debt mutual funds, PPF, POMIS, bonds

The other way to achieve financial freedom is when your people are working for you. It is about owning your business and putting structures in place so that your people are working for you.

“Sam, you have a job, so the second option is not get applicable to you but this is what you need to have in place if you would like to create financial freedom through business. So Sam, what do you understand from what we discussed so far?” asked Coach.

“Coach, first I love the conversation that we are having. The key takeaway until now is I was earning my money to meet my expenses. From now, I will earn money to achieve financial freedom. I want to win the money game. I also realized that achieving financial freedom is not rocket science, I just need to pick one of the two ways you described and then keep walking on the path.”

“Sam I have a question for you. When would you like to achieve your financial freedom?”

I dreamily said, “At 55.”

“Sam, what will happen at 55?” asked Coach.

I said, “I will have lots of money and be financially free.”

“Sam, more money is more money, it is not financial freedom. At 55 nothing is going to change, the moon is not going to be green or blue. Financial freedom is not just a place to reach; it is a place to come from. When I say it is a place to come from what I mean is the way happiness is not a hill station to visit, similarly financial freedom is not a place to reach. The way you can't go to a medical store and ask for a happiness pill you can't buy financial freedom. Happiness is an experience; financial freedom is an experience to come from.

We had a client in our coaching program who would always come up to me and share his breakthroughs. He owns his own business and he has been able to produce a lot of wealth in life. Once when he was at my office one of his friends said because he has wealth he is happy. On hearing that I said “Because he is happy, he is rich.” He comes from happiness and takes actions in life that helps him in producing wealth.

So, what matters is the place you come from. I am asking you to look at financial freedom as a context and not as an outcome.

This might be a new thing for you, but I don't want you to live inside of a myth that you are going to achieve financial freedom when you turn 55.

Do you know when freedom can happen in your life?”

I mused over his question, “Hmmmmmm. NO.”

He raised his voice and said, “Sam, freedom happens RIGHT NOW in this moment.”

After a second, he again said, “Freedom happens RIGHT NOW.

Nothing will happen when you will reach 55. As an investor, you will experience freedom with your income, freedom with insurance, freedom with investments, freedom with expenses, freedom with

health and freedom with your work. That is why I said financial freedom is a place to come from. Freedom has to happen right now.

If you think more money will give you freedom then you are putting your freedom as a hostage to money.

When I say come from financial freedom, I also mean take major financial decisions from financial freedom. For example, if you are thinking of buying a Rs. 15 lacs car just check how much this decision will impact your chicken's health. This is living from financial freedom and picking decisions which eventually strengthen your chicken's health."

"Sam, YOU are freedom, you are at the source of your financial freedom. When you experience this you literally fall In love with the process of wealth creation.

"Experience freedom in writing a budget, in organizing your data, in the work that is in front of you, serve the people you meet, be of service to your financial life, and serve your chicken.

In this 90 Day Money Game, nothing is going to happen in the end, it either happens right now or it does not.

Sam, financial freedom is closer to you than your skin to your body. You can experience it before you take your next breath."

I took a minute to think, "Hmmmm. Wow this has given me a whole new dimension to financial freedom. Oh my god, the biggest myth of my life broke today! I am going to celebrate this day all my life. I am FREEDOM and I am going to live from financial freedom, I am going to take my decisions from financial freedom. Thank you for your coaching on financial freedom. Love you coach. You always make things simple for me, if not easy," I said.

He smiled, "You are welcome Sam."

Magic pill to live for 300 years

“Sam now I have one more question for you before you leave. Would you like to take a pill that will help you live 80 years of good health or 300 years of normal health?”

“Hey coach, your question has put me in a thinking mode. I would like to have a pill that will keep me fit for 80 years. I think I will not like to have a pill to live 300 years because to sustain such long life expectancy is not at all easy. And 80 years is a good enough time to do all that I want to do in life. It is not about how long I live it is about how well I live.”

“Good. I liked your answer Sam. You are thinking in the right direction.

Most people want to live long but if they get such a pill in front of them, they will get scared to consume such a pill.

But why is it scary to live 300 years? Don't you think it would be fun to have a 300 year magic pill?”

“No Coach instead of fun, the reverse will happen. This pill is like giving a life sentence to yourself. Managing financial resources would become a major constraint as working life span and retirement span is not in balance.”

“Yes true, Sam.

Sam, you follow a cycle as an investor. It is like the seasons. One ends and another season starts. Summers go and monsoon arrives.

Here is the cycle most investors follow.

You earn, you spend, you save and you invest money every year. Most investors follow this cycle. Most of them are saving and investing for a rainy day.

Many people fear what if they will run out of money and inside this fear, they are not able to enjoy life. They live under this constant threat and it takes away all the freedom from their life. This fear is so acute; it almost paralyzes people when it comes to enjoying wealth.

The money game becomes fun and easy when you add one more component to this cycle, which is building passive income channels. We will discuss more about passive income streams as we move forward.

To change the game from constraint to freedom the focus has to shift on adding one more element to your financial life. Let me put this on the white board where most investors focus on and where most investors do not focus on.”

Focus on (They follow the cycle)	Do not focus on (The missing element)
Income generation	Passive income channels
Managing expenses	
Doing some savings	
Making investments	

“Sam, you can make your money game much more exciting, if you shift your focus from the routine investor’s cycle to creating passive income channels. Start thinking about passive channels Sam. It is not about living until you are 80 or 300, it is about living life fully; it is about you exploring your full financial potential.

Next session is about creating passive income channels. We will be doing a lot of brainstorming.”

Words of wisdom

- Financial freedom is a place to come from.
 - You become financially free, when your passive income stream is equivalent to your desired lifestyle.
 - More money is just more money, it is not financial freedom. If you think more money will give you freedom then you are putting your freedom as hostage to money.
 - Financial freedom is a context and not an outcome.
- Play for financial freedom.
 - Experience freedom in writing a budget, in organizing your data, in the work that is in front of you, serving the people you meet, and tending to your chicken.
 - Focus on building the chicken's health. It dies in three conditions:
 - Junk feeding - You buy too many junk financial products
 - Lack of food - You forget to pay yourself or pay too little
 - Cold blooded murder - You spend too much on instant gratification or on unnecessary goods and services
 - Calculate your financial freedom number. It is the number, which if you could have TODAY, you would be financially free.
- Adding the missing element - passive income channels.
 - The money game becomes much more exciting, if you shift your focus from the routine investor's cycle to creating passive income channels.

Level 8 Active Income vs. Passive Income

“Hey Sam, it has been a few coaching sessions now, we are now close to completing the 90 Day Money Game. So how has the journey been so far?”

With a lot of excitement I said, “It has been the most amazing time of my life. It has brought a turnaround in my mindset completely.”

“That is good to know. Today’s session is all about creating passive income vs. active income.

Before we start I want to write something on the board.” He wrote **Traditional Retirement R.I.R**

I was amazed at what he wrote on the board.

“Sam, before we get into passive income conversation we want to discuss why traditional retirement is off the table and why it is important to play the game for financial freedom and not for retirement. We will see why retirement is not worth achieving, in the time we are living and the time we are entering into.”

“Sam, I am not a pessimist and I have no intention to scare you about the future. My intention is help you think beyond retirement and play for financial freedom.

There was a time in India, when people use to look forward to their retirement. Most middle class people used to think they are going to have the best time of their life during retirement. People used to face

challenges of life thinking everything is going to be fine once they retire. They will be off their responsibilities and will be able to live a peaceful life.

The rules and environment of living a good financial life are changing very rapidly. The shift is happening and it is really very important to recognize this shift. All those who will not be able to recognize this shift will not be able to win the money game.

Sam, I want you to recognize this shift.

Today most people want to retire rich and they want to retire early. People are not able to save enough after taking care of their routine expenses, but still they want to retire early. These are not in touch with reality. One of the shifts every investor has to realize is that overall life expectancy has increased. People are living longer than what they used to. With good medical facilities and advancements, people are able to live longer.

With increased life expectancy, ask yourself whom do you now expect to care for you in economic terms when you are an elderly person?

Don't think that the next generation will take care of you, not because they won't be able to do but because they will be busy dealing with their own challenges at that time. Tell me don't you feel a constraint, you want to do a lot for your parents but are unable to do so keeping financial resources in mind."

"Yes, Coach I get that feeling many times. I want to do a lot for my parents, want to spend time with them, want to travel with them but I can't because of my job and other responsibilities."

"Sam, if you are going to live longer you will need money during that period to live a good life. Whom would you include in your retirement plan?"

I said, "The plan should have my wife and me in it."

“That’s great Sam but what about the third entity?”

I was confused and asked, “Third entity?”

“Sam, the third entity is government. Most people neglect this third entity and this third entity has a huge impact on your retirement plan. You may plan to have regular income by putting money in government deposits but after a few years if the government faces a crisis, they choose to withdraw some of the benefits that investors are getting right now and you will not be able to do anything about it. Unlike the US, we do not have a social security structure in India where the government will take care of your living and medical needs. Even in US now things are changing, the government wants people to take care of themselves.

We cannot control the way government operates or works; all we can do is design our financial life in a way that allows us to experience freedom and joy.

My invitation to you Sam is to retire from the worries of money with the help of financial freedom and continue to work until you can. All that you will be learning during your working life add to your skills and knowledge. Right now, you have a job, but during your older years, you can choose to become an **elderpreneur**

Becoming an elderpreneur

“That is an interesting word, Coach. Elderpreneur.”

“Sam, all my clients have dropped the notion of traditional retirement. They have chosen to become elderpreneurs and they are sharing and contributing in the world with their talent, skill and wisdom.”

“Sam, we are living in an economy which is interdependent. Something happens in a small country like Greece, which impacts the Indian stock market. Any slowdown impacts all economies, only the

intensity is different. Why be at the mercy of economy during your later years? Why not have passive income channels, which help you produce on-going income? This is the reason why traditional retirement will shift to creating passive income vehicles. That is why I wrote on the board Retirement R.I.P.

Apart from this, one more shift that every investor needs to recognize is that medical costs are rising at light speed. You will find a very thin line of difference between a five star hotel and hospitals. Retirement will take care of your routine expenses but what about the medical costs which you will have face at that time? Any medical expense will impact you in a big way. You have health insurance but you never know it will be sufficient or not.”

“Coach, this has been an eye opening session for me. I am now absolutely clear why you said retirement RIP. I choose to play for financial freedom and building passive income channels for myself,” I said enthusiastically.

“Great! Sam, as I said earlier, I am not a pessimist, but the rules are changing and it is important to play the game differently. Your life planning should have prioritization on what you would like to choose and commit to. The time that we are stepping into is an opportunity where you continue to generate income for yourself.”

One of the reasons why I created the 90 Day Money Game was to help people get out of the retirement mode and start to play for financial freedom.

“Yes, Coach I will continue to contribute in the world and build channels of passive income vehicles as I am the creator of my own economy and not someone else.

“Sam, now let’s focus more about creating passive income. As we discussed earlier, you can create passive income through two ways— one is through money working for you and another is your people working for you.

But the question is, *Why do people fail to create passive income in their life?*

I replied, “May be due to a lack of focus.”

“Yeah Sam, that is true but creating passive income calls for the right mind set.

You are right now trained for active income and that is a reason generating active income is not an issue for you. Look at how you have been programmed since childhood. What did your parents or elders teach you about money or income?”

“Coach, I was always told to work hard, to study hard, get good grades, get into a good college and all this will lead me to a good job.”

“Sam what will all this lead you to have?”

I said, “ACTIVE INCOME.”

“Sam, the good news is if you can create active income you can always create passive income, all that is needed is a right mindset. You have to tune your mind to having passive income in life. Passive income requires active effort; it won’t happen on its own. Every investor deep down wants to generate passive income but somewhere they don’t have the right mindset and so they are unable to generate passive income in their life.

We are now going to work on how you can generate passive income in your life.”

“To find out ways what we are going to brainstorm. This is one of the most powerful ways to get any result in life. Brainstorming session has two simple rules to follow. The rules of brainstorming is that you need to have a lot of fun while you are in the process of brainstorming and second rule is don’t judge what comes up in your mind. Just let the

ideas flow and do not discard any ideas. I will be sharing with you what my other clients have done in their financial life to create passive income."

"Sam, tell me, how many hours you spend creating active income?"

"8-10 hours a day," I said.

"Great, I guarantee you will be able to produce passive income in your life if you start dedicating 30 minutes each day for generating passive income streams. Here you master the business of making your money work hard for you."

"Sam, do you know what happens when you brainstorm?"

"Coach, it leads to idea generation," I said.

"Yes Sam, it leads to idea generation, but the most important thing to distinguish is you are able to step out of *your world* and are able to step into *the world*. Your world is small, it is made out of your beliefs and it somewhere limits you. When you brainstorm, you start to get access to more and more possibilities.

Brainstorming helps you see below the surface. When any new thing comes in front of you, generally you think of 5 options and pick one out of those 5. But when you brainstorm it is possible that you get around 30 options and you pick the 15th one or the 25th one to act upon."

"But Coach, what if I am not able to generate passive income immediately?" I asked.

"Sam, It is possible that you may not be able to generate passive income immediately in your life but it is fine. You can start building passive income channels that will build over time."

“Wow, coach this seems very exciting to me. I never applied brainstorming to my financial life. This seems to be a great idea.”

“Yes Sam, brainstorming is an exciting process. The more you brainstorm the more you are able to create results in any area of your life be it finance or any other area. When you brainstorm, you get in touch with the unlimited realms of possibilities that are hidden in you.

Prepare yourself. Get ready to step out of *your world* and to get into *the world*. Get creative and allow our creative juices to flow.”

“Sure, Coach. I will,” I said.

“Sam, as we discussed earlier there are only two ways by which you can create passive income in your life.

1. When your money is working for you
2. When your people are working for you”

“Sam, active or passive income, the focus has to be of being of service. You always have one special thing in you that only you can give to this world. Always use that special thing for generating active or passive income. I am going to share some ideas first with you to fuel the session. Feel free to take notes as we brainstorm different ways of creating passive income.”

He wrote on the white board.

Real estate is one strong channel of creating passive income -

You can create rental income with the help of real estate if you have two properties; the rent you get from one can help you pay the EMI of other property. You can give your office space on rent or your house on rent. You can create boys/girls hostel if you have more than 1 flat in the same property. Some even create small office units in one big flat and give it on rent to people who do not have frequent visitors.

One of my clients owns 18 ATM centers - This is one of the best ways of creating passive income. Generally, in a building, the space below the stairs gets sold at lower rate and it is an ideal place for an ATM center. Banks pay around huge amount per month to ATM center owners but again it depends on the location and the area.

One big area for creating passive income is parking lots - Parking is one of the biggest problems everyone is facing. One of my clients has created passive income from parking space that he owns in his building. Also, I know someone who owns open space next to a multiplex; it is given on rent to the multiplex for parking purposes.

Websites and blogs - The machine age is over and we are now into information age where no one cares where your office or how many people you staff. With the help of the Internet, from a remote place you can create a lot. Creating a blog or a website is free (or at least cheap) and is one of the best ways of creating passive income. You can do this as a part time activity and start creating additional income in your life. You are an IT guy Sam, this should be easy for you.”

“Yes coach, I never thought about using my skills and talent for creating passive income. I can get with a few friends of mine and can create apps, video games and innovative software that can help us create ongoing passive income,” I said.

“This is great Sam. Just let things flow.

Sam, one of my clients creates passive income through **advertisement hoardings**. If your building is on the main road, with proper visibility you can put some banners or hoardings on the terrace of your building or even in the garden or open space of the building. If you own terrace rights the money will come to you otherwise it goes to society. Some permission & authorization might be required to take this step.

Interest income is one of the simplest ways of creating passive income. You can either create interest income through banking

products or by offering loans to people.

One more way to generate passive income is through dividends.

You can either receive dividends through stocks or mutual fund schemes. This income depends on the performance of stock or fund and depends on market conditions.

As I said, your talent can definitely help you to create passive income. You can put something in a book that you would like to share with the world and you can create royalty income all your life. Most people are disconnected with their true talent, which is why they are unable to generate passive income. You really do not need a publisher you can either self-publish it or get in touch with websites that promote new writers.

Sam if you were the owner of some business you can create a referral business model where your overall strength increases, business expands and you also get an opportunity to create passive income in life.

Many BPOs and companies hire vehicles on contract. Some people provide vehicles to companies and create passive income out of it. Here you need to be careful about the terms and conditions and the driver who will be handling your vehicle on a daily basis.

One of my clients now owns a cold storage facility, which helps him generate massive passive income year on year. In India, tons of food grains are wasted every year; my client built storage units at different places and today he is generating a lot of passive income.

Are you able to think of some ways through which you can create passive income in your life?" asked Coach.

"Yes, I can see many ways through which I can create passive income," I said.

“Great so jot down all your ideas in your wealth journal. Don’t think whether it is a good or a bad idea, whether it is doable or not. Sam, it is not the amount that matters but it is all about developing right mindset in the area of money.”

“Coach, this was such a great session while you were sharing some ideas I was getting many thoughts of generating passive income in my life. And as you said the amount does not matter, it is about developing the right mindset, which was inspiring to me. Let me make a list. I am an IT professional, I can use my IT skills and can really develop something that can help me create passive income with minimal investment,” I said.

“Sam, most people I have worked with get excited when they hear about creating passive income, but a very few are able to generate passive income. Can you guess why?”

I replied - “May be they are unable to develop the right mindset that you spoke about.”

“Hmm Sam, along with a mindset it is also because they are unable to convert their dream of generating passive income into a project. Passive income becomes real only when it is seen as a project by an investor. I want you to see personal finance as a project, I want you to see financial freedom as a project and I want you to see generating passive income channels as a project.

Let me teach you how you can design project of creating passive income. I am putting the process on the white board.”

Designing a project

“Get creative with generating passive income, so the project process also becomes creative. It has a few stages which when you will cross you will be able to generate passive income.”

White belt investor

Do a lot of brainstorming. The more you brainstorm the more you will be able to explore possibilities of generating passive income. You should do several brainstorming sessions until you boil it down to the top 3 ideas that you are going to take up as your project. Here you also develop some product or service through which you are going to create ongoing passive income. Here it should not have your active involvement. Look at creating passive income as a start-up.

Tell me one idea which you would like work on to generate passive income.”

“Coach, I intend to design some IT applications and online products that can be a help to many people,” I said.

“Good, let me share the stages you need to cross to design your passive income as a project,” he said.

Red belt investor

“Here, you are absolutely new to the world of creating passive income. All you have some ideas that are generated through the brainstorming process. Here you formulate your passive income project. You define the outcome of the project. You define the intention of your project. By intention, I mean not just generating passive income but why you would like to generate passive income. How are you going to serve people to generate passive income? What will be the milestones to achieve? What kind of skills will you have to learn? Make a list of people you will have to meet who are already generating passive income in their life. Go and interview them, they would be more than happy to help you grow.”

Orange belt investor

“Here, you will be giving shape to your initial idea of generating passive income. You will have to put in a lot of effort at this level. This level is level of dedication and commitment. You will have to

demonstrate value to the world. You will have to show people that you can add value to their life and people would be willing to pay as an exchange. All you do in this stage is investing in your project. Invest your time and invest your energy. Be a go-giver in this stage. You will have to give a lot. If you have designed apps, let people and respective companies experience your work and talent. This is level of creation, so remember *Create everything and expect nothing*. Don't expect any results here, some people will agree and some won't, some will accept your idea and some will straight away reject it."

Yellow belt investor

"Here, as some people have seen value in your proposition they would like to invest in your idea. Here your project starts to gain momentum; some results will start to show up. Your efforts will start to pay you in this stage of your project."

Green belt investor

"Here, your passive income project starts to attain some kind of stability. The amount may be small but your passive income project has started giving passive income to you. Celebrate this success as you have consciously worked on your mindset of creating passive income. You have found out a way through which you can serve and add value to people's life in a passive way."

Blue belt investor

"Now after some social proof of your project others will get attracted to join your project. More people would like to invest in your idea and project will start to produce breakthrough results for you. You start to duplicate your efforts and create multiple streams of passive income."

Black belt investor

"Here, you have mastered the game of creating passive income. You now know what it takes to create passive income. Here you will have

to help other people in designing their project of creating passive income.”

“Sam, this system seems easy but you will have to remain alert all the time. Any halted action will lead to delay in project. So take external help if required, put communication structures, make the most out of resources you have and enjoy the process which is most important part of the system.”

“Coach, this has been such a wonderful session for me. I am now clear how to design my dream of creating passive income into a project. This has been one of the most amazing sessions for me. I can see today what it takes to actually live an awesome financial life and the kind of thinking and effort I need to put into my financial life.

Thank you for these wonderful insights!”

“You are welcome Sam, I want you to spend the next 2-3 days in designing your passive income project,” said Coach.

“Sure coach,” I said and left for home.

Words of wisdom

- Creating passive income needs active effort.
 - If you can create active income, you can always create passive income; all that is needed is a right mindset. You have to tune your mind to having passive income in life.
- Brainstorming leads to ideas in life, but the most important thing to distinguish is you are able to step out of *your world* and are able to step into *the world*.
 - The two rules of brainstorming are:
 - Have a lot of fun while you are in the process of brainstorming.
 - Don't judge what comes in your mind.

- Creating passive income as a project.
 - Passive income calls for a mindset.
 - Start by thinking what you can do for others.
 - Passive income becomes real only when it is seen as a project by an investor.
- There are various stages to make passive income a project:
 - Red belt investor-Novice level
 - Orange belt-Shaping your ideas
 - Yellow belt - Investors take an interest
 - Green belt - Project stabilizes, you earn small amounts of income
 - Blue belt - Project takes off, others take an interest
 - Black belt - You are a master and can now teach others

Level 9 How Wealth is Created

Coach looked at me and asked, “Sam, did you work on designing your passive income project? Did the last session coaching conversation help you as an investor?”

“Yes, I did. I have already taken many actions in the last few days. The last conversation really shifted my context of earning and managing money,” I said.

“That’s good Sam. In today’s session, we are going to discuss *How wealth is created. Interested?*”

“Yes absolutely Coach!” I said.

“Tell me Sam, how is wealth created?”

I replied, “It is created out of making investments. You earn, make expenses, save money and invest for the long term that is how wealth is created.”

“Sam, wealth is created with the help of strong wealth creating assets; every game has rules to follow and wealth creation is no different. Wealth creation has some rules to it and those who understand those rules are able to find cheese (true wealth) in life. Wealth is not about having a lot of money; many people think more money equals to wealth, which is not true. Wealth is all about building capital. Many people confuse high income with being rich. Wealth is something you create from money.

“Sam, wealth is about building capital i.e. financial resources. You have to invest in those wealth creating assets where capital is created. You invest Rs. 50,000 in an Apple product, where no capital is created or you invest Rs. 50,000 in a mutual fund, where capital is created? The capital you build is the resource, which helps you in achieving financial freedom. By the way, I am not against Apple products!” he laughed looking at my downcast face because he knew I was an Apple fan.

“Many people’s overall networth sometimes does not match their yearly income even after completing 10-13 years of working.”

“Coach, my case is also the same. My networth is not more than my current yearly family income,” I said.

“Sam, this is because you always focused on your income and never on your networth. Building capital is the game you have to engage with. Start to speak the language of networth from now onwards. When you meet, your friend’s salary package is discussed, but networth is hardly discussed. Money masters always focus on building capital; they create more and more financial resources in life.

Sam, if you really want to increase wealth, start to see your income as a means and not as an end. Your income is your means to increase wealth rather than as wealth in itself. Start to use your income to grow your wealth. Your wealth will grow not just by the income you earn, but what you do with the income you earn.

Wealth is created only with the help of wealth creating assets. More wealth creating assets leads to more financial resources. The game of wealth creation depends on which wealth creating asset you are choosing to produce wealth. As we move forward we will be discussing about wealth creating assets in detail.”

“Tell me, what do you do when you get an increase in income?” Coach asked.

“Coach, salary increase happens once a year and so I mostly celebrate with my wife and friends,” I said.

“Sam, I am not against celebrations; any increase in income will make you happy but most investors do not think of increasing their investments when extra money comes in life. I ask all my clients to celebrate the day or increase their investments. Different people see increase in income differently. For some it is an occasion to celebrate, some think of spending the money, but a money master will start to think what best he can do with his extra money. He will plan to use that money to strengthen his wealth creating assets. Increased income is an opportunity to create wealth.

“Sam, right now income comes in your life because of the job that you have. Now what you do with your saving determines how much wealth you will create. The money that you save you can either invest that money into security asset or you will invest your money in growth wealth creating asset.”

“Let me make you clear about these two wealth creating assets.

Security assets: They are considered safe wealth creating assets. As an investor, you are able to generate risk-free return in a few security assets. Some examples of security assets are fixed deposits, government bonds, Public Provident Fund, insurance policies, recurring deposits, NSC and money market instruments. Be clear that here your money is not working hard for you. Here the focus is on preservation of wealth rather than growth, because your real return is not positive (return minus inflation). The inflation itself eats what you earn on these investments.

Growth wealth creating assets: After working with many investors we have identified three strong wealth creating assets. The strongest is when you own your business. **Business** is a strong wealth creating asset. If business turnover is Rs. 500 crore, one does not have to worry about children or any other financial goal; it is all taken care off.

The second strong wealth creating asset is **real estate** and the third wealth creating asset is **direct equity or equity mutual funds**. If you want to produce wealth, your money has to be in one or any of these three wealth creating assets. Here the focus is on growth. Here you can make your money work hard, many of our clients have been able to generate 15% CAGR returns through growth wealth creating assets. However just understand that you should educate yourself on how these wealth creating assets work and the whole game by yourself.

If you want to produce wealth, start to invest in growth-oriented wealth creating assets. Choose a wealth creating asset that has the potential and capability to make you rich. The fear of losing money makes most investor choose the traditional security route.

Pick one strong wealth creating asset and then buy that wealth creating asset with a time horizon of 10-15 years. Money masters source their wealth creating assets continuously no matter where the market goes.

Name of Asset	Type
Mutual Funds	Growth Wealth Creating Asset
Life Insurance Policies	Security Asset
PPF	Security Asset
EPF	Security Asset
Fixed Deposits	Security Asset
Gold	Security Asset
Real Estate	Growth Wealth Creating Asset
Bonds	Security Asset

Cash	Security Asset
Stocks	Growth Wealth Creating Asset

“Sam, are you with me?” asked Coach.

“Yes coach, I am getting what you are trying to say,” I said.

“Now Sam, no need to rush. Slow down and based on your overall financial strength pick any one wealth creating asset that you are going to source. Growth wealth creating assets are opposite to security assets.

As of now, choose one of the three and concentrate on one wealth creating asset fully. Most investors act as dabblers, they dabble from one wealth creating asset to another and in that they are unable to produce wealth in life. Focus on one wealth creating asset and strengthen it. Remember winners focus and losers pray. Make a commitment to the wealth creating asset, which is capable to make you rich and then stay consistent no matter what others say or do.

Here is what I suggest to my coaching clients on choosing their wealth creating asset.

Choose Business as a wealth creating asset, IF

- You are highly entrepreneurial and you know the dynamics of doing business
- You are a high risk taker
- You have strong relationship with sales
- You are prepared to face uncertainty
- You are willing to work long hours

Choose Real estate as wealth creating asset, IF

- You are strong with legality of property

- You have good legal knowledge
- You can deal with headstrong tenants
- You are willing to invest in expensive properties
- You are a good negotiator - real estate is all about making a deal
- You are a high risk taker

Choose Direct Equity or Equity oriented mutual funds as wealth creating asset, IF

- You are analytic, and you can play a bit with numbers
- You are willing to invest in businesses
- Good with reading financial papers and annual reports
- You can study and select good performing mutual funds
- You are willing to monitor your stocks and funds on a regular basis
- If you are disciplined and your basic understanding of markets is sufficient

Sam, you have to pick the one that you can make a commitment to. Wealth creating asset is a long-term commitment you are making with your own self, so be very clear what you are stepping into. Your financial future depends on which wealth creating asset you bet on.”

Here is a story I tell my coaching clients

“You go to a race course to bet on a horse. Suppose you put your money on a horse called Don. Now the race starts and you are screaming, yelling and jumping in the stands. Do you think it will make any difference to Don’s performance on the ground?” “No coach it won’t,” I said.

“Exactly. So, before you put your money on your horse, do your home work. As an investor, research which wealth creating asset you will be sourcing for next 10 years. The point is your wealth creating asset is your choice and you should enjoy the process of wealth creation.

Are you clear Sam?" Coach asked.

"Yes," I said.

"Sam, right now you have a job. Having a job is a different ball game than doing business. You cannot sell your job whereas in business you can sell your business. When you have a job, your income stops the day you stop going to office.

When you have a job, you cannot afford to have too many security assets. Just keep the emergency fund aside and if you are willing to take more risk, invest maximum money in growth wealth creating assets. Divert as much surplus you can into growth wealth creating assets. Keep it fixed for the next 10 years and stay consistent with your wealth creating asset.

As an investor focus on what is in your control rather focusing on things not in your control. Managing your cash flow effectively is always in your hands, no matter your income level. If you are really good with your cash flow, it makes you a winning investor. Social pressure really kills investor's (professional's) financial growth. Many investors continue to move from smaller house to bigger house and moving from small car to big car. Here they lose their focus from sourcing their wealth creating assets."

"Very true coach. This has been happening in my life and I can also see this happening in my friend's life," I said.

"Remember Sam, the equation goes something like this."

**Income - Your consumption = Surplus you are left with which you
can invest**

My Cash Flow

Income	Yearly Amount	Expenses	Yearly Amount
Income from Salary		Household Expenses	
Income from Business		Utilities/Bills Payment	
Income from Other Sources		Entertainment/ Outings	
		Travelling	
		Investments/ Premiums	
		Education/Health Expenses	
		Other Expenses	
Total Income		Total Expenses	

Surplus (Total Income - Total Expenses) = ____

“There is no better way to powerfully manage your money than to be completely aware of where it is coming from and where it is going.

Sam, as an investor what really matters is the size of your surplus, as your surplus determines the size of your playground. How much space or playground do you have for your investments? The higher the surplus, the more you are able to invest and grow your wealth. Your surplus has to be used in sourcing your wealth creating asset. So Sam, how do you think you can become effective with your cash flow?”

“Coach, by having a written budget in place I think I will be able to control my cash flow.”

“Good! So, start forming a budget and see that you work on your cash flow.

Lastly Sam, some key points for you to remember:

- Cash flow lets you know where you stand.

- It shows how much respect you have for your hard earned money.
- If your cash flow is negative, review the cash flow and carefully examine your low priority expenses. Try to determine if you can reduce or eliminate any of these expenses.
- Use your surplus to source your wealth creating assets.

Sam-do you understand?”

“Yes coach, absolutely”

Creating Good Debt

My Networth

Assets	Amount	Liabilities	Amount
Real Estate		Home Loan	
Cash		Car Loan	
Investments in Shares/Mutual funds		Education Loan	
Investments in Bank Deposits		Other Loan	
Gold		Other Loan	
Other Investments			
Total Income		Total Expenses	

Networth (Total Assets - Liabilities) = _____

“Sam, you are right now in your early thirties. Investors are able to produce wealth with the help of wealth creating assets if they stay focused from the age 25 to 52.

Sam, focus on creating good debt.”

“Coach, what do you mean by good debt?”

“Sam, the general definition of networth is:

Assets - Liabilities = Your networth

Now here assets are something that you own and liabilities are something that you owe.

The other definition of asset that has helped me grow my wealth is ***Asset is something that brings money into your pocket.*** I mean assets that have positive cash flow. Many people see their car as an asset. Now that can bring in some money when you sell it but it won't help you get any income.

“Hmm...I get it,” I said.

“Sam, always focus on creating assets with positive cash flow. Many people consider things like their wife's jewellery as an asset, but that gold is not bought for trading purpose and it is not going to bring any money into your pocket so it is better you don't count it as your asset.

Let me give you examples of good and bad debt:

Debt	Good or Bad Debt
Home Loan	Good
Car Loan	Bad
Education Loan	Good
Personal Loan	Bad
Credit Card Loans	Bad

Sam, you need to check whether the debt you are having is good debt or bad. Debt is not always bad. Let's look at the definition of good debt.

Good debt: When some asset is created at the end of paying installments, it is called good debt. For example, you are paying EMIs for your house now; here some asset is being created.

Bad debt: When no asset is created at the end of paying installments it is called bad debt. Here only the company makes money. For example, personal loan is considered as bad debt, because mostly people take it for consumption purpose. If people go on vacations and take loans for that, it also will come into the bad loan category."

"As an investor, Sam, always focus on creating good debt in life, if you are creating any. Your job as an investor is to transfer your liabilities into assets.

Your real job as an investor is to transfer good debt into assets. Your right hand side list starts to shift to the left hand side. Your assets are nothing but the resources you are creating in your life that will help you in achieving financial freedom.

Sam, wealth is always created with the help of wealth creating asset. For example, real estate is a wealth creating asset, mutual funds are a wealth creating asset. You have to always check which wealth creating asset is strongest in your portfolio.

Here are some questions I want you to answer for yourself that will help you in producing wealth.

1. How many streams of income do you have?
2. How much money do you invest in growth wealth creating assets?
3. How much money do you invest in security wealth creating assets?

4. Which wealth creating asset would you like to strengthen?

We are not going to have the next session at my office. We are going to meet at John's cafe where we are going to discuss how you can increase your income.

Words of wisdom

- Focus on growth wealth creating assets.
 - The money that you save can either be invested in a security asset or a growth wealth creating asset.
 - In the fear of losing money, most investors choose the traditional security route.
- Wealth is created only with the help of wealth creating assets.
 - Focus on one wealth creating asset and strengthen it.
 - Focus on creating assets with positive cash flow, unlike jewellery, which is not used for trading.
- Create good debt and be low on bad debt.
 - When some asset is created at the end of paying installments, it is good debt.
 - When no asset is created at the end of paying installment it is bad debt.
- See that your money is working hard for you.

Level 10 Increasing your Income

It was 6 on a Friday evening. My coach and I met at John's café near our office. I reached 10 minutes early and was waiting outside the cafeteria for my coach.

He came exactly at 6 pm. We both entered the cafe. I had no idea what my coach was going to mentor me on. On entering the owner of the cafe, John with a smile on his face gave us a warm welcome. We ordered coffee and started to have our conversation.

My coach said, "Sam we are very close to completing our 90 Day Money Game and today's coaching session will be about increasing income. Now, before we start any conversation I want to make one thing clear that I do not have any secret about how you can increase your income. I don't have any secret formula with me, which I am going to transfer it to you. All that I am going to do is help you change your relationship with income and you will discover on your own how you can increase your income."

Are you ready for today's coaching session?

"Yes coach, I am fully ready!" I said excitedly.

Our coffee was served to us on our table by a staff member.

My coach said - "Sam assume you are the owner of this cafeteria. Tell me what is that one thing you will focus on to make this cafeteria successful?"

After some thinking I said - "It has to be service and ambience which I will focus on."

My coach said "Think once again and tell me the most important factor that you will focus on to make your coffee business successful."

On hearing the word **coffee business** I said, the coffee has to be good.

My coach said "Now you got it right."

Coffee is what is going to make coffee business successful. The taste of coffee is the most important. I am not saying ambience and service does not count but you may serve coffee in silver or gold cups and might have sea facing view and cool lounge type ambience but still if the taste of coffee is not good the business won't grow or expand. John's cafe is successful because he works on making his coffee better and better each day. He puts in a lot of effort for creating the perfect taste of his coffee.

Sam, the work that you do is your coffee and you don't have to be good at what you do, you have to be great at what you do.

Tell me Sam, how many work enhancing programs or workshops have you done that are not sponsored by your company?"

"None. Coach, I only do those programs that my company sponsors. I was having a mindset if the company wants me to learn something they will pay for it, why should I spend money from my pocket?"

My coach asked me to stand and he shook me. "Wake up Sam! With this attitude, you are blocking wealth from entering into your life. Start working on your coffee and your income will grow on its own."

Really change your relationship with coffee (your work) and put your effort in building your skills and competencies. Don't bring your need of more money to the marketplace; instead bring your skills, talents

and competencies to the marketplace as that will lead to income growth. Most people wake up every day and step out of their homes to earn money, they go to office to fulfill their needs, and they do business to fulfill their needs. Never ever bring your needs to the marketplace, instead bring your gifts to the marketplace.

Sam, look at what gift you can bring into this world, while you share your gift with the world, you will start to look for more and more opportunities to serve people and as an exchange people will pay you fees or salary.”

“Coach, this is so profound and powerful. This has actually shifted my view of looking at my work. I can see the power I hold inside me to increase my income. I could see that I am getting in my way to increase my income. I could also see that increasing income is 100% in my hands and I need to constantly work on making my coffee better and better.

The conversation was so simple and it has hit me straight into my heart, I will never be able to forget what you taught me. You have shown me the path to prosperity,” I said.

“Sam, You are right now exploring just 10% of your earning capacity and I want you to increase your capacity in the coming time.”

“Sure, coach. I will do that. I make a commitment to do that,” I said.

“Sam, the only way you can increase income is by serving people. You have to choose to be of service to more and more people. Every day when you wake up, what is the first thought that strikes your mind?”

“Very honestly, I don’t get encouraging thoughts when I wake up, the whole focus is on reaching office on time,” I said sheepishly.

He smiled at me and said, “Would you like to know what kind of thoughts I wake up with?”

“Absolutely, coach!”

“Sam, I wake up with these thoughts every day or rather the thoughts wake me up.

- “How can I be of service to someone today?”
- “Who can I serve today?”
- “How can I help someone live a good financial life?”
- “What can I do with my day for people?”

Sam, let me tell you a story from the famous ***Chicken Soup Series*** of books.

"A friend of ours was walking down a deserted Mexican beach at sunset. As he walked along, he began to see another man in the distance. As he grew nearer, he noticed that the local native kept leaning down, picking something up and throwing it out into the water. Time and again, he kept hurling things out into the ocean. As our friend approached even closer, he noticed that the man was picking up starfish that had been washed up on the beach and, one at a time, he was throwing them back into the water. Our friend was puzzled. He approached the man and said "Good evening, friend. I was wondering what you are doing."

"I'm throwing these starfish back into the ocean. You see, it's low tide right now and all of these starfish have been washed up onto the shore. If I don't throw them back into the sea, they'll die up here from lack of oxygen."

"I understand," my friend replied, "but there must be thousands of starfish on this beach. You can't possibly get to all of them. There are simply too many. And don't you realize this is probably happening on hundreds of beaches all up and down this coast? Can't you see that you can't possibly make a difference?"

The local native smiled, bent down and pick up yet another starfish, and as he threw it back into the sea, he replied, "Made a difference to that one."

Engage in service all day. Serve one person at a time. Every day go to work only to serve, see your colleagues as your internal customers. Look for opportunities of service in your organization. Start to be of service to your family members, start to be of service to strangers and every person that you meet.

True service always leads to wealth in life. Work becomes an opportunity to serve and eventually fills life with a lot of satisfaction and fulfillment. All day, your only job is to engage with opportunities where you can be of service and when you go for service wealth happens to you as a byproduct.

What do you understand from this discussion, Sam?"

"Coach, until now I have lived inside of the notion: *If it is not my job why should I do it?* At work, I have been in two modes: silence or violence. In the silence mode, I tell myself: *I just have to save my ass why worry about others?* In the violence mode, I react and blame my boss and organization for the practices adopted in my company. I can see that by doing all this I have damaged my own flow of wealth and now I want to engage with being of service with that I will be able to see each day as a gift and will be able to explore my full potential," I said.

"Great Sam, now let's see how solving problems leads to wealth creation. Tell me, what made you contact me? What made you write me a mail?" Coach said.

"Coach, I was dealing with my financial life, I was feeling directionless as an investor and I really thought I wanted some external help that is a reason why I thought of contacting you."

He said - "So Sam, that was nothing but experiencing an imbalance in the area of money.

I have an assignment for you: *make a list of anything or anyone in your life that feels incomplete or out of balance, and find a way to serve that person.* It will have an incredible effect on your mind and wealth.

You came to me because you experienced problems in your financial life. The world is full of people who are dealing with numerous things in their life. Find people whom you can help and offer your help to

them. Extend your service to them and remember when the service is rendered, payment is due.

All day, engage with only one thing *How can I help someone solve his or her problem?*

I want you to make your list and practice helping anything or anyone in your life that feels incomplete or is experiencing out of balance.

Sam, I have a question for you regarding your current income and the question is:

“Why is your current income at a particular level?”

I said, “What I earn is based on my education, based on my current skill level and what value I bring to my company.”

My coach said, “Now think of two doctors, who studied in the same college, have same experience and similar skills but they earn differently. Why do two professionals earn differently?”

“Sam, are you in touch with your classmates? What are they doing right now in life and is everyone earning the same? Can you share about a few friends with me?”

“Sure. Everyone has chosen a different path for himself or herself and each one’s earning is different from one another. I am connected with them through our college alumni group. Just to give you a few examples, one of my classmate is doing very bad in his career, we are all helping him in getting a good job, one of our classmate owns his own company and is doing extremely well, one another friend migrated to the US and is working with Google, one more friend of mine is working as CEO of an IT company, his name is in the list of youngest CEOs in India.”

My coach said, "Thanks for sharing. The key learning here is **You Earn EXACTLY What You Think You Are Worth**. No more and no less."

"Sam, can you tell me the temperature in the room that we are in?"

I looked at the thermostat of the air conditioner and said it is 23 degrees.

"Sam, do you need any special skill or knowledge for the answer you gave?"

I said, "No, all that is needed is looking at the temperature thermostat."

He said, "Similarly in your life, your income thermostat is set at a particular level. I repeat that you earn exactly what you think you are worth. No more and no less. For some earning Rs. 5,000 per month is a big struggle, for some earning Rs. 50,000 per month is a struggle, for some earning Rs. 2 lacs a month is a struggle.

It is a struggle because the income thermostat is set at a particular level. They have put a limit on themselves, in their mind and somewhere they continue to convince themselves no matter what they will do they will not be paid more than what they are currently paid.

Each person's income thermostat is set at different level and that determines how much income a person generates.

I did not tell you earlier, but the owner of John's cafeteria owned a small tea and coffee stall in a small town once. From there he kept on resetting his income thermostat and today owns a cafeteria of his own. He is also manufacturing and selling various bakery products from his cafeteria. The point is he is playing his money game without any limits or restrictions. It has only happened because *he thinks* he can earn more and then finds out ways to do it!

You will experience more and more moments that click in your financial life when you take random actions in your financial life and continue to play the money game without limits and restrictions. You have to keep adding value to people's life and establish a fair exchange moment.

This is what I have done all my life, this is what I have taught all my clients and this is what John does in his business. Sam, it's time for my favorite question to you."

"What do you understand right now about income creation?"

"Coach, I am clear why my income is at a particular level. After hearing you, I am not dissatisfied with my current income level, but I can see that I am not playing the money game fully. From today, I choose to play my money game freely and without any limitations. I am clear that I have set my income thermostat and now only I can reset it and can take my income to next level.

This conversation has been a game changer for me. Initially I thought increasing income is not in my hands but now I can see that income generation is 100% in my hands. It's time for me to reset my income thermostat, defining the next level for me and playing fully for my next level."

"Sam, I would like to share a powerful story that one of my coaches told me once. This was a game changer for me; it had a huge impact on me as a person. It goes something like this.

Once there was a wise man walking down an ancient road where a samurai warrior confronted him. Drawing his sword, the samurai said.

Who are you?

Where are you going?

Why are you going there?

Unfazed, the wise man simply asked, *How much does your master pay you?* The samurai was taken aback by the lack of fear in the wise man's voice.

Two gold coins a month, he responded.

The wise man reflected for a moment and then said, *I have a proposal for you. I'll pay you three gold coins per month, if you stop me at this spot on the ancient road each month and challenge me to respond to those same three questions.* Here the message is when you find something that can add value to your life pay the fees and help someone add value to your life.

Sam, the biggest investment or expense you have to do is in you. Most people are looking for free advice, information or material, which really takes them away from wealth creation. Always be ready to make an investment in yourself. When you find any person, any book or program that you think will add value to your life or profession simply take a step and make an investment.

The question to ask is *how much are you prepared to pay for lessons that will allow you to take the profound action that will turn your life in the right direction?*

Sam, in life some pay the price and some choose to pay the fees to learn the lessons from masters. I have always invested in learning from many people in my life. I have participated in several life changing programs, I have spent hours in observing life and I have spent a lot of money to study the subject called wealth. You don't become a money master overnight; it calls for willingness to invest in yourself.

I would like you to make a commitment where you will continue to invest in yourself all your life. Your biggest expense in the year has to be on YOU. Most people get busy creating a plan from where money

will come into their life; instead make a plan where your money is going to go. This will truly lead to wealth creation.

I was amazed at this insight, “Yes coach, today I have learnt the greatest lessons of my life. I am clear how you crafted your skill of coaching and can help people in their financial life so seamlessly. I make a promise to invest in myself, all that I was looking as an expense is now occurring to me as an investment.”

Words of wisdom

- Service leads to wealth.
 - Everyday, go to work only to serve; see your colleagues as your internal customers.
- The secret to wealth is in making good coffee (your work).
 - Don't bring your need of more money to the marketplace, instead bring your skills, talents and competencies to the marketplace, as that will lead to income growth.
- My biggest expense has to be on building my skills.
 - You earn exactly what you think you are worth.
 - When the income thermostat is set at a particular level, people put a limit on themselves, in their mind and somewhere they continue to convince themselves no matter what they will do they will not be paid more than what they are currently paid.
 - Invest in yourself. When you find any person, any book or program that you think will add value to your life or profession simply take a step and make an investment.
- I need to bring balance in people's life.
 - Find people whom you can help and offer your help to them. Extend your service to them and remember that when the service is rendered payment is due.

Level 11 Make Each Year Your Best Financial Year

“Sam, this is going to be our last session of the 90 Day Money Game. In the final level of the game I would like you to focus on making this year your best financial year.

Now tell me what is it that you would like to pass on to your next generation?”

“It has to be my wealth journal that you gave me as a gift when we started this game,” I said.

My coach was touched to hear my answer.

“Sam, your wealth journal is your true wealth. You have captured all that we discussed, your insights and key learnings in your wealth journal. I am sure by now many pages must have got filled.”

I replied, “Yes, coach my journal is full with learnings and insights.”

“Let me ask you a question ***Do YOU want results to happen in your financial life?***”

“Yes, coach”

“Or **Do you want results to happen in your financial life on an ongoing basis?**”

“Yes, I want results on an ongoing basis and not just one time,” I said.

“Sam one of the ways you can produce extraordinary results in your financial life on an ongoing basis is by writing your wealth journal. The entire world is busy reading about personal finance, they read one article and in the next moment, they get busy with their routine work and miss out on taking actions in their financial life.

Use your wealth journal to take actions. All that you read, make notes, write down how the information is applicable to your financial life and by when you will be taking those actions in your financial life.

Personal finance is not about knowing things; it is about getting things done.

Sam, let me share my experience of writing my wealth journal.”

He took out around his wealth journal and said, “This is my 100th wealth journal. I have been writing my wealth journal from more than 10 years now and it has been a wonderful experience. All my clients have cultivated a habit of maintaining and building their wealth journal.

Sam, this is the same with most investors. When the year ends, they have no idea about how many actions they took in their financial life during the year. If you write down your actions in your wealth journal, you always know whether you are taking actions in your financial life or not. While writing a wealth journal I realized that everything in life has a rhythm to it, wealth also has a rhythm to it, doing yoga has a rhythm to it, any form of dance or playing music has a rhythm to it. My wealth journal helps me get in rhythm with my wealth of life. It gives me pleasure of reading, writing, pausing, setting aside and returning, all in one place.

Your wealth journal helps you in designing your financial life. One step at a time, one action at a time, one insight at a time and one breakthrough at a time.

Wealth journal writing is a supreme way to record your personal finance journey. It is a way to discover what matters to you and even

what and how you think about money. It is your source for your inner development. Your wealth journal becomes your partner in your journey of wealth creation.

It will make you more and more skilled with money management and help you build muscle in the area of wealth creation. You start to gain an edge over other investors and somewhere you start to fall in the love of process of wealth creation.”

Action checklist

“I want you to create a new section in your wealth journal called “Action Checklist”. Write down all your small or big action that will help you make this year as your best financial year. Make your list now,” said Coach.

He gave me half an hour to complete my list of actions.

“Sam, is your action checklist ready? How many actions could you identify that can help you make this year as your best financial year?” Coach said.

I replied, “Yes Coach the list is complete. I could identify 35 actions.”

“That’s great Sam. Now start to complete each action, one action at a time and take steps in creating this year as your best financial year. Sam, as usual I have a question for you, but before I ask you that question, I want to know if you enjoyed the process of wealth creation during the 90 Day Money Game or not?

“Coach, it has been my best days as an investor. I have been most agile and action oriented since we started playing the game,” I said.

“That’s great Sam.

Now, tell me what is that one thing that will keep the same experience alive all your life? This is with or without me.”

“Well, coach why are you saying with or without you. I am always going to have you as my coach. I am not sure about the answer, but the one thing would be passion to live a good financial life.”

“Sam, it is not a wrong answer. Yes, passion is an important ingredient for keeping the experience alive. I am talking about the umbrella under which your experience will stay alive all your life. It will stay alive by building a wealth environment.

Most investors miss out on building their wealth environment. Let me explain you more about environment. What happens when we step into a temple? It has a spiritual environment and we start to experience spirituality or what happens when we walk into a gym? It has an environment of exercising and staying fit. The moment you step into your organization, it has a work environment where teams get together, they work, and they perform and produce organizational results. Similarly, you have to create and build your wealth environment.

Let’s discuss how you can build your wealth environment

One of the ways you can build your wealth environment is participating on various blogs and websites of personal finance. Really look at them as part of environment. What they are actually providing is an environment where investors can participate, express their views and get better in their financial life.

Some of my past clients do get together with their like-minded friends once a month and they brainstorm on how they can improve as an investor. They get together and share their actions and experiences. They share notes that they have made in their wealth journal. This is part of building a strong wealth environment. Here the entire family participates and everyone contributes on designing the financial life of a family.

A few clients of mine have created their personal finance yearly project where they get together with other mastermind group members. They meet every quarter and support each other in staying on track. Your environment puts you back on track.

A few clients of mine take on a project of helping other investors in buying life insurance. One of my clients has helped 100 families in buying term plan. Remember what Zig Ziglar said, *If you just help other people get what they want, it helps you get what you want.* When you help others your financial life is always taken care of. The more you help others the more you are building your wealth environment. Share your knowledge with people, as so many people are waiting for financial help in their life.

A couple I know takes a day off every 3 months and dedicate that day on reviewing, monitoring and completing any pending actions in their financial life. Giving time to your financial life also helps you in building your environment.

Writing your wealth journal is also part of building your wealth environment. It keeps the freshness alive in your financial life and helps you stay engaged with the conversation of living a good financial life.

So Sam, are you now clear about what wealth environment is and what is the importance of building a powerful wealth environment in your financial life?"

"Absolutely coach, I really never ever thought of what impact my environment has on me. This was completely missing in my financial life and now I am going to work on building my wealth environment. I will take conscious actions on how I can create my wealth environment," I said.

Love to-do list

“Sam, now I want you to make your love to-do list. This list contains your true passions in life. Your journey of wealth creation is not always like a straight line; it is going to zigzag at times. When you are down or desired results are not produced at that time, get in touch with your love to-do list.

Overall, personal finance is very boring. I mean you have to be a long-term investor and the wait is sometimes really long. To make the journey exciting it is important that you engage with your love to-do list. This love to-do list is also part of building your environment. It helps to source the right kind of motivation, creativity and energy to you as an investor.

Make a list of 100 things, you would like to accomplish before you will die. This list becomes the source of inspiration in your life; it becomes your guide and will lead you to greater financial success in life.

Many of my clients connected with their hobbies, many travelled to those places that they always wanted to but were never finding time for. This list is not magical, but it is also not less than any magic.

Sam, you have one, precious unrepeatable life with you, now it is up to you how you live it.”

“Yes coach, while you were sharing I was thinking of what my love to-do list is going to contain. My vision is expanding; I am now clear about what I would like to create with my precious life. My focus has shifted from meeting a few financial goals in life, to engaging with my love to-do it and moving forward in life with power, velocity and enthusiasm.

On hearing this, the words that came out of my Coach were, “***Simply amazing Sam.***”

“Sam, How can you make your home worth Rs. 100 crore?”

I was curious, “Coach, how do I do that?”

“Sam, it is by building a library in your home. Having a library makes you a student of life and wealth. Many people spend a few hundred rupees every week on gadgets and entertainment but when you ask them to buy a book of Rs. 500 or Rs. 1,000 they will hesitate to buy. The legendary author Jim Rohn says, *It isn't what the book costs; it's what it will cost if you don't read it.*

Sam, when you read books don't just skim it, really drink deep and take all of it from the book. While you are reading take notes in your wealth journal and continue to add different dimensions to your financial life.

It is very important that you become a student of wealth and you design your reading program as an investor. It is the art of learning that is transforming. Your library should be like a pantry; it should have all kinds of books in it. Read books on wealth, on life and on different areas and subjects that add value to your life.

Here are some books that I would like to suggest and I am going to gift you these books. I would like to help you set up your reading program that will help you grow in life.

- **16 Personal Finance Principles Every Investor Must Know** by Manish Chauhan: This book helps Indian investors strengthen their personal finance ground rules. The beauty of this book is its simple language and the author's clear thought process that will help you understand personal finance concepts in a easy and fun way
- **How To Be Your Own Financial Planner In 10 Steps - A Step By Step Guide To Improve Your Financial Life** by Manish Chauhan: This book will act like a passive financial planner and show you some steps, which you can perform on your own and plan out few important areas of your financial life.
- **Go-Giver** by Bob Burg: This short book holds an extremely powerful message in it. The book gets you in touch with the

power of giving and you will learn how giving leads to success in life. The go-giver is a heartwarming and inspiring tale of an ambitious young man called Joe.

- **Think and Grow Rich** by Napoleon Hill - This book is a classic that every individual should read.
- **Secrets of the Millionaire Mind** by T Harv Eker. This book will help you change your relationship with money completely. It is short yet powerful, and has some practical wealth principles in it that are thought provoking.
- **The Trick to Money Is Having Some.** This book is by Stuart Wilde. One of the most amazing books in the area of wealth.
- **Outwitting the Devil** by Napoleon Hill (although written in 1938 it was just published in 2011) - A must read
- **I Can Make You Rich** by Ramit Shetty. Learn to get debt free and automate your financial life.
- **The Richest man in Babylon.** If you want to learn what true wealth is all about this book has to be a part of your library.
- **The One Minute Millionaire** by Mark Victor Hansen. A good read.
- **Multiple Streams of Income** by Robert Allen. A very practical and action oriented book.

Sam, I would like to share a story with you. You are now a transformed investor, you view the money game differently and you have the right mindset in place. You will have to continue to share the insights that you have learnt with people you meet.

Before we started this game, you asked about my fees and I told you, I would be giving you a task. The task is writing the book *11 principles*

to achieve financial freedom and bringing a transformation in people's financial life. Bring the social change that helps people get prosperous.

I want to share a story from the book *The 99th Monkey* by Eliezer Sobel with you about social change. All the people I have coached have joined me in helping people live a blessed financial life. Many people need help in their financial life and I want my clients to bring that change in people's thought process. Share with them all that you have learnt in 90 Day Money Game so that they get inspiration to get into action.

The Japanese monkey, *Macaca Fuscata*, had been observed in the wild for a period of over 30 years. In 1952, on the island of Koshima, scientists were providing monkeys with sweet potatoes dropped in the sand. The monkey liked the taste of the raw sweet potatoes, but they found the dirt unpleasant.

An 18-month-old female named Imo found she could solve the problem by washing the potatoes in a nearby stream. She taught this trick to her mother. Her playmates also learnt this new way and they taught their mothers too.

This cultural innovation was gradually picked up by various monkeys before scientists' eyes. Between 1952 and 1958, all the young monkeys learnt to wash the sandy sweet potatoes to make them more palatable. Only the adults who imitated their children learnt this social improvement. Other adults kept eating the dirty sweet potatoes.

Then something startling took place. In the autumn of 1958, a certain number of Koshima monkeys were washing sweet potatoes—the exact number is not known. Let us suppose that when the sun rose one morning there were 99 monkeys on Koshima Island who had learnt to wash their sweet potatoes.

Let's further suppose that later that morning, the hundredth monkey learnt to wash potatoes.

THEN IT HAPPENED!

By that evening, almost everyone in the tribe was washing sweet potatoes before eating them. The added energy of this hundredth monkey somehow created an ideological breakthrough!

But notice: A most surprising thing observed by these scientists was that the habit of washing sweet potatoes then jumped over the sea. Colonies of monkeys on other islands and the mainland troop of monkeys at Takasakiyama began washing their sweet potatoes.

Thus, when a certain critical number achieves an awareness, this new awareness may be communicated from mind to mind.

Although the exact number may vary, this Hundredth Monkey Phenomenon means that when only a limited number of people know of a new way, it may remain the conscious property of these people.

But there is a point at which if only one more person tunes in to a new awareness, a field is strengthened so that this awareness is picked up by almost everyone!

Sam, be like that 100th Monkey and help investor's get in touch with their cheese (true wealth).

Sam, can you draw your journey with your coach and the 90 Day Money Program and share how you transformed in these 11 levels?

SAM 1.0 - In the starting of the 90 Day Money Game Program

At the start, Sam was a directionless, worried and confused investor, who had no idea where he was moving in his financial life, and what he was up to. Then he completed all the levels of the 90 Day Money Game and at each step, he upgraded his understanding about his financial life and how he can lead a great life. Here is a snap shot.

Level 1		Strengthened his foundation
Level 2		Got answers to some really important questions
Level 3		Understood that he is the CEO of his financial life
Level 4		Understood why it's important to have the basics in place
Level 5		Got a new dimension around "goal planning"
Level 6		Understood the importance of systems
Level 7		Learned the real meaning of "financial freedom"
Level 8		Found out why "passive income" is important
Level 9		Learned about "wealth creating assets"
Level 10		Discovered how to increase his income
Level 11		Understood why he should make every year as his best year

SAM 2.0 - At the end of the 90 Day Money Game Program

At the end of the program and these 11 steps, Sam is now a powerful, committed and very focused investor. Not just his financial life, he now knows how to make the best out of his life.

He is now extremely confident and full of energy to lead his financial life. This is the magic of the 90 Day Money Game program.

This brings to end of my 90 day journey with my financial coach. I thank my coach from the bottom of my heart for helping me shift from Sam 1.0 to Sam 2.0. My coach helped me to change my relationship with money, my attitude in the area of money and my overall approach to personal finance. This book is close to my heart, I have tried to capture the special moments that I had with my financial coach. I will never ever forget those 90 days of my financial life. With the help of my coach I started to enjoy the process of wealth creation, I started taking interest in all financial matters and most importantly I started creating wealth.

After 11 coaching sessions I took on a project to help other people in living an awesome financial life. This book is my acknowledgement to my coach because it is only because of him I could achieve financial freedom. My message to you is simple if I can achieve financial freedom so can you. So read this book till you can make these principles an integral part of your life. If you need further material send a request on coach@jagoinvestor.com and some useful material will be sent to you immediately.

**Just Play Nice From Here On
Play It Fully
Play It Big
Have Lots Of Fun
&
Enjoy The Process Of Wealth Creation**

AFTERWORD

THANK YOU for reading the book so far. I hope you could relate with story of Sam and the conversation between Sam and his financial coach touched your heart and it helped you to design your financial life. I hope the 11 principles in the book leaves a deep impact on you as an investor and you are able to explore your full financial potential. I hope we may meet some day and you can say to me, “Hey Nandish, I read your book, followed your principles, and it transformed my financial life forever. I now live the kind of financial life that I want to live, I see wealth creation as a game, I enjoy the process of wealth creation, I am able to produce desired wealth in life, I am financially free and most importantly I am living a life of purpose that fills my heart with love and joy”.

Until we meet, stay in action, stay committed and have an awesome financial life.

If you want me to coach you leave your mail on nandish@jagoinvestor.com and let's have an honest conversation about the results that you would like to produce in your financial life.

Author's Note

With this, I hope you have gained some valuable insights on how to live an exciting financial life. I hope you had as much fun reading it as I did writing it. I would like to provide you a list of places where you can visit like-minded investors and gamers.

1. Jagoinvestor Blog: I started this blog in 2007 and until date, it has been an amazing blog that I constantly write on. You can be part of this amazing community at www.jagoinvestor.com

2. Jagoinvestor Forum: Thousands of investors like you are waiting for a question to be posted by someone like you and instantly within a few minutes, amazing answers kept pouring in. This is one step away at www.jagoinvestor.com/forum

3. Jagoinvestor Wealth Club - This is a Premium Members Club, which offers you a wealth environment, and gives you premium audios, videos and various tools for members. Join at www.jiwealthclub.com

I probably know you as my blog reader or might know you in the future, but for now I would like to congratulate you on reading and completing this book and wish you a fulfilling and successful financial life.

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Financial Coach

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www.jagoinvestor.com

JagoInvestor Wealth Club

Our commitment to ensuring that every investor lives an awesome financial life

We invite you to build on what you have learnt in our books and blog today by joining the jagoinvestor wealth club.

The wealth club comprises of an online community of committed investors. We would like to help you to become a more successful investor. The focus of the club is to provide investors with a safe environment where learning personal finance becomes fun. The central theme of this club is 'wealth'; it is designed to help you engage in conversations regarding living a good financial life. And how are we going to do this? By serving up, on a monthly basis, premium material that helps you as an investor. As a member you will receive premium content in audio and video format. You will also get dedicated e-books on different personal finance topics, different financial products, such as ready a reckoner list, excel based different tools, calculators and templates, that helps you facilitate and improve your financial life.

To get things started, we invite you to experience a part of wealth club. Send a mail to nandish@jagoinvestor.com and we will send you some useful material that will help you immensely as an investor. We invite you visit www.jiwealthclub.com and become a part of this committed community of investors.

Nandish Desai

Financial Coach

Now available

16 Personal Finance Principles Every Investor Should Know

Written by **Manish Chauhan**

“16 Personal Finance Principles Every Investor Should Know” aims to reorient the way in which people perceive money management. With the help of simple stories and parables, it changes your perception of ‘money management’ from a complex chore that only financial wizards can master to a simple, commonsense exercise that you can easily undertake.

Every chapter in this book is based on personal finance principles, which when applied can make your financial life full of power, freedom and abundance. It is not written to engage a discerning reader or show-case the author’s knowledge; this book is written to help you take action in your financial life.

16 Personal Finance Principles Every Investor Should Know is a veritable manual or guide on how to live an extraordinary financial life. It will show you exactly how to change your relationship with money and make your financial life simple; it will help you to understand the guiding principles of personal finance and bring about a change in your financial situation; it will guide you towards making your financial life more organized.

In a nutshell, it will help you shift gears and start on an exciting journey of wealth creation... the only plea that runs through the book is that you must take action!



Now available

How to be your own Financial Planner in 10 steps

Written by **Manish Chauhan**

By the time you complete this book, your financial life will have taken new shape! You will have worked on 10 different areas of your financial life, in the same way a financial planner works with you. The book has the ability to guide you on how to plan the 10 most important areas of your financial life. There are two types of investors in India: those who plan their financial life and those who plan nothing and just let their financial live move with the flow. The second group is extremely large, and this book is targeted at this group.

Many investors who are DIY (Do It Yourself) investors can use this book to plan their financial life and be their own financial planners at some basic level. The book has the 3 elements of education, planning and action items all packed into one. Written for the common person, in simple language, the book deals with the most important financial worries and questions.

Manish Chauhan's first book 16 Personal Finance Principles Every Investor Should Know was a great hit and well received by readers. The previous book taught investors the basics of personal finance. This book is a natural progression of that concept where you focus on actions and completing things in your financial life. The book is free from technical jargon yet has strong content, which is currently missing in the personal finance space. Grab your copy right now and give a new power to your financial life.



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